



Legislation Text

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DATE OF MEETING: 01/22/19

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING THE CITY OF SAN PABLO SLOGAN "TEAMWORK SAN PABLO 2019 - THE YEAR OF _____" FOR THE JANUARY-DECEMBER 2019 PERIOD

CITY MANAGER RECOMMENDATION

Adopt Resolution

COMPLIANCE STATEMENTS

City Branding & Image Promotion is an adopted policy area contained in the FY 2018-21 Council Priority Workplan, effective November 1, 2017.

CEQA Compliance Statement

This is not a project under CEQA.

BACKGROUND

In 2012, an annual slogan was instituted for the City of San Pablo as an organization to promote community pride and civic engagement. The slogan is part of an overall integrated organizational plan to promote cooperation and teamwork in the City of San Pablo organization and in the community. The annual slogan is designed to underscore the importance of professional development, management, and leadership in the organization.

The top four "The Year of" slogan choices for 2019 were developed by the City's Executive Leadership Group (ELG). Subsequently all city staff were invited to participate in answering a survey via e-mail, followed by a community survey via social media for voting. The top three results overall are (in order of support):

1. 2019 Year of New Beginnings
2. 2019 Year of Collaboration
3. 2019 Year of Achievement

If selected, the slogan, *2019 The Year of New Beginnings*, will be promoted in City Hall and in the community during the January - December 2019 period.

FISCAL IMPACT

The expense to print appropriate banners and marketing items can be accommodated within the existing City Manager's budget and no new funds are required at this time.

ATTACHMENT

Attachment A - PowerPoint Presentation