



Legislation Text

File #: 19-238, **Version:** 1

City Council Agenda

Memo to: Manteca City Council
From: Johanna Ferriera, Management Analyst
Date: June 4, 2019
Subject: Logo Voting Results

Receive logo voting results and provide direction on the City logo.

Background:

In March of this year, staff presented City Council four logo designs based on the City's logo contest that took place between October 2018 and January 2019. At that March meeting, Council directed staff to conduct a vote for the community to select their favorite design. The Community had the opportunity to choose from the following options:

1. One of the four new logo designs
2. Keep the current logo
3. None of the logos

Voting results are attached. Staff recommends the Council approve the implementation of the community's preferred logo selection. While the current logo was a close second, it should be noted that comments submitted preferring the current logo appear to be in the context of preferring the city focus on fixing roads, adding traffic signals, addressing homelessness, or dissing on the Family City tag line, rather than actually preferring the current logo design.

Fiscal Impact:

If a new community preferred logo is selected, costs will be incurred to update city uniforms, signs, equipment, stationary, and etc., however these nominal costs will be phased in over time, and included in future budget planning.

Documents Attached:

1. Attachment 1 - Community Voting Results