



2020 “YEAR OF.....”

**CITY OF SAN PABLO
SLOGAN SELECTION**

CITY COUNCIL MEETING

JANUARY 21, 2020

Teamwork San Pablo – 2020 The Year of.....

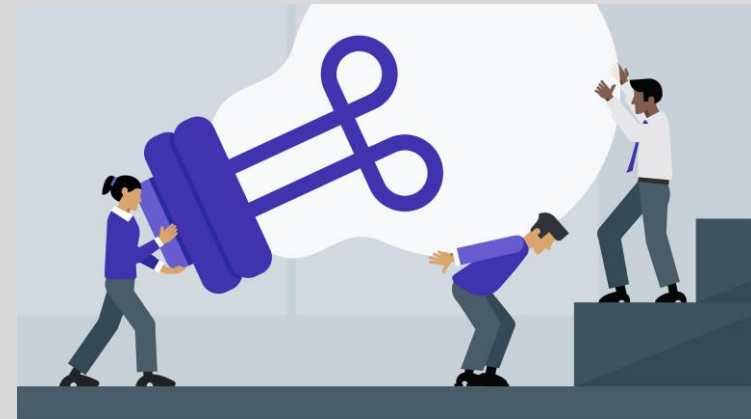
Why do we do we this?

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.

November 19, 2019:

Requested slogan ideas from the Executive Leadership Group (ELG)

24 slogan ideas

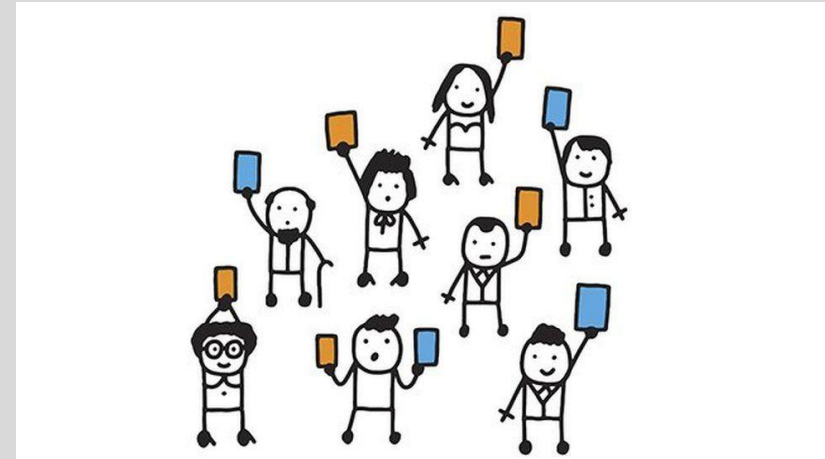


Teamwork San Pablo – 2020 The Year of.....

December 03, 2019:

Paper Survey to ELG to vote for top three choices

1. 2020 Year of Collaboration, 6 votes
2. 2020 Year of Vision, 5 votes
3. 2020 Year of New Vision, 4 votes
4. 2020 Year of Resiliency, 4 votes



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December 9, 2019:
Online Survey to all City Employees for top choice

57 votes

1. 2020 Year of Collaboration, 13 votes
2. 2020 Year of Vision, **15 votes**
3. 2020 Year of New Vision, **15 votes**
4. 2020 Year of Resiliency, 14 votes



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December 10, 2019:

Social Media Survey to the public to vote for top choice, the overall city survey (city employees and public) results are as follows:

100 votes

2020 The Year of Collaboration- **26 votes**

2020 The Year of New Vision – **26 votes**

2020 The Year of Resiliency – 25 votes

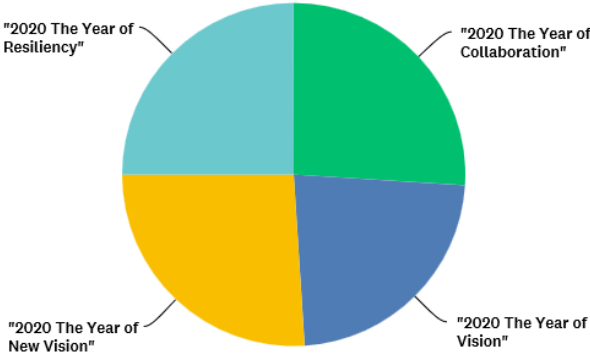
2020 The Year of Vision – 23 Votes

Teamwork San Pablo – 2020 The Year of.....

Staff recommends Council discussion for the selection and adoption of the 2020 slogan.

Please select your favorite theme for the upcoming year: Teamwork San Pablo "2020 The Year of"

Answered: 100 Skipped: 0



ANSWER CHOICES	RESPONSES	
"2020 The Year of Collaboration"	26.00%	26
"2020 The Year of Vision"	23.00%	23
"2020 The Year of New Vision"	26.00%	26
"2020 The Year of Resiliency"	25.00%	25
TOTAL		100



CITYOF **SAN PABLO**

City of New Directions

TEAMWORK SAN PABLO

“2020 - THE YEAR OF”



SAN PABLO



**ECONOMIC
DEVELOPMENT
CORPORATION**