

Legislation Text

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DATE OF MEETING: 01/21/20

SUBJECT:

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO APPROVING THE CITY OF SAN PABLO SLOGAN "TEAMWORK SAN PABLO 2020 - THE YEAR OF _____" FOR THE JANUARY-DECEMBER 2020 PERIOD

CITY MANAGER RECOMMENDATION

Council discussion; adopt Resolution

COMPLIANCE STATEMENTS

Economic Development & Diversification is an adopted Major Policy Goal contained in the FY 2019-21 Council Priority Workplan, effective March 1, 2019.

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 2020 were developed by the City's Executive Leadership Group (ELG). Subsequently all city staff were invited to participate in an online survey, followed by a community survey via social media for voting. The results overall are as follows:

1. 2020 The Year of Collaboration- 26 votes
2. 2020 The Year of New Vision - 26 votes
3. 2020 The Year of Resiliency - 25 votes
4. 2020 The Year of Vision - 23 votes

Procedurally, the City Council may discuss and deliberate over the proposed themes/slogans that were determined by internal organizational and external survey results. The theme/slogan for Calendar Year 2020 must be approved by majority vote via Resolution of the City Council, and will be promoted at City Hall and in the community during the January - December 2020 period.

FISCAL IMPACT

The expense to print appropriate banners and marketing items can be accommodated within the existing City Manager's FY 2019-20 Departmental GF Budget and no new funds are required at this

time.

ATTACHMENT - PowerPoint Presentation