



# Measure U Community Advisory Committee Report

915 I Street

Sacramento, CA 95814

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**File ID:** 2022-01022

**May 16, 2022**

**Discussion Item 07**

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**Title:** Review of Measure U Logo Design Options

**Location:** Citywide

**Recommendation:** Receive and file.

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**Attachments:**

1-Description/Analysis

2-Measure U Logo Design Options

## Description/Analysis

**Issue Detail:** At its November 15, 2021 meeting, the Committee approved its priorities for the FY2021/22 Midyear Budget (Midyear Priorities). Specifically, in its Midyear Priorities, the Committee recommended “that the City brand Measure U investments in the city by directing staff to develop a logo.”

City branding of Measure U programs and expenditures is an opportunity to educate and inform residents by drawing a connection between the Measure U taxes we pay, and the programs and services the City delivers. To that end, the City Manager’s Office developed three Measure U logo design options (Attachment 2) and invites the Committee’s feedback regarding which option it most prefers.

**Policy Considerations:** City Council Resolution 2018-0393 adopted October 2, 2018 outlines the purpose, and the powers and duties of the Measure U Committee. Specifically, the Resolution states, to ensure that the expenditures of City resources reflect Council and community priorities, the Committee shall review, report, and make non-binding recommendations on revenue and expenditures of certain funds from the Transactions and Use Tax (Sacramento City Code chapter 3.27.).

**Economic Impacts:** None.

**Environmental Considerations** None.

### Environmental Considerations:

**California Environmental Quality Act (CEQA):** This report concerns administrative activities and governmental fiscal activities that do not constitute a “project” as defined by the CEQA Guidelines Sections 15378(b)(2) and 15378(b)(4) and are not subject to the provisions of CEQA (CEQA Guidelines Section 15060(c)(3)).

**Sustainability:** None.

**Commission/Committee Action:** The Committee approved its Midyear Priorities on November 15, 2021 that included a recommendation for the City to develop an update Measure U logo.

**Rationale for Recommendation:** None.

**Financial Considerations:** None.

## Measure U Logo Design Options

OPTION 1



OPTION 2



OPTION 3

