



Council Policy Prioritization: Early Consideration Response Form

Department City Manager's Office
 Department Rep. Name/Ext. Carolina Camarena
 Policy/Ordinance Subject New Official Logo of San Jose

Rules Date 1/19/22 Item G.2
 Council Member Sponsorship Mayor Liccardo

Staff Recommendation

<input checked="" type="checkbox"/> GREEN Adopt based on tradeoffs outlined on next page	<input type="checkbox"/> YELLOW Send to Priority Setting Process	<input type="checkbox"/> RED Recommend Council not adopt nominated idea	<input type="checkbox"/> NEEDS CLARIFICATION OR MORE TIME TO EVALUATE
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Staff Evaluation

Is this aligned with City Roadmap? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is this already underway in a Department work plan? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Is this time critical or an emergency? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Will this require substantial resources, staffing, budget, or strategic support? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
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Criterion to Determine Scale of Project Complexity

Project complexity is determined by scoring the project in each of the 3 criteria below and then summing the score.

a. Low Complexity is a sum of 6 or less.
 b. Medium Complexity is a sum of 7 – 9. Total Score = 9
 c. High Complexity is a sum of 10 or greater.

Scoring Criterion	Low Complexity		Medium Complexity		High Complexity	
	Estimated Duration	6 – 9 months <input checked="" type="checkbox"/> = 1	9 - 18 months <input type="checkbox"/> = 2	More than 18 months <input type="checkbox"/> = 3		
Organizational Complexity (Internal)	Can Easily be Absorbed into Existing Work Plan <input type="checkbox"/> = 1	Planned Work (Future) <input type="checkbox"/> = 2	Work Not Currently Proposed <input checked="" type="checkbox"/> = 3			
	Have staff with required skillset/knowledge <input type="checkbox"/> = 1	Have staff with required skillset/ requires moderate research <input checked="" type="checkbox"/> = 2	Do not have staff with required skillset/requires significant research <input type="checkbox"/> = 3			
Organizational Complexity (External)	Less than or equal 2 staff required <input checked="" type="checkbox"/> = 1	3 - 4 staff required <input type="checkbox"/> = 2	More than 5 staff required <input type="checkbox"/> = 3			
	1 Additional Department <input type="checkbox"/> = 1	2 Other Departments Involved <input checked="" type="checkbox"/> = 2	3 or more Departments Involved <input type="checkbox"/> = 3			

DEPT. Required	<input type="checkbox"/> Airport	<input type="checkbox"/> Auditor	<input type="checkbox"/> CMO	<input checked="" type="checkbox"/> CMO – Communication	<input checked="" type="checkbox"/> OED/CA	<input type="checkbox"/> ESD	<input type="checkbox"/> Fire	<input type="checkbox"/> HR	<input type="checkbox"/> IT	<input type="checkbox"/> PRNS	<input type="checkbox"/> Police	<input type="checkbox"/> Retirement
	<input checked="" type="checkbox"/> Attorney	<input type="checkbox"/> Clerk	<input type="checkbox"/> CMO – Budget	<input type="checkbox"/> CMO –	<input type="checkbox"/> Community Energy	<input type="checkbox"/> Finance	<input type="checkbox"/> Housing	<input type="checkbox"/> IPA	<input type="checkbox"/> Library	<input type="checkbox"/> PBCE	<input type="checkbox"/> PW	<input type="checkbox"/> DOT

Analysis

Explain the rationale for staff recommendation, including any mitigating factors that need to be considered (recent legislative action, significant work plan changes, etc.). Please address the following as well.

GREEN LIGHT: The Administration can implement this Nominated Idea under its current work plan. Item should be sent to Council to add to Department work plan. (1) How will the Idea be approached? (2) If adopted, what is its impact and/or tradeoff to the City Roadmap or to a Department work plan, including strategic support? (3) What is the minimum viable scope to move the Idea forward and reduce its complexity?

- 1 - CMO Communications Team will benchmark costs of adopting a new logo with like organizations (Sunnyvale, VTA) who have recently updated their logo.
- 2 - If adopted, the Administration recommends this item for the 2022-2023 budget process which allows for deeper analysis of staffing and cost implications.
- 3 - The minimal viable scope is benchmarking costs.

Memo Recommendations:

- 1 - Identify the cost of making the widely-embraced “San José” logo, created by Native Digital, the official logo of the City of San José: CMO Communications Team will benchmark costs of adopting a new logo with like organizations (Sunnyvale, VTA) who have recently updated their logo.
- 2 - Seek community input, and return with a recommendation through the mid-year budget 2 - process for Council consideration: CMO Communications Team will embark on community input if the item is adopted in the 2022-2023 budget process.
- 3 - If staff recommends a change, a recommendation at mid-year should include a timeline for potentially phasing out the current City of San José “sun” logo, and an approach to integrating the new logo on City assets in a manner that minimizes any expenditure of public resource: CMO Communications Team will make a recommendation in the 2022-2023 budget process.
- 4. Review licensing agreement with Team San Jose for the production of branded merchandise including t-shirts and other items, and explore expanding the agreement to other local vendors, including San Jose Made and other small local businesses: CMO Communications and OEDCA will work with the CAO and Team San Jose as well as other vendors to review and explore a licensing agreement.

YELLOW LIGHT: The Administration recommends Council send this Nominated Idea to the Priority Setting Process due to (describe cost implications, workload impacts, or other factors).

RED LIGHT: The Administration recommends Council not adopt this Nominated Idea due to (describe reason implementation would be difficult if not impossible – conflict with other laws, etc.).