

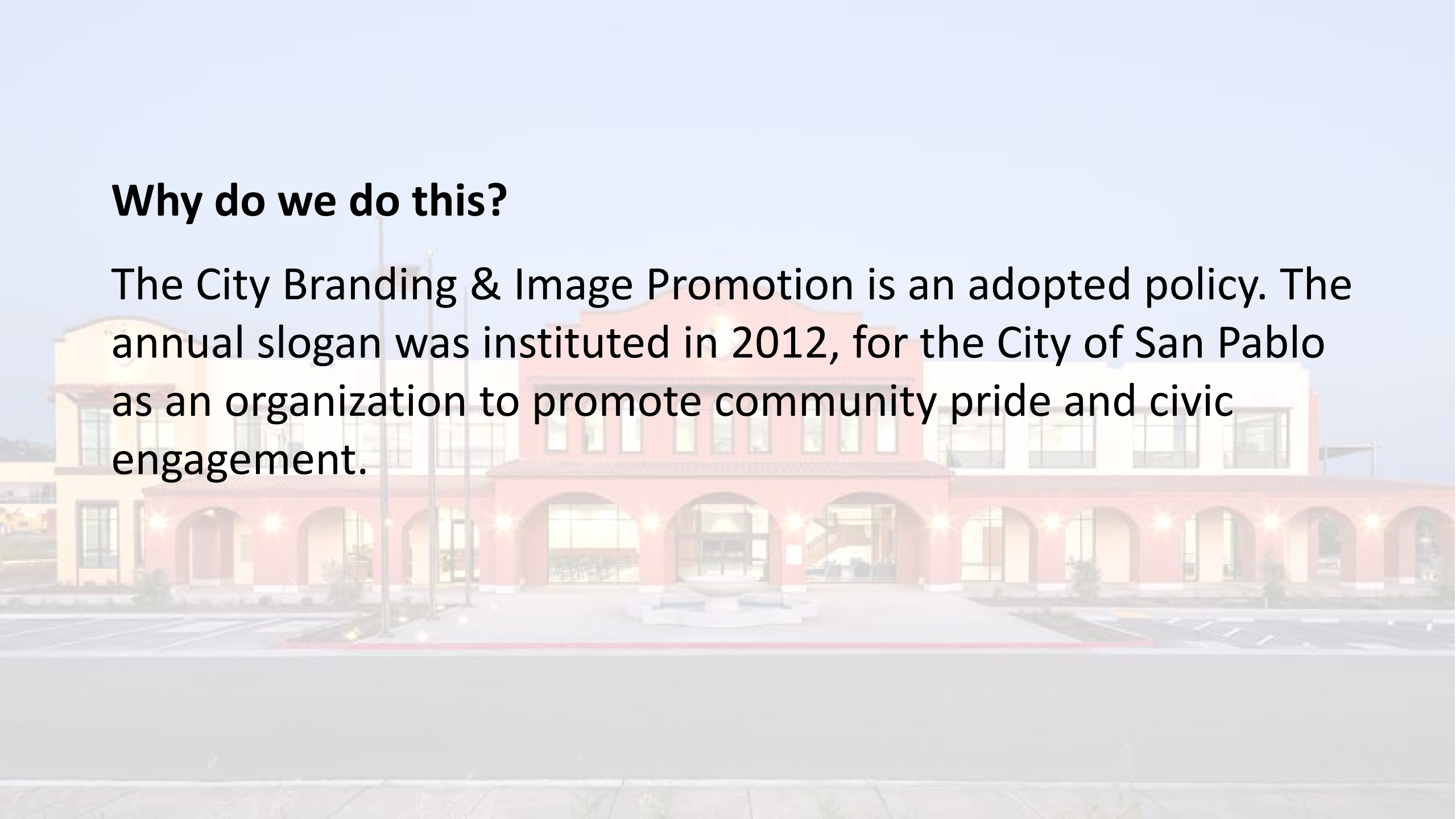
Teamwork San Pablo 2026 Slogan Selection



CITY · SAN PABLO

Why do we do this?

The City Branding & Image Promotion is an adopted policy. The annual slogan was instituted in 2012, for the City of San Pablo as an organization to promote community pride and civic engagement.



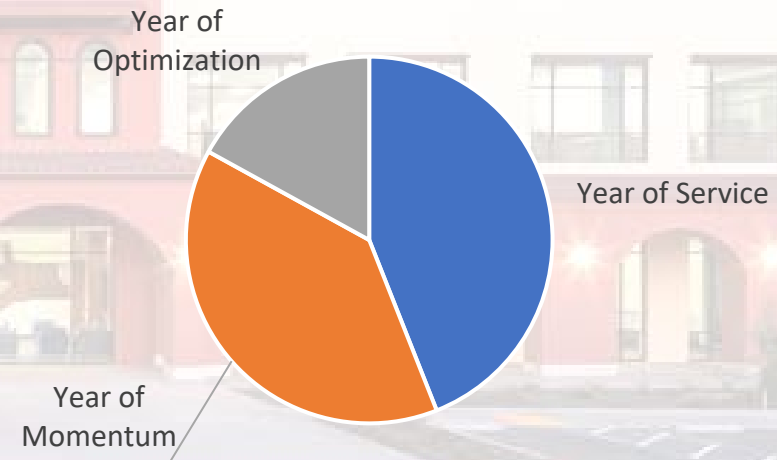
Selection Process

1. Executive Leadership Group chose top three 2026 “Year of” slogans

- Year of Momentum
- Year of Optimization
- Year of Service

2. City Staff and community survey (promoted through social media): 100 TOTAL VOTES

- Year of Momentum, 39 votes
- Year of Optimization, 17 votes
- Year of Service, 44 votes



Recommendation

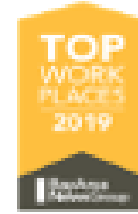
Council discussion and selection of the 2026 slogan. The slogan for calendar year 2026 will be promoted at City Hall and in the community during the January – December 2026 period.



CITY OF SAN PABLO
City of New Directions

TEAMWORK SAN PABLO

"2026 - THE YEAR OF"



**ECONOMIC
DEVELOPMENT
CORPORATION**