



CITY OF SANTA CLARA
MARKETING COMMITTEE MEETING
Margie Edinger Room
Central Park Library
2635 Homestead Road
Santa Clara, CA
March 3, 2015; 4:00 p.m. – 6:00 p.m.

AGENDA

- | | | |
|--|----------------|-----------|
| 1. Welcome | Chair | 4:00 p.m. |
| 2. Review draft system assets and templates and provide feedback (presentation attached) | Red Peak Group | 4:05 p.m. |
| 3. Work session
<i>Outcome: Provide feedback on creative design of system assets and templates</i> | All | 4:30 p.m. |
| 4. Brand implementation plan | Global Fluency | 4:50 p.m. |
| 5. Super Bowl 50 local event planning update | All | 5:10 p.m. |
| 6. Committee's on-going role discussion | All | 5:30 p.m. |
| 7. Adjournment | Chair | 6:00 p.m. |

THE CITY OF SANTA CLARA

TEMPLATE DESIGN: 1st REVIEW

MARCH 3, 2015



TODAY'S OBJECTIVE

Review and provide feedback on templates for:

1. Stationery
 - Business Card
 - Letterhead, Envelope
 - Email Signature
 - Press Release & Agenda Report
2. Email Header
3. Utility Bill Insert
4. Newspaper, Trifold, Newsletter

1. STATIONERY

BUSINESS CARDS

RECOMMENDED



JAMIE L. MATTHEWS
Mayor
CityManager@SantaClaraCA.gov

City Hall
1500 Warburton Avenue
Santa Clara, CA 95050
Dir: 408 615 2250
Fax: 408 241 6771



JULIO J. FUENTES
City Manager
CityManager@SantaClaraCA.gov

City Hall
1500 Warburton Avenue
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Fax: 408 241 6771



ALAN KUTORI
*Assistant City Manager/
Chief Operating Officer, Utilities*
akurotori@svpower.com

Silicon Valley Power
1500 Warburton Avenue
Santa Clara, CA 95050
Dir: 408 615 6602 Cell: 408 569 6336
Fax: 408 249 0217



**City of
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The Center of What's Possible



**City of
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Service-oriented
Professional
Ethical
Fiscally Responsible

Organized
Communicative
Collaborative
Progressive



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LETTERHEAD & ENVELOPE

RECOMMENDED



MAYOR:
Jamie L. Matthews

COUNCIL MEMBERS:
Dominic J. Cserta
Debi Davis
Lisa M. Gillmor
Patrick Kolstad
Jerry Marsalli
Teresa O'Neill

Mayor and Council Offices
1500 Warburton Avenue
Santa Clara, CA 95050

Dir: 408 615 2250
Fax: 408 241 6771
www.SantaClaraCA.gov

James Nytes
409 S B Street
San Mateo, CA 90210

February 13, 2015

Dear James Nytes,

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Best regards,

A stylized handwritten signature in black ink, appearing to read "JL Matthews".

Jamie L. Matthews
MAYOR

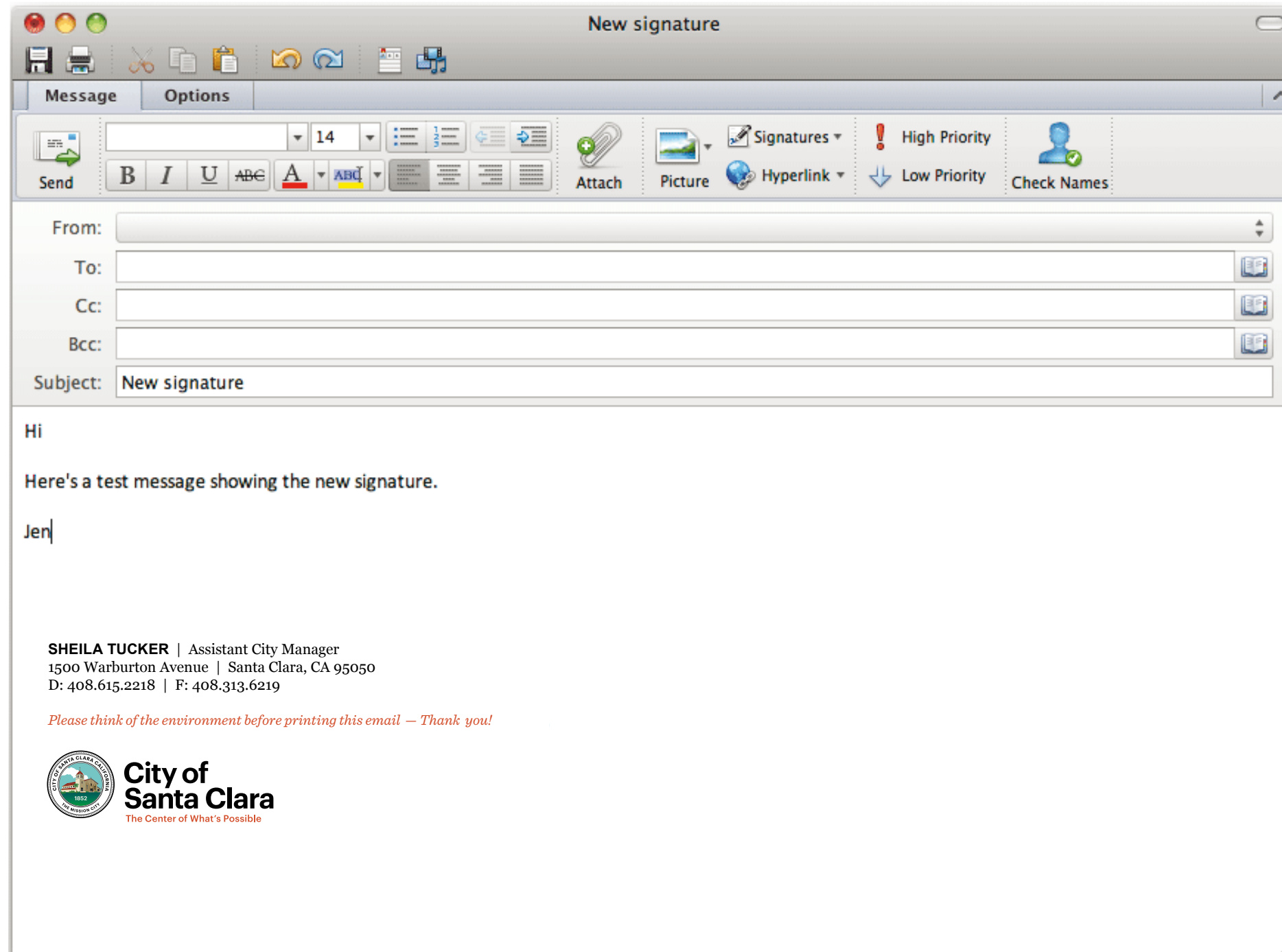
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MAYOR'S OFFICE
City of Santa Clara
1500 Warburton Avenue
Santa Clara, CA 95050

E-MAIL SIGNATURE RECOMMENDED



*System fonts


NEWS RELEASE & AGENDA REPORT

RECOMMENDED



NEWS RELEASE & AGENDA REPORT EXAMPLE


RECOMMENDED




City of Santa Clara
The Center of What's Possible

NEWS RELEASE

FOR IMMEDIATE RELEASE CONTACT: Sheila Tucker 408-615-2218



*System fonts



City of Santa Clara
The Center of What's Possible

AGENDA ITEM #: _____
AGENDA REPORT


Date: January 21, 2015
To: City Manager for Council Information
From: [Click here, type sender, press F11]
Subject: [Click here, type sender, press F11]

[Department Head name: F11]
[Department Head title: F11]

APPROVED:

JULIO J. FUENTES
City Manager

Document Related to this Report:
1) [Click here, type subject, press F11]




*System fonts

STATIONERY SUITE RECOMMENDED




JAMIE L. MATTHEWS
Mayor
 CityManager@SantaClaraCA.gov

City Hall
 1500 Warburton Avenue
 Santa Clara, CA 95050
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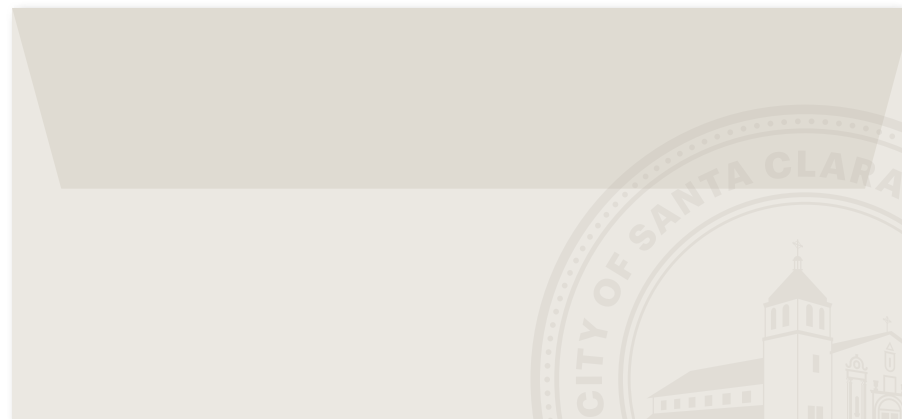



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City of Santa Clara
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MAYOR'S OFFICE
 City of Santa Clara
 1500 Warburton Avenue
 Santa Clara, CA 95050

James Nytes
 409 S B Street
 San Mateo, CA 90210

February 13, 2015


Dear James Nytes,

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Best regards,



Jamie L. Matthews
 MAYOR



New signature

Message Options

From: [Redacted]
 To: [Redacted]
 Cc: [Redacted]
 Bcc: [Redacted]
 Subject: New signature



Hi

Here's a text message showing the new signature.

Jen

SHEILA TUCKER | Assistant City Manager
 1500 Warburton Avenue | Santa Clara, CA 95050
 D: 408.615.2218 | F: 408.313.6219

Please think of the environment before printing this email -- Thank you!

AGENDA REPORT

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[Department Head name: F11]
 [Department Head title: F11]

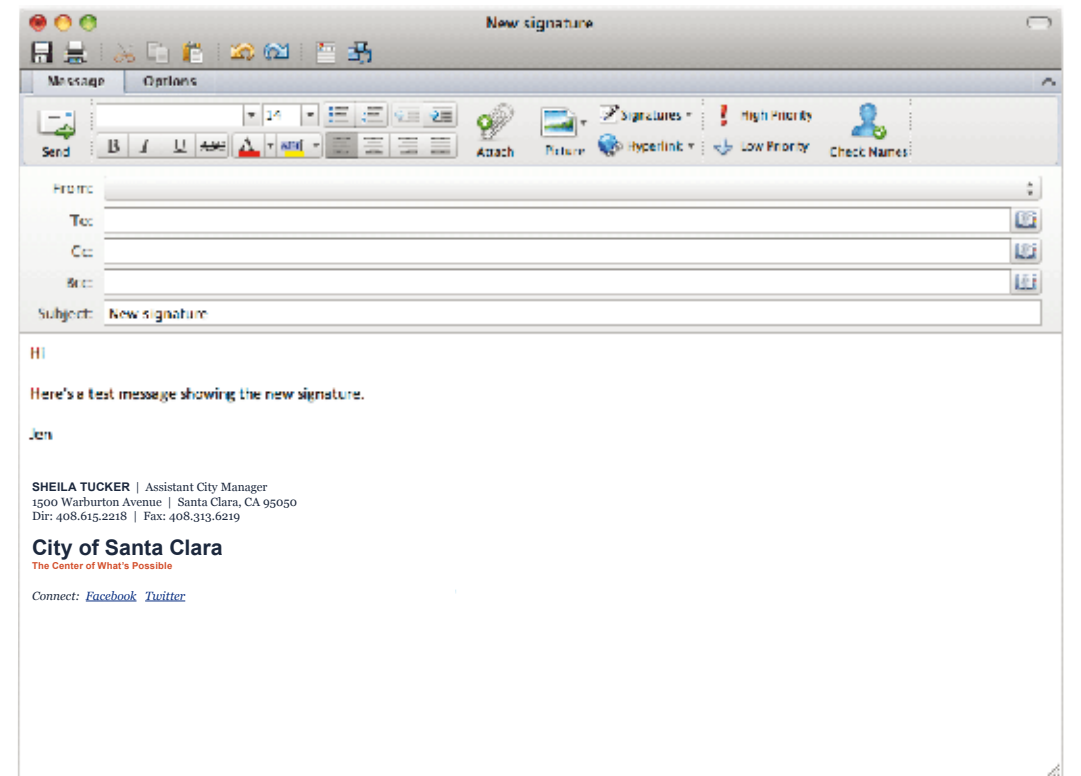
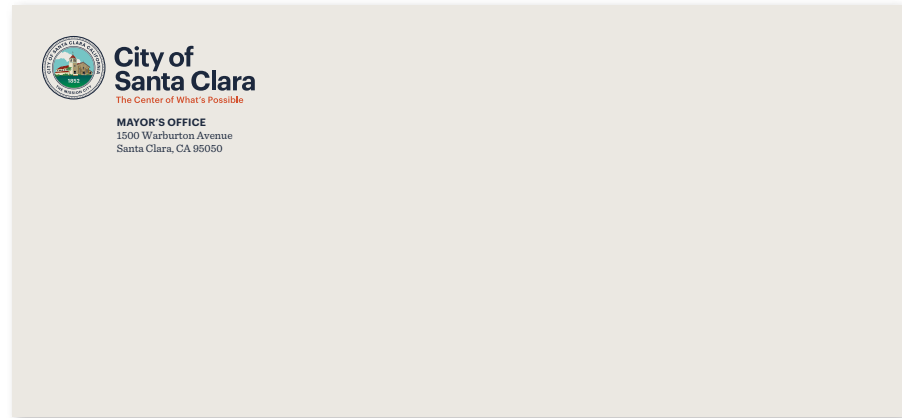
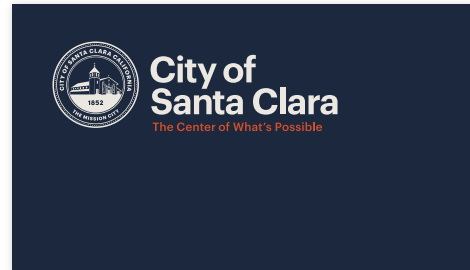
APPROVED:

JULIO J. FUENTES
 City Manager

Document Related to this Report:
 1) [Click here, type subject, press F11]



STATIONERY SUITE ALTERNATIVE OPTION 01




STATIONERY SUITE ALTERNATIVE OPTION 02




JAMIE L. MATTHEWS
Mayor
 MayorandCouncil@SantaClaraCA.gov

City Hall
 1500 Warburton Avenue
 Santa Clara, CA 95050
 Dir: 408 615 2250
 Fax: 408 241 6771



City of Santa Clara
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 The Center of What's Possible

MAYOR'S OFFICE
 1500 Warburton Avenue
 Santa Clara, CA 95050

James Nytes February 13, 2015
 409 S B Street
 San Mateo, CA 90210

Dear James Nytes,

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Best regards,



Jamie L. Matthews
 MAYOR

 **City of Santa Clara**
 The Center of What's Possible

MAYOR:
 Jamie L. Matthews

COUNCIL MEMBERS:
 Dominic J. Cserna
 Debi Davis
 Lisa M. Gillmor
 Patrick Kolstad
 Jerry Marsalli
 Teresa O'Neill

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 1500 Warburton Avenue
 Santa Clara, CA 95050
 Dir: 408 615 2250
 Fax: 408 241 6771
www.SantaClaraCA.gov

New signature

Message Options

Send B I U ABC A B B

From:

To:

Cc:

Bcc:


Subject: New signature

Hi

Here's a test message showing the new signature.

Jen

SHEILA TUCKER | Assistant City Manager
 1500 Warburton Avenue | Santa Clara, CA 95050
 D: 408.615.2218 | F: 408.313.6219



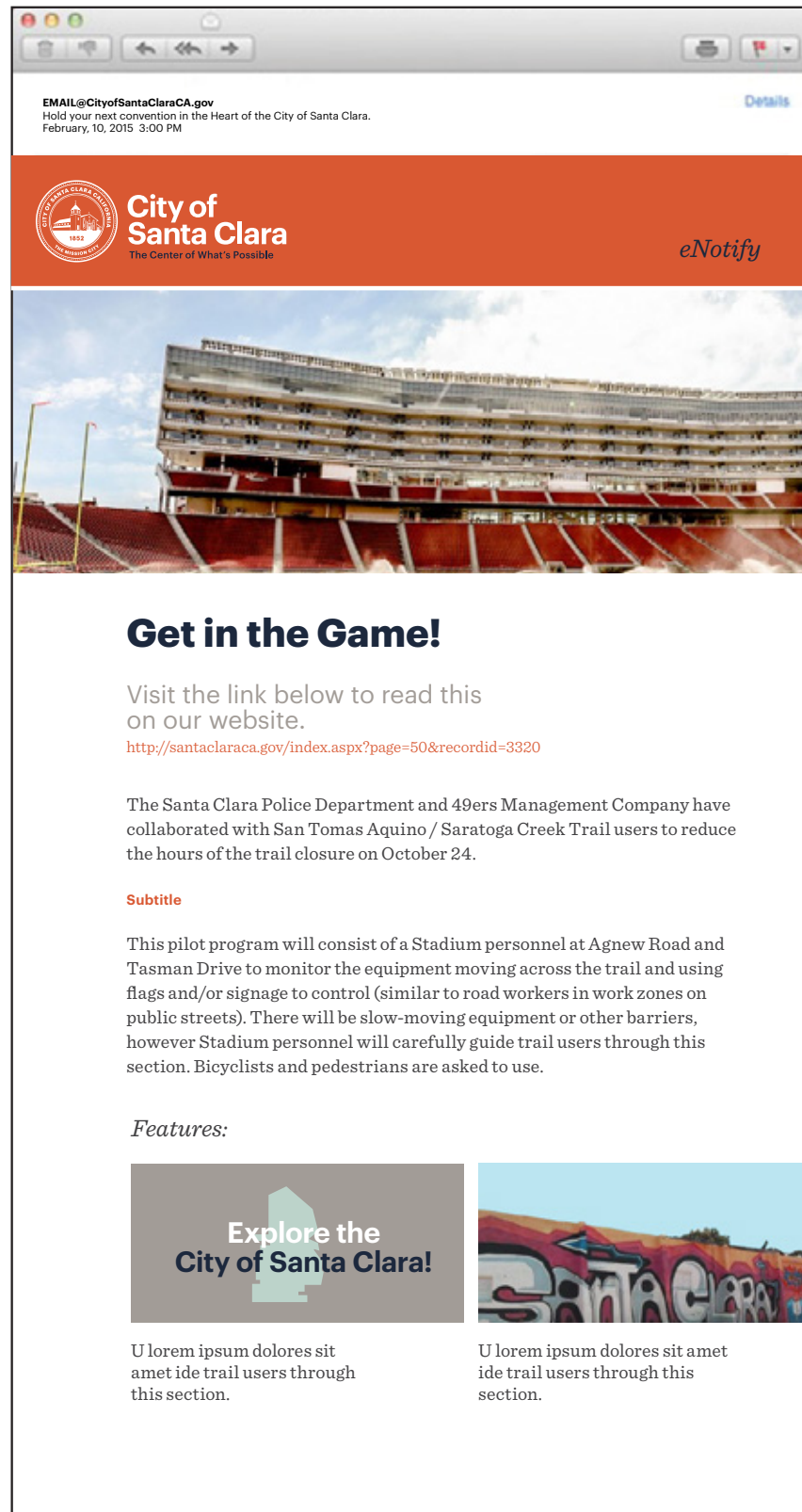
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E-MAIL HEADER

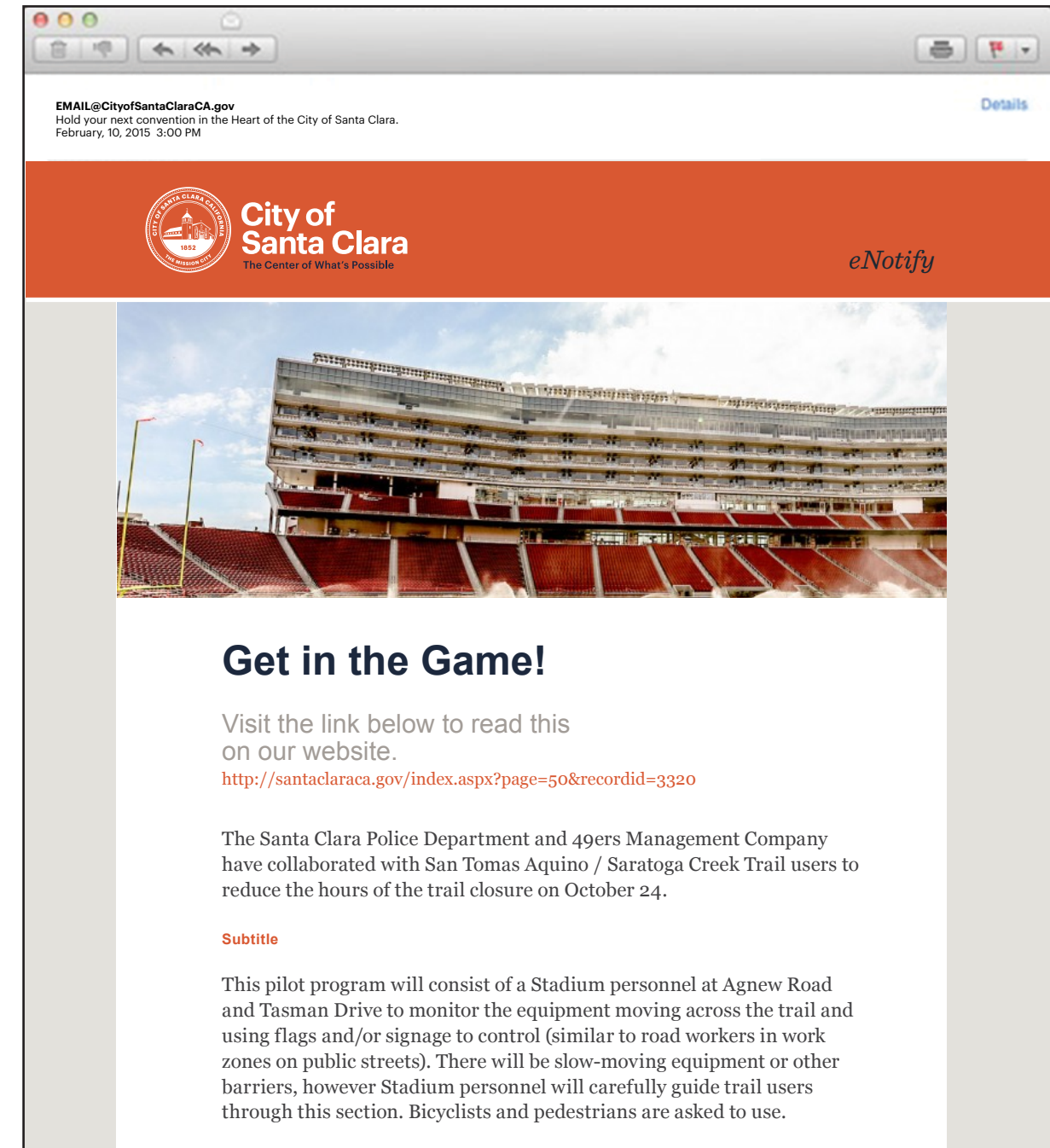
E-MAIL HEADER

RESPONSIVE FORMATTING (W/ IMAGERY)

RECOMMENDED



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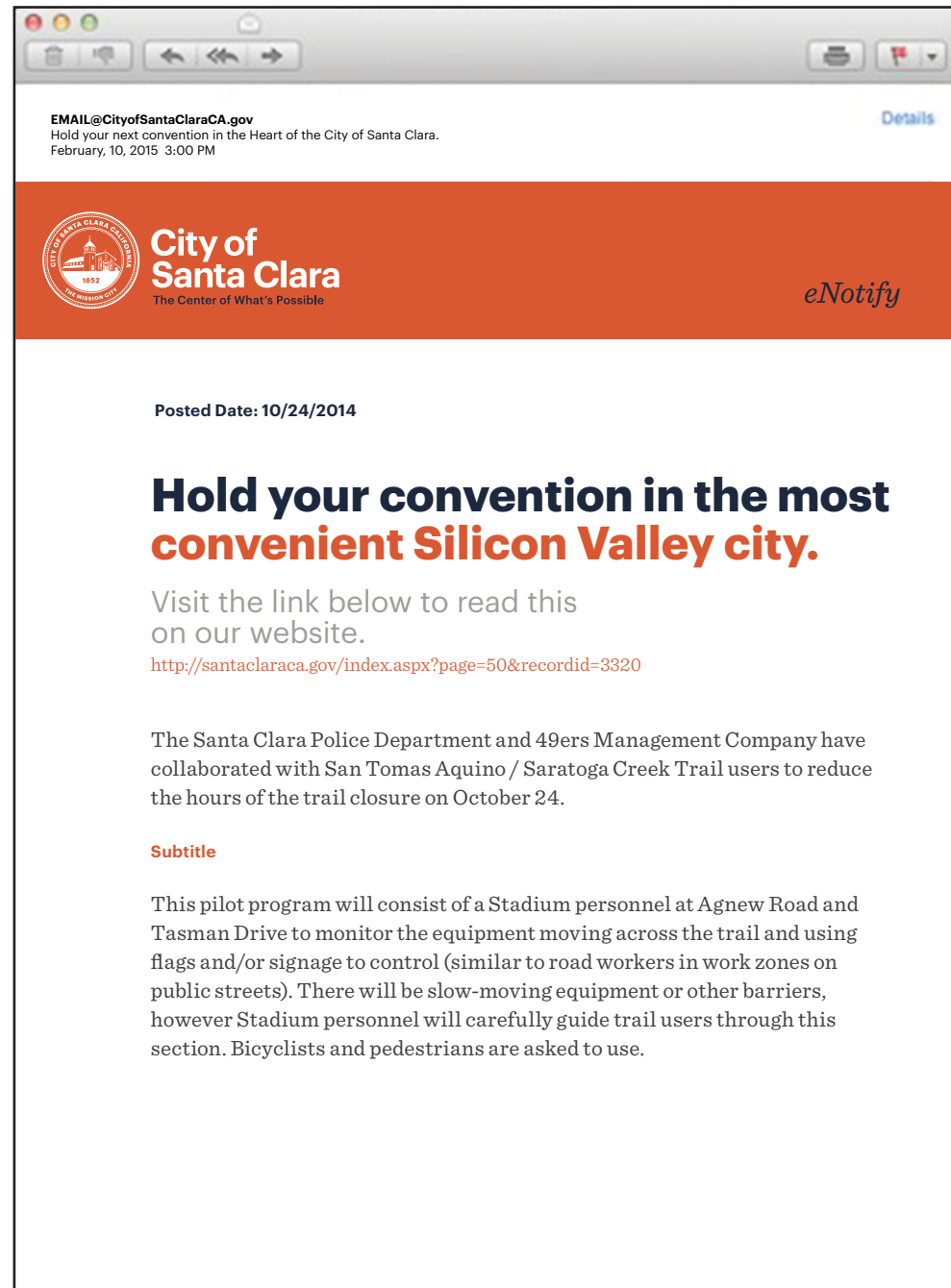


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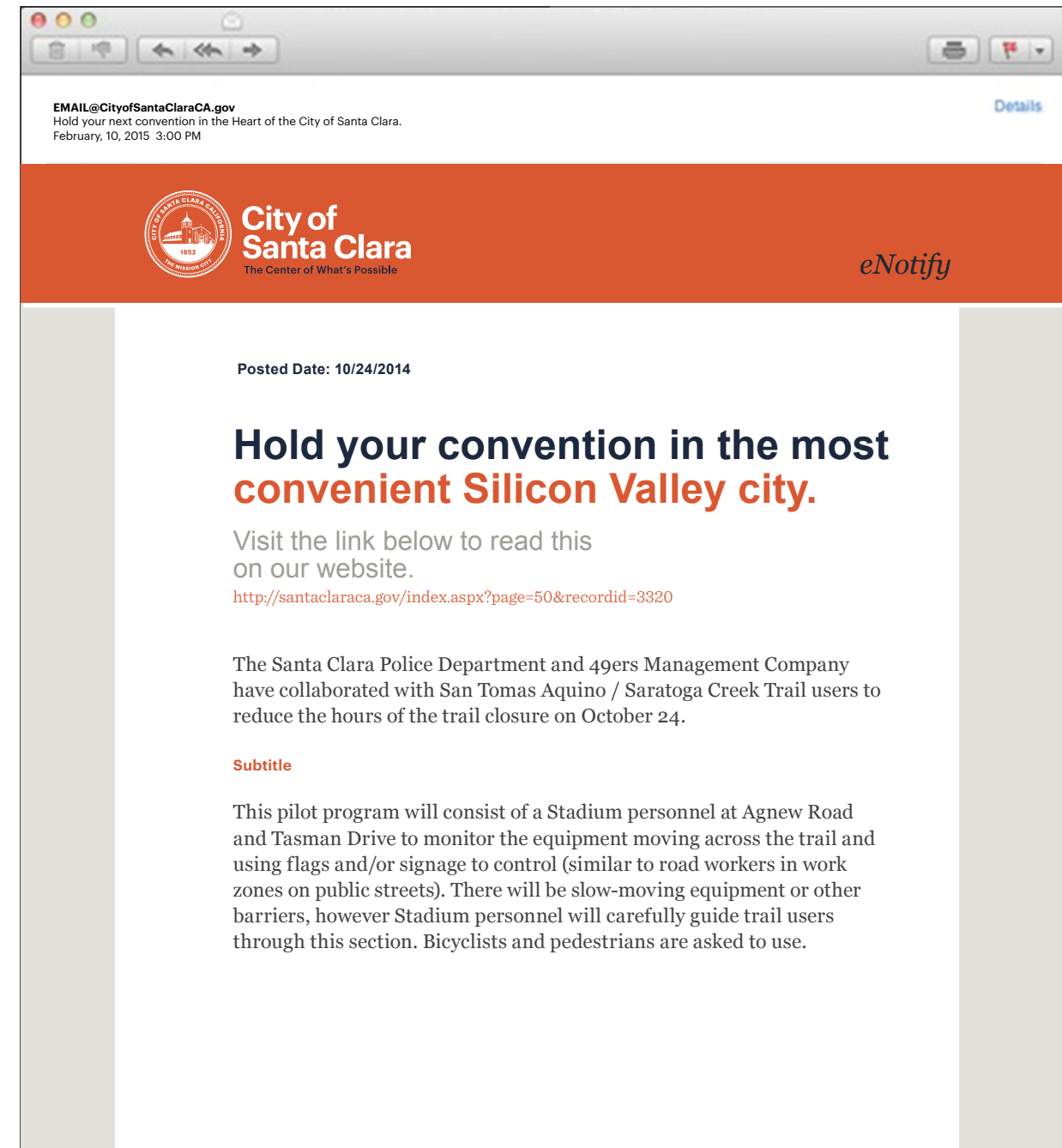
E-MAIL HEADER

RESPONSIVE FORMATTING (TEXT ONLY)

RECOMMENDED



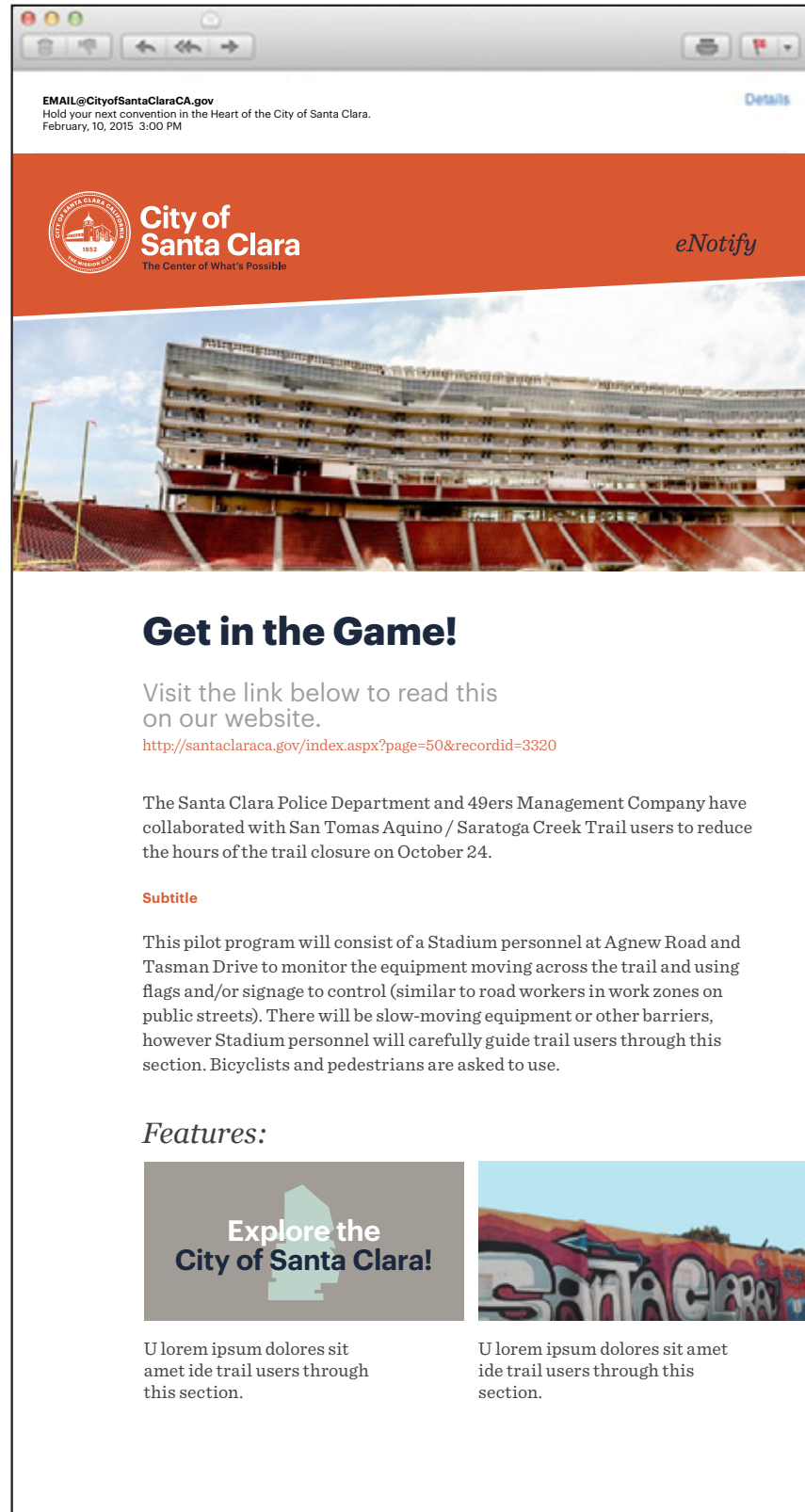
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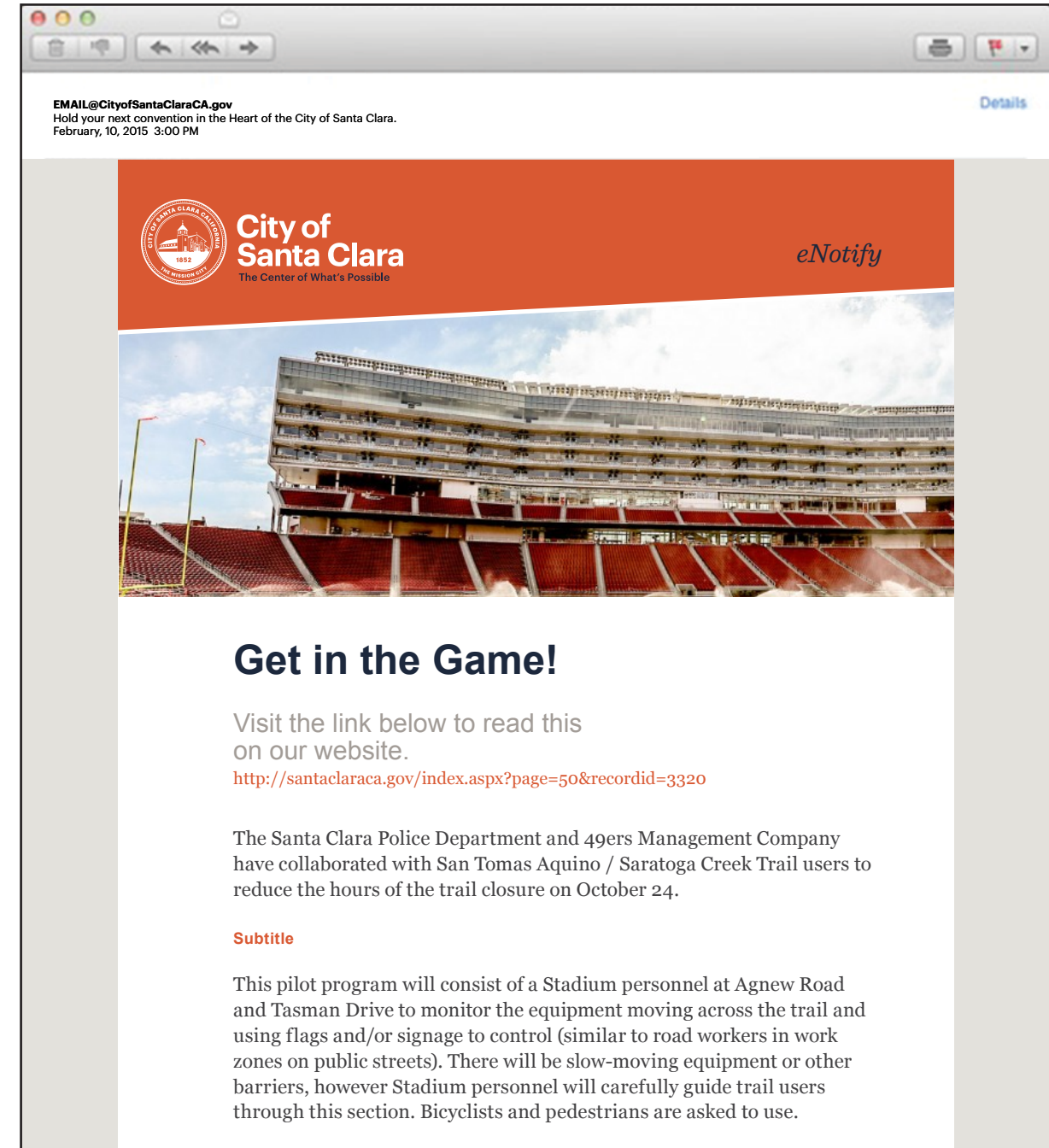
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E-MAIL HEADER

ALTERNATIVE OPTION 01



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UTILITY BILL INSERT

UTILITY BILL INSERT RECOMMENDED

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UTILITY BILL INSERT ALTERNATIVE OPTION 01

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Give us your thoughts!



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**City of
Santa Clara**
The Center of What's Possible

**NEWSPAPER, TRIFOLD,
NEWSLETTER**

Inside



Special Edition This edition of Inside Santa Clara is packed with information including a special insert: "City of Santa Clara - City Services"

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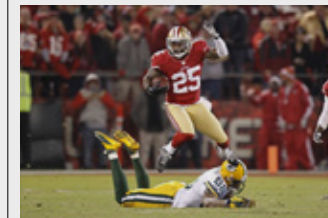
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Mission City Scenes

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Claritas est etiam processus dynamicus

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Sat, February 21, 2–5 p.m.
Sun, February 22, 11 a.m.–4 p.m.

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Triton Museum of Art Exhibition News

February 8
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Triton Museum of Art
1505 Warburton Ave. Santa Clara

Ethics, Honesty, and Fairness in Public Service

CITY COUNCIL

Mayor
Jamie L. Matthews
Debi Davis
Lisa M. Gillmor
Jerry Marsalli
Dominic Caserta
Pat Kolstad
Teresa O'Neill

City Manager
Julio J. Fuentes

**City Clerk/
City Auditor**
Rod Diridon, Jr.

City Attorney
Richard E. Nosky, Jr.

santaclaraca.gov
408.615.2210



Mission City Scenes

January, 2015



Claritas est etiam

Community Recreation Center
969 Kiely Blvd

Sat, February 21, 2–5 p.m.
Sun, February 22, 11 a.m.–4 p.m.

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Mission City Scenes

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Sun, February 22, 11 a.m.-4 p.m.**

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**Triton Museum of Art
Exhibition News**

February 8
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**Triton Museum of Art
1505 Warburton Ave. Santa Clara**

**Ethics, Honesty,
and Fairness
in Public Service**

CITY COUNCIL

Mayor
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Debi Davis
Lisa M. Gillmor
Jerry Marsalli
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Pat Kolstad
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City Auditor**
Rod Diridon, Jr.

City Attorney
Richard E. Nosky, Jr.

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408.615.2210



**Mission City
Scenes**

January, 2015



Claritas est etiam

**Community Recreation Center
969 Kiely Blvd**

**Sat, February 21, 2-5 p.m.
Sun, February 22, 11 a.m.-4 p.m.**

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Employees' Newsletter
February 2015



CityCorner

UPCOMING EVENTS

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Saturday and Sunday, February 21 and 22



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Claritas est etiam processus dynamicus qui sequitur.

WHAT'S INSIDE

- Current Happenings [_COVER](#)
- Library [_PAGE 2](#)
- Friends of the Library Book Sales [_PAGE 2](#)
- Love Our Library Lollapalooza [_PAGE 3](#)
- Change Your Smoke Detectors [_PAGE 3](#)
- Parks & Recreation [_PAGE 4](#)
- Pedestrian Workshop For Seniors [_PAGE 4](#)
- Triton Free Fridays [_PAGE 5](#)
- Street/Automotive Services [_PAGE 6](#)
- Police [_PAGE 7](#)
- Mission City Federal Credit Union [_PAGE 7](#)
- City Manager's Office [_PAGE 8](#)
- City Clerk [_PAGE 8](#)
- Customer Service Excellence [_PAGE 8](#)
- City Liaisons [_PAGE 8](#)

NEWSPAPER / NEWSLETTER / TRIFOLD

RECOMMENDED

Newspaper for City of Santa Clara Residents & Businesses Winter / Spring 2015

Inside

City of Santa Clara
The Center of What's Possible

Special Edition This edition of Inside Santa Clara is packed with information including a special insert: "City of Santa Clara - City Services"

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Mission City Scenes

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Ethics, Honesty, and Fairness in Public Service

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City Manager
City Clerk/
City Auditor
City Attorney

Employees' Newsletter February 2015

CityCorner

City of Santa Clara
The Center of What's Possible

UPCOMING EVENTS

Lorem ipsum dolor sit amet consectetur

Saturday and Sunday, February 21 and 22

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Saturday, February 28

Claritas est etiam

Sat, February 21, 2-5 p.m.
Sun, February 22, 11 a.m.-4 p.m.

WHAT'S INSIDE

- Library . . . PAGE 2
- Friends of the Library Book Sales . . . PAGE 2
- Love Our Library Lollapalooza . . . PAGE 3
- Change Your Smoke Detectors . . . PAGE 3
- Parks & Recreation . . . PAGE 4
- Pedestrian Workshop For Seniors . . . PAGE 4
- Triton Free Fridays . . . PAGE 5
- Street/Automotive Services . . . PAGE 6
- Police . . . PAGE 7
- Mission City Federal Credit Union . . . PAGE 7
- City Manager's Office . . . PAGE 8
- City Clerk . . . PAGE 8
- Customer Service Excellence . . . PAGE 9
- City Liaisons . . . PAGE 9

NEWSPAPER / NEWSLETTER / TRIFOLD

ALTERNATIVE OPTION 01



City of Santa Clara

Newspaper for City of Santa Clara
Residents & Businesses

Winter / Spring 2015

Special Edition This edition of Inside Santa Clara is packed with information including a special insert: "City of Santa Clara - City Services"

Inside

The Center of What's Possible

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Mission City Scenes

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Ethics, Honesty, and Fairness in Public Service

CITY COUNCIL

<p>Mayor Jamie L. Matthews</p> <p>Debi Davis Lisa M. Gillmor Jerry Marsalli Dominic Caserta Pat Kolstad Teresa O'Neill</p>	<p>City Manager Julio J. Fuentes</p> <p>City Clerk/ City Auditor Rod Dindon, Jr.</p> <p>City Attorney Richard E. Nosky, Jr.</p>	<p>City of Santa Clara The Center of What's Possible</p> <p>January, 2015</p>
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santaclaraca.gov
408.615.2210

Mission City Scenes

Claritas est etiam

Community Recreation Center
969 Kiely Blvd
Sat, February 21, 2-5 p.m.
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City Corner

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Saturday and Sunday, February 21 and 22



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WHAT'S INSIDE

Current Happenings .COVER
Library .PAGE 2
Friends of the Library Book Sales .PAGE 2
Love Our Library Lollapalooza .PAGE 3
Change Your Smoke Detectors .PAGE 3
Parks & Recreation .PAGE 4
Pedestrian Workshop For Seniors .PAGE 4
Triton Free Fridays .PAGE 5
Street/Automotive Services .PAGE 6
Police .PAGE 7
Mission City Federal Credit Union .PAGE 7
City Manager's Office .PAGE 8
City Clerk .PAGE 8
Customer Service Excellence .PAGE 8
City Liaisons .PAGE 8

Ethics, Honesty, and Fairness in Public Service

NEWSPAPER / NEWSLETTER / TRIFOLD

ALTERNATIVE OPTION 02



Newspaper for City of Santa Clara
Residents & Businesses

Inside

Winter / Spring 2015

Special Edition This edition of Inside Santa Clara is packed with information including a special insert: "City of Santa Clara - City Services"

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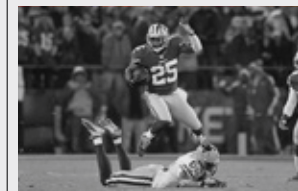


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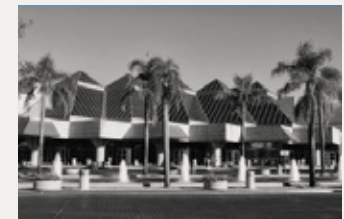
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Mission City Scenes

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Triton Museum of Art Exhibition News

February 8
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Triton Museum of Art
1505 Warburton Ave. Santa Clara

Ethics, Honesty, and Fairness in Public Service

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408.615.2210



Mission City Scenes

JANUARY, 2015



Claritas est etiam

Community Recreation Center
969 Kiely Blvd

Sat, February 21, 2-5 p.m.
Sun, February 22, 11 a.m.-4 p.m.

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City of Santa Clara
Employees' Newsletter

City Corner

February 2015

UPCOMING EVENTS

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Saturday and Sunday, February 21 and 22



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WHAT'S INSIDE

- Current Happenings ...COVER
- Library ...PAGE 2
- Friends of the Library Book Sales ...PAGE 2
- Love Our Library Lollapalooza ...PAGE 3
- Change Your Smoke Detectors ...PAGE 3
- Parks & Recreation ...PAGE 4
- Pedestrian Workshop For Seniors ...PAGE 4
- Triton Free Fridays ...PAGE 5
- Street/Automotive Services ...PAGE 6
- Police ...PAGE 7
- Mission City Federal Credit Union ...PAGE 7
- City Manager's Office ...PAGE 8
- City Clerk ...PAGE 8
- Customer Service Excellence ...PAGE 8
- City Liaisons ...PAGE 8

Ethics, Honesty, and Fairness in Public Service

1


ALL TOGETHER

RECOMMENDED SUITE




JAMIE L. MATTHEWS
Mayor
 CityManager@SantaClaraCA.gov

City Hall
 1500 Warburton Avenue
 Santa Clara, CA 95050
 Dir: 408 615 2250
 Fax: 408 241 6771

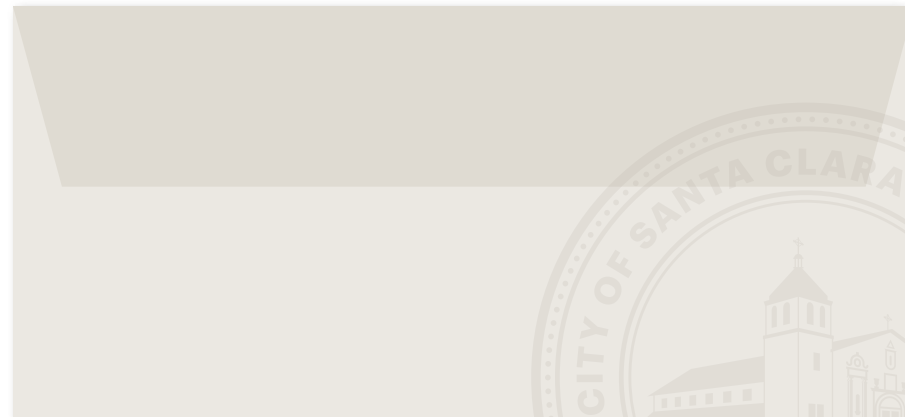



City of Santa Clara
The Center of What's Possible



City of Santa Clara
The Center of What's Possible

MAYOR'S OFFICE
 City of Santa Clara
 1500 Warburton Avenue
 Santa Clara, CA 95050

James Nytes
 409 S B Street
 San Mateo, CA 90210

February 13, 2015

Dear James Nytes,

MAYOR:
 Jamie L. Matthews

COUNCIL MEMBERS:
 Dominic J. Cserta
 Debi Davis
 Lisa M. Gillmor
 Patrick Kolstad
 Jerry Marsalli
 Teresa O'Neill

Mayor and Council Offices
 1500 Warburton Avenue
 Santa Clara, CA 95050

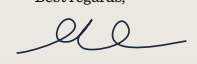
Dir: 408 615 2250
 Fax: 408 241 6771
 www.SantaClaraCA.gov

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Best regards,



Jamie L. Matthews
 MAYOR

City of Santa Clara
The Center of What's Possible



City of Santa Clara
The Center of What's Possible

AGENDA ITEM #: _____

AGENDA REPORT

Date: January 21, 2015
To: City Manager for Council Information
From: [Click here, type sender, press F11]
Subject: [Click here, type sender, press F11]

[Department Head name: F11]
 [Department Head title: F11]

APPROVED:

JULIO J. FUENTES
 City Manager

Document Related to this Report:
 1) [Click here, type subject, press F11]

RECOMMENDED SUITE

Newspaper for City of Santa Clara Residents & Businesses

Winter / Spring 2015

Inside

Special Edition This edition of Inside Santa Clara is packed with information including a special insert: "City of Santa Clara - City Services"



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Claritas est etiam

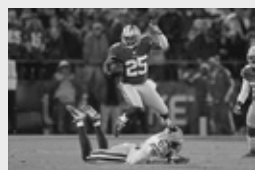
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“Mirum est notare quam littera gothica, quam nunc put



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Continued on page 11

Mission City Scenes

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>Lorem Ipsum Dolor Sit 123 Quis Nostrud Sat, February 21, 2-5 p.m. Sun, February 22, 11 a.m.-4 p.m.

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Triton Museum of Art Exhibition News

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Triton Museum of Art 1505 Warburton Ave. Santa Clara

Ethics, Honesty, and Fairness in Public Service

- CITY COUNCIL Mayor Jamie L. Matthews, Deputy Mayor Lisa M. Gilmore, City Manager Jerry Marsalli, City Clerk/Rod Diridon, Jr., City Auditor Rod Diridon, Jr., City Attorney Richard E. Nosky, Jr.

santaclaraca.gov 408.615.2210

Mission City Scenes

January, 2015



Claritas est etiam

Community Recreation Center 969 Kieley Blvd Sat, February 21, 2-5 p.m. Sun, February 22, 11 a.m.-4 p.m.

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EMAIL@CityofSantaClaraCA.gov Hold your next convention in the Heart of the City of Santa Clara. February, 10, 2015 3:00 PM

City of Santa Clara

The Center of What's Possible

Get in the Game!

Visit the link below to read this on our website. <http://santaclaraca.gov/index.aspx?page=50&recordid=3320>

The Santa Clara Police Department and 49ers Management Company have collaborated with San Tomas Aquino / Saratoga Creek Trail users to reduce the hours of the trail closure on October 24.

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Give us your thoughts!

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CityCorner

UPCOMING EVENTS

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Saturday and Sunday, February 21 and 22

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- Library
- Friends of the Library Book Sale
- Low Cost Library Loans
- Change Your Smoke Detectors
- Park & Recreation
- Peoples Workshop For Seniors
- Trotter Free Friday
- Street/Automotive Services
- Police
- Mission City Federal Credit Union
- City Manager's Office
- City Clerk
- Customer Service Excellence
- City Library

NEXT STEPS

- Gather feedback on Templates
 - Revise and route with City Staff for further review
- Begin Guideline reviews, end of February
 - Route through Staff
- Present Templates to Council, March 2015
- Final Guideline release, end of March

THANKS

