

Date: November 9, 2022

To: Honorable Members of the Ethics Commission

From: Heather Van Wijk, Ethics Officer

Subject: Motto, Symbol, and Catchphrase – Ad-Hoc Update

As you recall, we recently conducted a Citywide workforce survey to gather ideas for a potential motto, symbol and catchphrase (slogan) to use as our branding of the ethics program moving forward. We received just under 50 responses, with a lot of great suggestions to consider. The ethics team pared down the bigger list of responses and presented that list to the ad hoc for consideration. The attached list is what the ad hoc would like to present to the Ethics Commission for consideration. Also included is a design mockup of a potential symbol for consideration. You'll also see that the ad-hoc decided not to pursue a catchphrase at this time.

If you have any questions, please contact me at (562) 570-7443.

ATTACHMENT:

Ad hoc report: Slogans

Cc: APRIL WALKER, DEPUTY CITY MANAGER
JULIAN CERNUDA, ASSISTANT TO THE CITY MANAGER
TAYLOR ANERSON, DEPUTY CITY ATTORNEY
JT NAGAYAMA, CITY CLERK ANALYST

EC Ad-Hoc: Ethics Program – Motto, Symbol, Catchphrase

Mottos (in order of preference)

1. Navigating Ethics Together
2. Anchored in Ethics
3. Follow Your Ethical Compass
4. Ethics Starts *Here / with You / with Me*

Symbol

Lighthouse/Ship
Wave/Water/Open Book
Open Book
Compass
Anchor

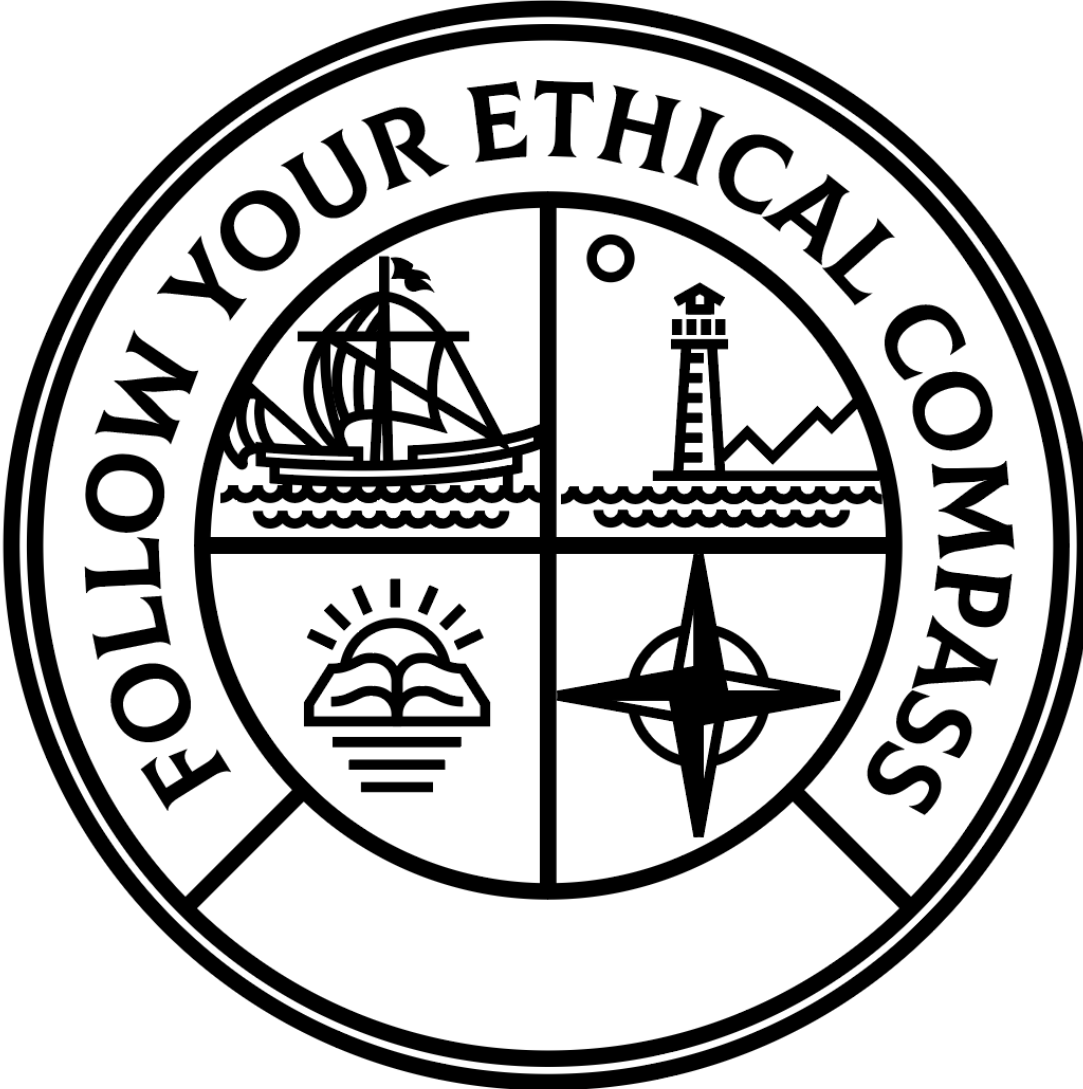
One Possible design: Circle/square with quadrants that have a combination of different elements, with an outside band that says something like ‘Voter Approved 2018.’

Point of reference: The ad-hoc selected symbols suggested by City employees that mirrored elements of the City seal, designation description below.

The seal of the City shall consist of a circular disk with a design cut thereon showing the "Queen of the Beaches" seated on her throne in the foreground, scepter in hand, with the California "golden bear" at her feet with the horn of plenty pouring forth agricultural and manufactured products while perpetual sunshine lights the heavens where an airplane soars. There are also shown the mountains and sea, a ship, the auditorium, the Rainbow pier and yachts offshore as well as a lighthouse, breakwater and docks, together with a railroad locomotive, factories, refineries and oil wells. Also included are a beach, the book of knowledge and a lamp of wisdom. Surrounding the whole is a gold band upon which appear the words "City of Long Beach Incorporated 1897". An imprint of the seal is shown herewith.



Design Mock Up: Ethics Program Symbol



Catchphrase (ad-hoc opted to forgo a catchphrase at this time)

ANCHOR

- ~~-Accountability: Am I taking responsibility for my actions or the consequences thereof?~~
- ~~-Negative: Will this cause a negative reaction by my colleagues? Management? The Public?~~
- ~~-Clarity: Am I being as transparent as possible?~~
- ~~-Honesty: Am I being honest and forthright?~~
- ~~-Opportunity: Will anyone get, or appear to get, an unfair opportunity?~~
- ~~-Risk: Will my action put the City at legal or economic risk?~~

WAVE

- ~~-Wise: Will this be considered a wise decision by your supervisor?~~
- ~~-Advantage: Will anyone get, or appear to get, an unfair advantage?~~
- ~~-View: Will this look wrong or unfavorable from the public's viewpoint?~~
- ~~-Equity: Will this ensure fairness and due process to everyone?~~

CARE

- ~~-Clarity: Am I being as transparent as possible?~~
- ~~-Accountability: Am I taking responsibility for my actions or the consequences thereof?~~
- ~~-Risk: Will this put the City at legal or economic risk?~~
- ~~-Equity: Is this providing fairness and due process for all involved?~~

GROW

- ~~-Gut: What is your gut telling you? Does this feel right?~~
- ~~-Risk: Will my action put the City at legal or economic risk?~~
- ~~-Opportunity: Will anyone get, or appear to get, an unfair opportunity?~~
- ~~-Worthy: Is my action aligned with the City's Code of Conduct and Ethics?~~

HAI TIDE

- ~~-Having Accountability, Impartiality, Transparency, Integrity, Diversity, & Equity~~