



City of Arts & Innovation

Governmental Affairs Committee Memorandum

TO: GOVERNMENTAL AFFAIRS COMMITTEE DATE: APRIL 4, 2018

FROM: CITY ATTORNEY'S OFFICE WARDS: ALL

SUBJECT: AMENDMENT TO RIVERSIDE MUNICIPAL CODE CHAPTER 1.04 TO INCLUDE THE CITY COUNCIL EMBLEM AS AN OFFICIAL CITY INSIGNIA; DIRECT THE CITY ATTORNEY TO INCLUDE IT IN THE LETTER TO CANDIDATES PROHIBITING THE USE OF OFFICIAL CITY OF RIVERSIDE INSIGNIA ON CAMPAIGN LITERATURE; AND CONSIDER SERVICE MARKING WITH THE CALIFORNIA SECRETARY OF STATE

ISSUE:

Riverside Municipal Code (RMC) Chapter 1.04 sets forth the permissible uses of official City of Riverside seal, motto, logo and other official City insignia. It is proposed that the official City Council emblem be specifically added to the list of official seal and other insignia to be used only in accordance with their official purposes. It is further proposed that the City Attorney be directed to include the City Council emblem in the letter to candidates prohibiting the use of official City insignia on campaign literature. Finally, it is proposed that the City Council emblem be Service Marked with the California Secretary of State's Office.

RECOMMENDATIONS:

That the Governmental Affairs Committee review, discuss, and recommend that the City Council:

1. Amend Riverside Municipal Code Chapter 1.04 to include the City Council emblem as an official City insignia to be used only in accordance with its official purpose; and
2. Introduce and adopt the attached ordinance;
3. Direct the City Attorney to include the City Council emblem in the letter to candidates prohibiting the use of official City of Riverside Insignia on campaign literature; and
4. Direct that the City Council emblem be Service Marked with the California Secretary of State's Office.

LEGISLATIVE HISTORY/BACKGROUND:

The City's Brand Standards Manual (Manual) establishes the guidelines and parameters needed to maintain the brand and image of the City. The City's iconic logo is thus used on all official collateral materials as well as on vehicles and staff apparel so as to be identified with the City.

Recognizing the need to identify the City Council as a body, City staff developed an emblem to identify the City's seven elected officials as members of the City's legislative body. The emblem was subsequently installed in the City Council Chamber in 2010.

On May 5, 2015, the City Council approved and authorized the use of an official City Council emblem to be used on all collateral materials generated by each Councilmember for official City purposes in the furtherance of their duties consistent with the Manual. To that end, City staff created collateral material templates for City Council use that include the City Council emblem.

As an official insignia of the City of Riverside, the City Council emblem should be specifically included in RMC Chapter 1.04. This will ensure that all candidates for local office in the City of Riverside are clear that the City Council emblem is prohibited from being used in campaign materials. This will be further made clear by the City Attorney specifically including the City Council emblem in the list of prohibited insignia from being used in campaign material in the letter sent to candidates for local office. At the City Council meeting of March 6, 2018, Councilmember Perry requested this matter be referred to the Governmental Affairs Committee for discussion.

PROPOSED ACTION:

It is therefore proposed that the Governmental Affairs Committee recommend that RMC Chapter 1.04 be amended as follows:

1. A new sub-section 1.04.020 (d) be added as follows: "City Council emblem: The City Council emblem approved and authorized by the City Council on May 5, 2015. The emblem consists of a circular blue banner rimmed with gold on both the inside and outside of the banner. Within the blue banner are the words "CITY COUNCIL" and "CITY OF RIVERSIDE" separated by two gold diamond shapes, one each on the left side and the right side of the banner. Within the space inside encircled by the banner are seven equally spaced gold stars and a gold Raincross symbol sitting atop a mission bell in the center of the space."
2. Current sub-sections 1.04.020 (d) and (e) are re-lettered to read: "1.04.020 (e) and (f)", respectively.
3. The words "City Council emblem" are added to sub-section 1.04.030 (a) to read as follows: "The City Clerk of the City of Riverside shall have custody of the official seal, the City Council emblem, the City of Riverside website banner, emblems, and all other City logos or insignia (hereinafter "City Insignia"). The use of City Insignia shall be for the purposes directly connected with the official business of the City of Riverside, its City Council, officers or departments, and for those matters expressly approved by the City Council."

It is further proposed that the Governmental Affairs Committee recommend that the City Council direct the City Attorney to include the City Council emblem in the letter to candidates prohibiting the use of official City of Riverside Insignia on campaign literature.

It is further proposed that the Governmental Affairs Committee recommend that the City Council direct that the City Council emblem be Service Marked with the California Office of the Secretary of State.

FISCAL IMPACT:

The cost of service marking with the California Office of the Secretary of State is \$70.00.

Prepared by: Robert L. Hansen, Assistant City Attorney

Approved as to form: Robert L. Hansen, Assistant City Attorney

Attachment: Proposed ordinance amending RMC 1.04