




Office of the City Manager

October 5, 2015

To: Honorable Mayor and Members of the City Council

From:  Dee Williams-Ridley, Interim City Manager

Subject: Judging City of Berkeley 3C's Competition at October 8<sup>th</sup> Staff Appreciation Event

Please join me in celebrating the accomplishments of our city staff at the Staff Appreciation Luncheon.

As part of the day's activities, City Departments will be collegially competing to visually and artistically depict departmental visions that represent the 3C's values. Departments have been charged to develop a message/brand/logo which may be an image for a t-shirt, a coffee cup, hat or other materials.

The 3C's is the product of a city wide initiative to identify concepts and values important to the city of Berkeley. These concepts and values are:

1. Customer Service
2. Continuous Learning
3. One City Team

Your role will be to evaluate entry submissions (no more than 15) and select the top two entries based on:

- Thoughtful creativity/innovation in departmental designs that promote the 3C's values and effectively messages those values to staff and members of the public.
- Environmentally and fiscally wise designs.

A scoring and assessment instrument is included below and will be used as a tool to score submissions. Please contact Wilhelmina Parker-Bentum, City of Berkeley Training Officer for any questions. Ms. Parker-Bentum may be reached via email at [wparker-bentum@cityofberkeley.info](mailto:wparker-bentum@cityofberkeley.info) or via phone at 510-981-6823.

Thank you for agreeing to judge submissions presented by city of Berkeley departments at the upcoming city of Berkeley 3C's Staff Appreciation event on October 8<sup>th</sup>. The event will be held from 11:00 am to 2:00 pm at 2180 Milvia.

Attachment

cc: Gil Dong, Interim Deputy City Manager  
Mark Numainville, City Clerk  
Matthai Chakko, Assistant to the City Manager  
Ann-Marie Hogan, City Auditor



City of Berkeley  
 October 8, 2015  
 3C's Logo Design Competition  
 Assessment Tool for Mayor and Members of the City Council

Department/Area/Name: \_\_\_\_\_

Team Captain: \_\_\_\_\_

Grading/Evaluation Criteria	Quantitative score	Comments
	Disagree ← → Agree 1   2   3   4   5	
The design demonstrated thoughtful creativity/innovation focused on clear 3C's values.		
The design illustrated a motivational message and concept in keeping with 3C's values.		
The design contained logical applicability and relevance to the core departmental/operational roles.		
The design showed an environmentally sensitive approach.		
The design demonstrated a fiscally responsible approach.		
The team captain articulated a clear team-oriented approach in sharing the departmental rationale/vision.		