



Agenda Item

City Council

Item #: 3.18.

4/9/2024

File #: 24-0226

TO: Honorable Mayor and Members of the City Council

FROM: Tom Kisela, City Manager

1. SUBJECT

Authorize Pivotal Strategies to use the City of Orange name, official seal, logos, or any abbreviation of them for all public education and outreach materials/content.

2. SUMMARY

On March 12, 2024, the Orange City Council approved a professional services agreement with Pivotal Strategies to assist with public education and outreach. Orange Municipal Code Chapter 1.12 requires City Council permission before the City of Orange name, official seal, logos, or any abbreviation of them can be utilized.

3. RECOMMENDED ACTION

Authorize Pivotal Strategies to use the City of Orange name, official seal, logo, or any abbreviation of them for all public education and outreach materials/content pursuant to Orange Municipal Code Chapter 1.12.

4. FISCAL IMPACT

None.

5. STRATEGIC PLAN GOALS

Goal 4: Provide Outstanding Public Service

- e. Obtain, implement, and evaluate public input into our services and programs.

6. DISCUSSION AND BACKGROUND

On March 12, 2024, the Orange City Council approved a professional services agreement with Pivotal Strategies to help with public education and outreach. A part of this agreement includes Pivotal Strategies creating educational/outreach materials and content that will be distributed through a variety of means upon City review and approval. To ensure the public has confidence this material is from the City of Orange, staff intends to use the City of Orange's name, official seal, logo, or any abbreviation of them.

Orange Municipal Code Chapter 1.12 requires the City Council to approve the use of the City of Orange's name, official seal, logo, or any abbreviation of them. Therefore, staff recommends the City Council authorize Pivotal Strategies to use the City of Orange name, official seal, logo, or any abbreviation of them.

7. ATTACHMENTS

- Orange Municipal Code Chapter 1.12