

**CIVIC ENGAGEMENT COMMITTEE  
CITY OF PALM DESERT  
STAFF REPORT**

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MEETING DATE: April 17, 2025

PREPARED BY: Ryland Penta, Community Relations Supervisor

SUBJECT: REVIEW CIVIC ENGAGEMENT PROMOTIONAL STICKER DESIGN

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**RECOMMENDATION:**

Staff recommends that the Civic Engagement Committee review the proposed sticker design, provide input on its appearance and messaging, and discuss potential distribution strategies to maximize community engagement.

**BACKGROUND/ANALYSIS:**

As part of the City's ongoing efforts to enhance civic engagement, staff developed a promotional sticker designed to encourage residents to participate in City programs, meetings, and projects. The sticker features the message:

"Palm Desert Thrives Because of You! Get Involved and make a difference in our community! [www.EngagePalmDesert.com](http://www.EngagePalmDesert.com)."

The purpose of this initiative is to direct residents to Engage Palm Desert ([www.EngagePalmDesert.com](http://www.EngagePalmDesert.com)), the City's online civic engagement hub, where they can learn about current and upcoming projects, community meetings, and programs such as the Civic Academy.

The Committee's review is sought to:

- Provide feedback on the overall design and messaging of the sticker.
- Discuss effective distribution strategies, including locations and events where the sticker could be made available.

**FINANCIAL IMPACT:**

This staff report has no financial impact. The cost to print 500 stickers through the City's printing vendor, Xpress Graphics, is \$372.25.

**ATTACHMENTS:**

1. Proposed Sticker Design