

City of Palm Desert Seal Re-design Process

1. Goals:

- Involve Key Stakeholders: Ensure vested groups are involved with the process.
- Community Engagement: Solicit input and participation from residents, merchants, and local organizations.
- Updating and ensuring quality to withstand the legacy for the next 50 years.

2. Deliverables

- City of Palm Desert Seal: new design.
- Timeline:
 - Study Session
 - Planning
 - Commission
 - Selection
 - Review
 - Public Engagement
 - Approval
 - Installation

3. Steering Committee

- Key Stakeholders:
 - Palm Desert City Council subcommittee: 2 members
 - Artist
 - Art Influencer
 - Marketing Professional
- Scheduled meetings: Call for Commission and selection process.

4. Establish Guidelines and Requirements

- Selection Process: Develop criteria prioritizing artistic vision, experience, and relevance to project goals.
- Staff to create rubric.
- Submission Requirements: Define deliverables, such as concept sketches or digital designs.
- Contract: Outline clear expectations, including scope of work, timelines, and payment structure.

5. Call for Commission

- Staff will draft the Call for Commission and incorporate input from stakeholder discussions.
- Selection process to begin with key stakeholders, then final round to be ranked by the public engagement and presented to the City Council for final approval.

6. Engage with the Community Through EngagePalmDesert

- **Project Website (EngagePalmDesert.com):** Maintain a hub for feedback portal.
- **Social Media:** Point the public to EngagePD to solicit input.
- **Community Partners:** Collaborate with schools, nonprofits, and cultural organizations (e.g., Artists Center) to extend engagement efforts.
- **Analytics:** Track community engagement metrics online, such as website visits, survey completions, or social media interactions.