



AGENDA

ADJOURNED MEETING OF THE MAYWOOD CITY COUNCIL AND THE SUCCESSOR AGENCY TO THE MAYWOOD COMMUNITY REDEVELOPMENT AGENCY

WEDNESDAY, MAY 8, 2024 AT 4:00 PM

Maywood City Council Chambers
4319 E. Slauson Avenue, Maywood, CA 90270
www.cityofmaywood.com

I. **CALL TO ORDER/ROLL CALL**

CALL TO ORDER
ROLL CALL

II. **CITY OFFICIALS**

MAYOR
Eddie De La Riva

CITY CLERK
Brian E. Juarez

MAYOR PRO TEM
Mayra Aguiluz

CITY TREASURER
Mary Mariscal

COUNCIL MEMBERS
Jessica Torres
Frank Garcia
Heber Marquez

CITY MANAGER
Jennifer E. Vasquez

CITY ATTORNEY
Roxanne Diaz

III. **MEETING PROCEDURES**

THIS MEETING WILL BE HELD IN PERSON.

THE MEETING WILL BE AVAILABLE FOR VIEWING VIA ZOOM:

<https://us02web.zoom.us/j/82114244810> AND VIA THE CITY'S FACEBOOK PAGE.

Public Participation Options:

1. **In-Person:** Council Chambers located at 4319 E. Slauson Avenue, Maywood, CA
2. **Before the Meeting:** Public comment will be accepted for the record in advance by 2:30 p.m. the day of the meeting by email to daisy.guerrero@cityofmaywood.org; or if you are unable to email, please call the City Clerk's Office at (323) 562-5714. Your comment will be made part of the written record but will NOT be read verbally at the meeting.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in the Council Meeting, please contact the City Clerk's Office (323) 562-5714 within 72 hours of the meeting.

IV. MAYOR, COUNCILMEMBERS AND STAFF COMMENTS

V. PUBLIC PARTICIPATION (Agenda Items; Time allotted: 3 minutes)

Speakers wishing to address the City Council on an item on the agenda may use the instructions provided in section **III. MEETING PROCEDURES** beginning on page 1 of this agenda.

VI. DISCUSSION/ACTION ITEMS

1. REVIEW AND APPROVAL OF NEW CITY BRANDING LOGO

VII. PUBLIC PARTICIPATION (Non-Agenda Items; Time allotted: 3 minutes)

Speakers wishing to address the City Council on a non- agenda item you may use the instructions provided in section **III. MEETING PROCEDURES** beginning on page 1 of this agenda.

VIII. ADJOURNMENT - The next Adjourned Meeting of the Maywood City Council for the purpose of a Budget Study Session is scheduled for Wednesday, May 22, 2024, at 4:30 p.m. in the Council Chambers.

PUBLIC ACCESS TO MEETING AGENDA AND AGENDA PACKETS

I, _____, City Clerk or Deputy City Clerk, hereby certify that this agenda was duly posted by law at 4319 E. Slauson Avenue, Maywood, CA 90270 and the City Website. Any public record, relating to an open session agenda item, that is distributed within 72 hours prior to the meeting is available for public inspection at the Maywood City Hall, 4319 E. Slauson Avenue, Maywood CA 90270. If you challenge in court any discussion or action taken concerning an item on this Agenda, you may be limited to rising only those issues you or someone else raised during the meeting or in written correspondence delivered to the City at or prior to the City's consideration of the item at the meeting. In compliance with the ADA, if you need special assistance for the meeting, call (323) 562-5723 within 72 hours prior to the meeting so the City can make reasonable arrangements to ensure accessibility.



AGENDA REPORT

CITY OF MAYWOOD



AGENDA ITEM NO. 1.

DATE: May 8, 2024

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: JENNIFER VASQUEZ, CITY MANAGER

BY: DAISY GUERRERO, DEPUTY CITY CLERK/ASSISTANT TO THE CITY MANAGER

SUBJECT: REVIEW AND APPROVAL OF NEW CITY BRANDING LOGO

RECOMMENDATION:

Staff recommends that the City Council review, discuss and select a branding logo.

BACKGROUND:

In December 2023, the City entered into a consulting agreement with Tripepi Smith (TS) providing graphic design and branding services. Since this new logo will also be incorporated into the City's Centennial celebration, the Centennial Committee (Committee) has worked with TS staff to discuss the process, scope of work, and timeline for the branding project. The Committee is comprised of the following:

- Mayor, Eddie De La Riva
- Mayor Pro Tem, Mayra Aguiluz
- City Manager, Jennifer Vasquez,
- Community Services Supervisor, Claudia Zavala
- Assistant to the City Manager / Deputy City Clerk, Daisy Guerrero

The Committee and TS met to develop specific brand pillars, brand statements, and a tagline; all of which have been utilized to develop the proposed logos. TS also conducted a comparative analysis of neighboring city brands and reported them to the Committee. Branding is important to a City as it is a cornerstone of effective communication and community interaction. By crafting a distinct identity that resonates with residents, Maywood can expand on the community's sense of belonging and pride. A fresh, cohesive brand will help Maywood build trust in city communications, ultimately strengthening how the public responds to Maywood initiatives, events and civic issues. Moreover, a Maywood brand that reflects local identity is a powerful tool for attracting investment and a skilled workforce. It will differentiate Maywood and help showcase a city that is energetically moving towards its goals.

The 100th Anniversary Celebration, a significant milestone for the City of Maywood, is scheduled to take place on Saturday, September 7, 2024. To ensure ample time to promote the new logo, the Committee and TS are working diligently to have it finalized, before the end of July 2024.

DISCUSSION:

The Committee and TS developed a survey/questionnaire for the community prior to the development of the proposed logo and related branding documents. This branding initiative is not just about the logo, but also

about fostering the community's involvement. The survey was promoted, available, and was live via the web from February 8, 2024, through February 21, 2024. There were a total of 47 surveys submitted by community members. The comments received through the survey assisted with the development of the logos included in this report. The attached Maywood Brand Research Summary provides further information pertaining to the logo development process.

The final logo library that will be provided by TS will include multiple color versions (color, black, white), multiple formats (pixel v. vector, transparency, etc.), and other practical versions (e.g. simplified for embroidery).

At this time, staff recommends that the City Council review and select a city logo, which will also have a 100th anniversary element. Staff will continue to refine insights that can assist in propelling Maywood's brand and the 100th Anniversary Celebration.

LEGAL REVIEW:

The City Attorney has reviewed this report.

FISCAL IMPACT:

Funding for the implementation of this branding project will be divided between all City departments. As staff continues with the preparation and launch of the new brand, we will ensure to utilize the existing department budgets, so there will not be a large or new burden on the general fund.

ATTACHMENT(S)

1. City of Maywood Brand Research Summary
2. City of Maywood New Branding Logo



City of Maywood

BRAND RESEARCH SUMMARY

March, 2024

Introduction..... 2

Background..... 3

Committee Input..... 5

Community Survey..... 6

Conclusions13

Appendix: Full survey results.....14

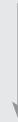
INTRODUCTION

This Brand Research Summary gathers up the research and outreach done in advance of redesigning the City of Maywood's logo and developing a new City brand that reflects what Maywood is now and where it is headed.

Why branding?

A compelling and consistent Maywood brand will serve as the cornerstone of effective communication and community interaction. By crafting a distinct identity that resonates with residents, Maywood can expand on the community's sense of belonging and pride. A fresh, cohesive brand will help Maywood build trust in city communications, ultimately strengthening how the public responds to Maywood initiatives, events and civic issues.

Moreover, a Maywood brand that reflects local identity is a powerful tool for attracting investment and skilled workforce. It will differentiate Maywood and help showcase a city that is energetically moving towards its goals.



BACKGROUND

Demographic Analysis

Maywood, boasts a diverse demographic makeup, reflecting its rich cultural heritage. Maywood is predominantly Hispanic or Latino, comprising over 95% of its population. The city also has a significant presence of immigrants, contributing to its cultural vibrancy. Maywood has a relatively young population, with a median age of 29.3 years, suggesting a dynamic and youthful community.

Maywood es culturalmente vibrante, relativamente joven y enérgico.

Maywood is culturally vibrant, relatively youthful, and energetic.

Economic Landscape

Maywood's economic landscape is influenced by its industrial history and strategic location within Los Angeles County. Historically, the city has been home to various manufacturing and industrial facilities, contributing to its economic vitality. However, in recent years, Maywood has undergone economic shifts, transitioning towards a more diverse economy. While manufacturing still plays a role, the city has seen growth in sectors such as retail, healthcare, and services. Maywood retains its historic business-friendly nature, with initiatives to attract investment and foster entrepreneurship.

Cultural and Social Dynamics

Maywood boasts a rich cultural tapestry, shaped by its diverse population and history.

Community input indicates that high value is placed on various events, festivals, and community gatherings.

Hispanic traditions and customs are prevalent, influencing the city's culinary scene, music, and arts. Additionally, Maywood's close-knit community fosters strong social bonds, with residents actively participating in local organizations and initiatives.

Maywood's resilient community spirit and cultural pride continue to define its social dynamics, contributing to its unique identity. This spirit is key to the City's drive to support increased health, happiness and economic well-being for residents and the region.

Southeast Los Angeles

Maywood is one of several Southeast Los Angeles (SELA) cities, often called “Gateway Cities” despite the term overlooking the unique cultural, social, and economic dynamics of the region.

Staff input and the recent Brand Survey indicate that Maywood views these other cities as part of an interwoven fabric of related cultural and economic threads.

Rather than using its brand in opposition to the other regional cities, Maywood is working to be a leader in the overall well-being of the region.

Regional Context



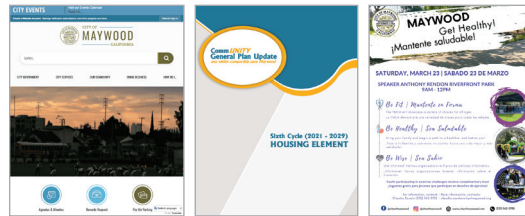
The Current Brand

Maywood staff have indicated the need for content and templates that support the consistent appearance of City communications.

Step one is the development of a new core brand: logo, slogan, colors, fonts, and a brand guide on usage.

Step two can then be the development of content and templates that correlate appearance.

Uncorrelated Materials



The Current Logo

The existing logo has not kept up with how the City has changed— Maywood is bringing fresh energy to community-building and good governance, and is embracing the future. While Maywood remains a community and business oriented environment, the “Homes” and “Industry” iconography fail to reflect where Maywood is now. The smokestacks, in particular, carry negative connotations. This lack of modernity is also apparent in the logo’s appearance, with coloring, font, and illustration style falling short of reflecting Maywood’s forward-looking identity.

Existing Logo



Identified on Wikipedia as Maywood seal



COMMITTEE INPUT

Top Insights

Maywood is family-oriented and education/youth focused

- 4 elementary schools, 2 high schools

Maywood creates space for people to come together

- Community centers, building new teen center

- Baseball field renovation, Dodger dream field

- Riverfront Park (sports, picnics, health)

Maywood facilitates community well-being

- Community centers, building new teen center

- Culture of “giving back” to the community

- Food banks

Maywood focuses on heritage rather than history

- Strong cultural presence: Hispanic/Latino

- “Originating” history is not particularly relevant to Maywood: original cow pastures, the historical figure of May Wood, etc.

- Maywood is intentionally changing perceptions from the recent past, turning focus to the future

Visual Direction

Colorful, specifically blue + gold, not cardinal red

Tone: benevolence

City flower is the snapdragon (see Nuttall’s Snapdragon)

California Logo Standouts



CITY OF CORCORAN



Maywood Brand Committee

Eddie De La Riva

Mayor

eddie.delariva@cityofmaywood.org

Mayra Aguiluz

Mayor Pro Temp

mayra.aguiluz@cityofmaywood.org

Jennifer Vasquez

City Manager

jennifer.vasquez@cityofmaywood.org

Claudia Zavala

Community Services Supervisor

claudia.zavala@cityofmaywood.org

Daisy Guerrero

Asst to CM, Dep City Clerk

daisy.guerrero@cityofmaywood.org

COMMUNITY SURVEY

Overall Themes

Safety and Cleanliness
Small City Feel
Community Engagement and Events

Highest Priority

Safety and Cleanliness

The overwhelming emphasis on safety, cleanliness, and maintenance of public spaces indicates that these are critical factors in residents' perceptions of Maywood. The community's appreciation for efforts to reduce crime, maintain infrastructure, and keep the city clean suggests that these aspects play a central role in shaping the city's identity and residents' satisfaction.

Consistent Priority

Small City Feel

Residents consistently express a fondness for Maywood's small-town atmosphere, which fosters feelings of safety, community cohesion, and familiarity with neighbors. This sentiment suggests that the city's size and close-knit community contribute significantly to its appeal and residents' overall satisfaction with their living environment.

Significant Priorities

Community Engagement and Events

Hispanic/Latino Heritage

While not as dominant as safety and cleanliness, the importance of community engagement and events emerges as another significant theme. Residents value opportunities to celebrate Hispanic/Latino heritage and participate in community activities, interact with neighbors, and engage with local authorities. This indicates a desire for active involvement in shaping the city's future and a sense of belonging within the community.

City of Maywood: Brand Survey Results

February 8–21, 2024

VERSION	RESPONSE
English	41
Spanish	6
TOTAL	47

ZIP: 90270	RESPONSE
Yes	43
No	4
TOTAL	47

About the Survey

The Spanish response is too small to provide statistically relevant insight broken out by culture or language.

There were very few responses outside of Maywood's local zip code (4), so the survey does not provide significant insight into outside perceptions. The brand committee has stated that the brand focus is on resident preferences, so the lack of insight around outside economic development or visitors does not block brand development.

This survey and results are meant to be informative and guide creative development only, not as a statistically valid data sample.

Overview of Answer Themes, Ranked

1. What are 2 or 3 things you like about Maywood?

This first question's answers set the main themes seen in other questions.

- 1.1 Location
- 1.2 Small City Feel
- 1.3 Safe/Clean
- 1.4 Services/Resources

2. Provide good examples of what Maywood is doing right.

These answers follow the trend, with extra mention of diversity and culture.

- 2.1 Public Infrastructure
- 2.2 Services and Resources
- 2.3 Safety and Cleanliness
- 2.4 Community and Events
- 2.5 Diversity and Culture

3. What is your vision for Maywood in 5 years?

These answers follow the trend, with some extra mention of business/dining development.

- 3.1 Safety and Cleanliness
- 3.2 Services and Resources
- 3.3 Community and Events
- 3.4 Business and Food Options

4. How does Maywood compare to the SELA region?

The answers follow the trend, with some recognition that SELA cities are “brothers” that share similar qualities and goals, with Maywood standing out because of leadership's level of commitment.

- 4.1 Small City Feel
- 4.2 Safety and Cleanliness
- 4.3 Engagement from Local Authorities

5. When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent?

These answers follow the trend.

- 5.1 Small City Feel
- 5.2 Diversity and Culture
- 5.3 Location and Proximity

It's Not All Roses

There were some negative responses, indicating desired improvements: addressing homelessness, more/improved public outdoor space and increased resident participation/engagement in civic affairs.

Result Details

1. What are 2 or 3 things you like about Maywood?

These themes encompass the diverse aspects of Maywood that residents value, including community engagement, convenience, safety, and local culture, as reflected in both English and Spanish responses.

1.1 Location and Proximity

Appreciation for Maywood's location, proximity to other areas, and ease of access to stores and amenities.

1.2 Small City Feel

Liked for its small-town atmosphere, which contributes to feelings of safety and community cohesion. This includes mentions of tranquility, safety, and the familiarity of neighbors.

1.3 Safety and Cleanliness

Mention of police safety, road maintenance, and efforts to keep the city clean and safe.

1.4 Services and Resources

Recognition of social services, recreational developments, parks, and free resources provided by the city. This encompasses cleanliness, friendly people, and public lighting.

1.5 Diversity and Culture

Appreciation for the diversity of the community, cultural programs, and engagement efforts.

Sample Responses

"Kind people, security, and tranquility for living."

"The community. It feels like home. It's peaceful."

"My neighbors, public lighting."

"Cleanliness, friendly people."

"It is a peaceful city."

"I like the reduction in crimes. The recreational events in recent years. Trying to motivate people to participate in meetings and in this survey, for example."

2. Provide good examples of what Maywood is doing right.

These themes encompass the diverse aspects of Maywood that residents value, including community engagement, convenience, safety, and local culture, as reflected in both English and Spanish responses.

2.1 Public Infrastructure

Recognition of public infrastructure improvements like road repairs, street sweeping, and parking enforcement.

2.2 Services and Resources

Recognition of social services, recreational developments, parks, and free resources provided by the city. This encompasses cleanliness, friendly people, and public lighting.

2.3 Safety and Cleanliness

Mention of police safety, road maintenance, and efforts to keep the city clean and safe.

2.4 Community and Events

Multiple mentions of enjoying the sense of community, various events, and activities for both kids and adults. This includes positive remarks about the engaging events and efforts to motivate people to participate in community meetings and surveys.

2.5 Diversity and Culture

Appreciation for the diversity of the community, cultural programs, and engagement efforts.

Sample Responses

“Repair of streets and avenues”

“Street repairs, tree pruning, graffiti cleaning.”

“Events. Keeping the city clean.”

“Services.”

“The creation of programs for youth in conjunction with schools and the YMCA. The Dodgers diamond. Safe and interactive parks. YMCA classes and contests with the city for Christmas and Halloween decorations.”

“The truth is, I haven’t had the opportunity to go to any... they are in the morning and it’s impossible to attend.”

3. What is your vision for Maywood in 5 years?

These themes encompass the diverse aspects of Maywood that residents value, including community engagement, convenience, safety, and local culture, as reflected in both English and Spanish responses.

3.1 Safety and Cleanliness

Mention of police safety, road maintenance, and efforts to keep the city clean and safe.

3.2 Services and Resources

Recognition of social services, recreational developments, parks, and free resources provided by the city. This encompasses cleanliness, friendly people, and public lighting.

3.3 Community and Events

Multiple mentions of enjoying the sense of community, various events, and activities for both kids and adults. This includes positive remarks about the engaging events and efforts to motivate people to participate in community meetings and surveys.

3.4 Business and Food Options

Positive remarks about local businesses, food options, and the welcoming atmosphere they create.

Sample Responses

“May it continue to thrive.”

“Cheerful and clean city.”

“A cleaner, more orderly city without homeless people in parks and streets.”

“That there were no vendors blocking sidewalks, no homeless people, and a quicker response from sheriffs.”

“I would like to see more people participating in meetings for improvements. With more businesses coming to Maywood. The return of the fair. Better organization of events.”

4. How does Maywood compare to the SELA region?

(Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)

These themes encompass the diverse aspects of Maywood that residents value, including community engagement, convenience, safety, and local culture, as reflected in both English and Spanish responses.

4.1 Small City Feel

Liked for its small-town atmosphere, which contributes to feelings of safety and community cohesion. This includes mentions of tranquility, safety, and the familiarity of neighbors.

4.2 Safety and Cleanliness

Mention of police safety, road maintenance, and efforts to keep the city clean and safe.

4.3 Engagement from Local Authorities

Appreciation for the efforts of the city council, mayor, and their teams in engaging with the community and organizing events.

Sample Responses

“Clean and safe.”

“It’s a good city.”

“Maywood is quieter and more family-oriented.”

“It has more potential because its leaders are more active and transparent in handling the received capital.”

“It’s a neighbor, it’s a brother to those cities.”

“They face almost the same problems as Maywood.”

5. When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent?

These themes encompass the diverse aspects of Maywood that residents value, including community engagement, convenience, safety, and local culture, as reflected in both English and Spanish responses.

5.1 Small City Feel

Liked for its small-town atmosphere, which contributes to feelings of safety and community cohesion. This includes mentions of tranquility, safety, and the familiarity of neighbors.

5.2 Diversity and Culture

Appreciation for the diversity of the community, cultural programs, and engagement efforts.

5.3 Location and Proximity

Appreciation for Maywood's location, proximity to other areas, and ease of access to stores and amenities.

Sample Responses

"With the residents."

"Residents."

"Our residents and our history. And the prosperity of the city."

"History and heritage."

"It should definitely represent change, progress, growth, and the welcoming nature of its people. Show the people that Maywood is development. Something like a Phoenix rising again."

"Geographically, we are surrounded by freeway access, which is very good. We have beautiful parks, unfortunately, sometimes there are homeless people who prevent us from enjoying them. The community is good except for the graffiti artists. Despite all of this, I like Maywood."

CONCLUSIONS

Brand Statement

Maywood is a vibrant community united by a shared spirit. Our brand is built on appreciation of community, heritage, and family—while embracing a vision for the future that is forward-thinking and authentic.

Maywood believes in the power of community engagement, safety, cleanliness, and shared values.

Maywood's goals of progress and unity serve as a catalyst for enhanced communication, civic pride, and economic vitality, not only for our residents but for Southeast Los Angeles (SELA) in general.

Maywood welcomes all who wish to join us on this journey as we celebrate our community and build a brighter tomorrow.

Brand Pillars

Small City Feel

Community Engagement and Events

Safety and Cleanliness

Hispanic/Latino Heritage

Future Implementation

The research reflected in this document, along with the Brand Statement and Pillars, is intended to form the basis of the new Maywood brand in development

In Development

Tagline. It should echo the Brand Pillars and/or point towards the future.

Logo. It should be colorful and feel authentic. It should reflect community and optimism, and feel current without being too glossy or modernistic.

Centennial Logo. The main logo will have a Centennial celebration version.

Guidelines. The Maywood brand will be more powerful when presented consistently. Guidelines will outline logo usage, and specify fonts/colors.

Futurer Recommendations

Imagery. Maywood imagery should focus on public events and community service. City Instagram has this, for example, web site could use more.

Templates. It is recommended that Maywood develop new stationery and templates to facilitate the most consistent use of the brand.

APPENDIX: FULL SURVEY RESULTS

English Survey, Page 1

Timestamp	What are 2 or 3 things you like about Maywood?	Provide good examples of what Maywood is doing right? (For example, events, programs, services, etc.)	What is your vision for Maywood in 5 years?	How does Maywood compare to the SELA region? (Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)	When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent? (For example, our residents, our history, heritage/legacies, geographically, parks, schools, businesses, programming, and services, etc.)	Is your Zip Code 90270?	If your Zip Code is not 90270, please provide your relationship to Maywood:
2/8/2024 17:16:39	Free library and events for kids. Food pantry	Helping their communities most needy, elderly and children.	Healthier food, maybe farmers market or community garden	All around all the cities need improvement in local parks and ways to keep resident educated on taking care of their own neighborhood. Picking up trash, not destroying public property keeping Maywood beautiful and clean.	Parks and services should be a big. Possible programs for children that homeschool. Local meets ups and art and nature classes. LA river cleanup and history.	Yes	
2/8/2024 17:22:02	Open to new businesses and taco stands.	Recreational events and E-recycling.	A bit nebulous right now because of the homeless issue and rent prices.	We can do better job removing the homeless from the riverbed and offer better grocery stores. That Food 4 Less is disgusting.	Latinos. Always.	Yes	
2/8/2024 18:38:16	Community and events	Events and safety	Still leaving in this city	Quiet	My childhood	Yes	
2/8/2024 19:35:49	Community and proximity	Ymca sports and playground reinitiation	Safer community	Not as contemporary. Communication with the city to the community needs to be more mainstream. We need to feel more connected with our city office.	Children and parents should feel a connection with Maywood branding. Families (2 or more) predominantly reside in this community. All branding should represent togetherness and neighborhood oriented.	Yes	
2/8/2024 22:08:01	Proximity to city and freeway and size	Attempting to offer programs and events.	Clean, safe, and modern	Lacking in amenities, businesses, and Community offerings	Geography and heritage	Yes	
2/8/2024 22:50:03	My Neighbors	I don't see much of anything	More youth development sports give the city some PRIDE	Equal to Cudahy and Bell and below the rest	Our residents the youth give them a reason to want to invest in their city	Yes	
2/9/2024 2:16:54	Born and raised	Compared to other cities Maywood can do a lot more	To have a normal park open to everyone instead of ymca no more permit parking	Maywood compared to the city of commerce Maywood isn't even in the same league no type of community park events at the actual park which is now ymca it's sad really we don't even have a firework show anymore	Instead of a rebranding how about get our park back from the ymca	Yes	
2/9/2024 10:59:51	Provided social services to the community and trying to help the youth	Food banks in city hall, while I have not gone to one myself. It was nice seeing this going on as I pass by. Also I was glad to see the city provided Covid testing even after the severity of the pandemic had waned.	More community involvement by the city. While I do believe there needs to be some interest from us residents. It needs to be started by the city, outreach through social media and on the field are good ways to go about this.	I've lived here for most of my life and have not seen much care or help to its citizens. I will say that things are changing and community outreach is now more prevalent. When compared to other cities in the SELA region we still need to do more to do better. I see South Gate planting trees in parks and around the city to stop heat islands. In Cudahy I saw that they were giving diapers to mothers that reside there. Things like that I feel we can do more of to.	In terms of branding I would say embrace our heritage as Latino community. Also, maybe some history, I am sure there are some very interesting people that have some history with Maywood.	Yes	
2/9/2024 11:36:11	The community is united in wanting to live in a calm, safe and clean city.	The city is improving in trying to get the community more involved in events. They're improving the communication so residents know what's going on.	Hopefully get better quality retail stores. I care about our community's health so no more fast food locations in my opinion. We also need another bigger and improved library. The library is outdated.	I love Maywood, I consider it a special place and want the the best for its future. I think if its leaders and community continue taking care of it, Maywood will have more accomplishments. We are a great city!	Let's be the ones that standout from other surrounding cities. Let's represent community and good quality of life. Where you can live in peace and a safe place.	Yes	

English Survey, Page 2

Timestamp	What are 2 or 3 things you like about Maywood?	Provide good examples of what Maywood is doing right? (For example, events, programs, services, etc.)	What is your vision for Maywood in 5 years?	How does Maywood compare to the SELA region? (Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)	When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent? (For example, our residents, our history, heritage/legacies, geographically, parks, schools, businesses, programming, and services, etc.)	Is your Zip Code 90207?	If your Zip Code is not 90270, please provide your relationship to Maywood:
2/9/2024 13:47:23	Nothing to like	Not aware of anything good for residents. Always so close minded - unwilling to help residents. It's just an experience I had during pandemic you can say. Maybe 20223 even where all the city hall was boarded up—all other neighbor cities were already available to their residents except Maywood.	Clean up our parks , assistance availability for low income pantry goods , discount a of any sort to our seniors , any graffiti fast removal and also allocate marijuana dispensary earning back to our city to our schools. City or lausd used eminent domain and built a high school allow Maywood residents to have priority over other kids from other cities.	Maywood ranks poorly. No improvement in major intersections- ugly city hall and not to mention our ugly library- sad. It all reflects to our city council just want to benefit themselves but not community.	Sadly no good examples to raise the bar high for out city.	Yes	
2/9/2024 15:21:03		community events	to come together and to continue to help residents	small and very helpful		Yes	
2/9/2024 15:22:40	How they care enough to pave/fix the road and how everything is close to each other in terms stores		Better parking enforcement	4/10	Only the school Maywood academy	Yes	
2/9/2024 15:26:59	The community and how centric it is to everything	I like that it host events for the community but I do think there's room for improvement on the services offered and communication from electeds.	To have a safe clean neighborhood with and uptake in law enforcement patrolling the city and also more parking enforcement. There's a huge lack in parking enforcement in the city when it comes to expired tags, expired overnight permits and cars with no permits parking overnight. I wish for the city to remodeled the shopping centers and bring newer business into the city. The shopping centers here are outdated and the areas are dirty. It need more investment	Maywood is one of the smaller cities in SELA but I do think that it does a better job at keeping its residents safe with the sheriffs dept and parking is not as bad as HP but it could get there if it is not constantly enforced. I do think it can learn from cities like Cudahy and Bell to bring newer businesses in and remodel the shopping centers. It can also learn from Bell in enforcing their overnight parking rules.	I think the residents should be represented	Yes	
2/9/2024 15:33:08	Improving landscape and parking	Parking	That we have less fastfood restaurants	No comment cudahy has sprouts market	La river cleanness	Yes	
2/9/2024 15:44:29	I like that it's a small city.	Growing family activities	A local park with a baseball field we can use and family activities that do no require YMCA membership	Hispanic Community	Heritage and history	Yes	
2/9/2024 20:21:03	Community, Location, and history	New programs, events geared toward family and youth. Services for family in need.	A clean and safe city.	Maywood is cleaner and the streets are in very good shape.	Our residents, parks, and geographical location	Yes	
2/9/2024 20:53:36	1. It's pretty calm, well at least where I live 2. The city council is great 3. The many events that occur for kids such as Halloween, back to school night, going to short trips like dodger stadium, etc	I like that maywood has a lot of events and services that cater to all ages. I like the direction the city council took, years back it was a mess so it's been really refreshing to see all sorts of events and services being offered that weren't before.	I would love to see an event for parents whose children have i.e. autism, disabilities. I would like to see maywood having workshops on mental health awareness and resources, because in the Hispanic community there is a lot of stigma attached to certain mental illnesses. Also, I don't know if it could be possible to have girl scouts or different clubs for younger kids to participate in.	We are pretty small in size compared to the other cities but we're pretty much the same. I wish we had a fair/carnival though.	I think a focus on heritage/legacies, it would be interesting to see more of that.	Yes	

English Survey, Page 3

Timestamp	What are 2 or 3 things you like about Maywood?	Provide good examples of what Maywood is doing right? (For example, events, programs, services, etc.)	What is your vision for Maywood in 5 years?	How does Maywood compare to the SELA region? (Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)	When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent? (For example, our residents, our history, heritage/legacies, geographically, parks, schools, businesses, programming, and services, etc.)	Is your Zip Code 90270?	If your Zip Code is not 90270, please provide your relationship to Maywood:
2/10/2024 6:42:13	Parking permit requirement , sheriff satellite station and Starbucks.	Family Community Events, social media announcements, resources to the community ie. back to school event, youth programs , health events, Halloween, Christmas etc.,	Adding green spaces in the community and clean and clear water (brown water should never be allowed). Safe streets to go for walks. Environmental health protection and safety measures. Cancer prevention/ screening ie. stomach, pancreatic, breast cancer . Maywood to have a Parks and recreation department to offer classes /sport options for children.	From a scale 1-10 10 being great I would rate Maywood 5	Our residents	Yes	
2/11/2024 9:22:45	The new unused park, king taco	Fixing of the streets	Less corruption and more of our taxes put to work to beautify the city. For example where is the money going from the marijuana dispensaries	The same all corrupt	Business need to keep the appearance	Yes	
2/11/2024 11:29:27	I enjoy the efforts of community engagement, and the recreational developments.	Providing services targeted towards all groups, expanding programs that students are able to develop their skills	Having the city beautified and businesses be more responsible on ensuring their spaces are safe and clean	There is always room for improvement, however, I do feel that Maywood is the hidden gem in SELA.	It should represent the residents and heritage. Expanding on the local art from local artists and not from those with big names. Additionally, highlighting the deco architecture in Maywood. Flyers and graphs should be consistent with the deco art and potentials choosing consistent colors.	Yes	
2/11/2024 11:38:16	I like it's parks (even though they're small) and city hall's art Deco design.	The consistent events throughout the year, revitalizing our streets, fair RFP process, art murals (although I want more local artist benefiting from that work).	I want Maywood to become a community that retains it's young professionals. Would love to see Slauson and Atlantic's business corridors grow upwards. There's a chance for those areas to become housing for our local educators and young professionals.	Our main consumer region (the four corners at the intersection of Slauson and Atlantic) is seriously lacking. I don't understand why the property owners of the shopping centers aren't held to a higher standard. The area looks dirty, it's full of vagrants, and the vegetation isn't properly maintained. Surrounding cities are constantly attracting higher quality brands names, like Sprouts and Target, while we continue to settle for Barbershops, Smoke Shops, Tax Services, and fast food.	Our residents (specifically our youth), our history (specifically of the natives who lived here before they were colonized), the residents who have grown up here, even those that potentially left but we can attract to return now that they're young professionals.	Yes	
2/12/2024 8:27:16	I like how active the mayor and his team are. I also enjoy the free resources.	There are multiple resources offer to the community for those who need help.	A safer community and a city where everyone is treated equally.	Although being a small city, Maywood seems to have way more resources available than other cities.	Our residents should feel proud to live in our city and not worry about anything.	Yes	
2/12/2024 9:59:00	Culture, diversity and programs (YMCA)	Events and services	I would like to see Maywood grow in the following years to be safer then what it currently is. I would love for kids to have programs were they can show city pride.	I think brining a Farmers market would help bring people to Maywood much like South Gate.	The residents should be the most connect. We should brand around the services that are offered and promote businesses	Yes	

English Survey, Page 4

Timestamp	What are 2 or 3 things you like about Maywood?	Provide good examples of what Maywood is doing right? (For example, events, programs, services, etc.)	What is your vision for Maywood in 5 years?	How does Maywood compare to the SELA region? (Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)	When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent? (For example, our residents, our history, heritage/legacies, geographically, parks, schools, businesses, programming, and services, etc.)	Is your Zip Code 90270?	If your Zip Code is not 90270, please provide your relationship to Maywood:
2/12/2024 22:18:10	Events for the kids for holidays.	Sometimes programs are missed because you have to take time to see through social media. Not sure if there's a automatic texts where you can get notifications on a weekly or monthly basis. Holiday programs, my kids love. Bulky item pick up helps city look cleaner. Hazardous drop off. The Maywood Bulletin with information. Food banks.	Safer city, more free youth programs and Family programs	Other cities offer free swimming classes or low cost \$10 clases. Free use of city spaces for small events. Low cost gym fees for residents. YMCA should offer lower prices for memberships for low income families. Prices are high and they're offering less classes with too many students.	Maywood Park, Cesar Chavez Library, Ruthies Market and King Taco,	Yes	
2/13/2024 10:35:52	Home	Should more community events	Be safe and be able to bring the fair back		Residentes and family oriented city	Yes	
2/15/2024 10:35:48	I like the activities and events Maywood has for their residents and the programs they have to offer to teens.	Food banks, holiday celebrations, renovations, and family events	A safe, clean and beautiful city with Happy residents.	Maywood has more city involvement with the Maywood residents.	I feel that everyone should feel represented, the residents, and the school.	No	Work Here, Other
2/15/2024 10:43:24	The food places, the stores	The events that invite school	More clean and more shopping stores around	I would say it need more space or to be bigger	The people who live here	Yes	
2/15/2024 10:50:27	It has many food options in the area and some parts of the area are very clean.	Maywood has a organized organization and many opportunities for us students and citizens. The YMCA is a really good place to have in Maywood.	Updated streets in some areas, new building and more opportunities for elders.	Maywood has more opportunity's and has a organized city council.	Veterans for sure. Maywood honors Veterans Day and has a very beautiful ceremony.	No	Other
2/15/2024 10:54:36	Environment , people, and welcoming community	How involved they are with there community :)	Safe, cleans , beautiful neighborhood, farmers market, more plants	Huntington park	Our brand should represent the residents , history , schools especially being MA.C.E.S., and heritage	No	Other
2/15/2024 17:31:42	The businesses, police safety and community	Updates on what's going on in Maywood and what to be careful and cautious of.	More established and have more fun events and fairs	Don't really know	Culture and what heritage every one is and the fairs that are fun	No	Work Here
2/15/2024 18:16:21	I like how the community is close and friendly I like how Maywood Has engaging events	I like how it helps out the people who need support For example when they have food drives	I hope maywood to be more beautified and bigger	To be honest I'm not sure		Yes	
2/15/2024 18:53:22	There's a lot of restaurant and it's a lovely community	Trying to make maywood a better place	I see maywood being a great and protective commu	I don't know	I feel like our residents should feel the connection of maywood because maywood is a small city and everyone is caring.	Yes	
2/15/2024 18:59:11	I enjoy how it's small because I feel more safe I like how every business you go to it's owned by a family or young people trying to build their business	I love how Maywood has many events and programs for young kids because not every city has that	I hope for it to be cleaner and to not have so much homeless because it can be dangerous	It's a small city and it's more Hispanics		Yes	
2/15/2024 19:26:58	I like how there is stores nearby, my school, and it's close to the city	Helpful events like education fairs for students like myself	Cleaner, safer streets	Maywood is a bit more safer than other cities	our history, culture and residents	Yes	

English Survey, Page 5

Timestamp	What are 2 or 3 things you like about Maywood?	Provide good examples of what Maywood is doing right? (For example, events, programs, services, etc.)	What is your vision for Maywood in 5 years?	How does Maywood compare to the SELA region? (Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)	When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent? (For example, our residents, our history, heritage/legacies, geographically, parks, schools, businesses, programming, and services, etc.)	Is your Zip Code 90270?	If your Zip Code is not 90270, please provide your relationship to Maywood:
2/16/2024 15:08:28	I like that is has a sheriff station to keep the city safe. I like that the city hall has events for the holidays. I like that parking is not as congested as other cities (but maybe only allowing certain amount of parking permits per household). Some people choose to park outside when they have space in their property. When we have visitors, they have to park a little further when my two next door neighbors and us do not park a single car outside, yet there are always cars parked from a few houses down.	We like the events. The home decorating contests are great, but I don't think the voting is fair. We have never joined one. Maybe send ballots to every house with a maywood address and have them either mail back or drop off at city hall for a vote. Whenever there are events or things happening, mailing an invitation and not heavily rely on social media. Not everyone used social media and may feel left out when they see something but didn't know it was happening. The news letters are great. We have lived in maywood for about 2 years now and still figuring out how it all works. I still don't know how to get a visitors parking pass, the cost nor deadline for it.	Multiple Healthy restaurant options; exercise studios that offer options like yoga, cycling, mediation, dance and pilates for adults and kids. I usually have to go to other cities like paramount and Downey for yoga these. If maywood has vendors that already do this, then helping them promote on the maywood Instagram. I take my kid to karate, dance, and gymnast classes in other cities because I'm not aware of any here in maywood. Same with the library, have activities or events with them.	I like that the neighboring cities have activities for kids in their parks like jr. chef, parent and me, 5k. I like how Huntington park has their salt lake park where they have activities for everyone and can have teams or classes. Bell also has veterans park and little bear park that are well taken care of and cleaned regularly and have activities for residents.	History, geography and parks.	Yes	
2/18/2024 19:43:29	Street sweeping, parking lines, community activities	Keeping up and schedule communication through social media platforms	Neighbors working together, trash bins on the road time limit (some are left out for days) sheriff more involved with veterans and neighborhood watch programs.	We have more homeless doing harm and we have more people not watching their dogs and they escape. (Seems we have several lost dogs on the daily)	Residents, programming and services,	Yes	
2/19/2024 7:35:10		Only thing doing right is giving parking tickets instead of taking care of homeless	More homeless people more trash everywhere	Not so good too dirty		Yes	
2/19/2024 11:59:41	I like how they help out the residents for Thanksgiving and I also like the resources that they have on Tuesday I also like how we don't have any check points anymore	They have events for the seniors, the resource program,			Our history,	Yes	

English Survey, Page 6

Timestamp	What are 2 or 3 things you like about Maywood?	Provide good examples of what Maywood is doing right? (For example, events, programs, services, etc.)	What is your vision for Maywood in 5 years?	How does Maywood compare to the SELA region? (Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)	When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent? (For example, our residents, our history, heritage/legacies, geographically, parks, schools, businesses, programming, and services, etc.)	Is your Zip Code 90270?	If your Zip Code is not 90270, please provide your relationship to Maywood:
2/19/2024 12:51:50	River(one of few scenic views for Maywood), A variable selection of small businesses on Atlantic,	Street life?	I'm going to take this as a suggestions box. I would love nothing more for Maywood than for it to implement more pedestrian friendly architecture. Trash cans around the city are never a bad idea, Neither is revamping our library, giving it a breath of fresh air, MORE PLACES TO SIT AND HANG OUT WITH FRIENDS WITH PLEASE, Maywood feels barren sometimes just because of its lack of things to do or places to be? I can tell the populous of Maywood is one that would really love to interact things like this, as seen from how quickly local taco/food stands have been popping up. Ps I heard your/bell is removing taco stands because people aren't buying at taxable locations, for that, I say; please stop, you're not leeches.	Very small town feeling, it would probably be forgotten other the other cities but it's a comfortable place to live	River, schools, Latino pop.	Yes	
2/21/2024 11:19:38	Parking enforcement, information about community events	The YMCA and the trash company	New sidewalks, counsel and Mayor should be organizing more for the community	The city counsel and mayor put in more work compared to other cities	Images that brighten maywood. Schools, togetherness.	Yes	
2/21/2024 11:23:26	The tranquility of my street and information for low income families	Community information and the YMCA	An activity center and more job opportunities for the youth	There are more city events	Our unity as a city	Yes	

Spanish Survey

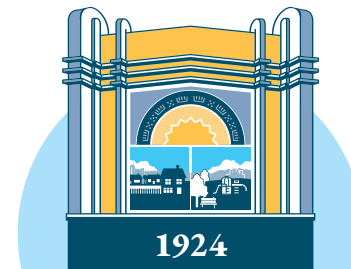
Timestamp	¿Cuáles son las 2 o 3 cosas que le gustan de Maywood?	Proporcione buenos ejemplos de lo que Maywood está haciendo bien. (Por ejemplo, eventos, programas, servicios, etc.)	¿Cuál es su visión para Maywood en 5 años?	¿Cómo se compara Maywood con la región del SELA? (Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)	Al pensar en Maywood y su marca (imágenes que son reconocibles para todos), ¿quién debería sentirse más conectado con nuestra marca, y a quién y qué debería representar? (Por ejemplo, nuestros residentes, nuestra historia, patrimonio/legado, geográficamente, parques, escuelas, negocios, programación y servicios, etc.)	¿Su código postal 90270?	Si su código postal no es 90270, indique su relación con Maywood:
2/8/2024 17:44:43	Su gente amable, seguridad y tranquilidad para vivir	La verdad no he tenido la oportunidad de ir a ninguno.. son en la mañana y es imposible asistir	Una ciudad mas limpia, ordenada y sin homeless en los parques y calles	Maywood es más tranquilo y familiar	Historia y patrimonio	Sí	
2/8/2024 19:19:28	Que es una Ciudad tranquila	Servicios		Es una buena Ciudad	Con los residentes	Sí	
2/8/2024 23:43:02	Me gusta la reducción de crímenes Los eventos recreativos de los años recientes Tratar de motivar a la gente a participar en los meetings y en esta encuesta por ejemplo	La creación de programas para jóvenes en conjunto con escuelas y el YMCA Los Dodgers diamante Los parques seguros e interactivos Clases y concursos de YMCA y la ciudad como decoración navideña y de halloween	Me gustaría verlo con mas gente participando de los meetings para mejoras Con mas negocios llegando a Maywood Regreso de la feria Una mejor organización de eventos	Tiene mas potencial porque sus líderes son mas activos y mas transparentes en el manejo del capital recibido	Debería representar definitivamente el cambio, el avance, el crecimiento, la bienvenida de su gente. Mostrarle a la gente que Maywood es desarrollo. Algo asi como un Fénix que renace.	Sí	
2/9/2024 9:37:02	Limpieza , las personas amables	Reparación de calles y avenidas	Ciudad alegre y limpia	Limpia y segura	Residentes	Sí	
2/9/2024 11:17:18	La comunidad. Se siente como casa. Es tranquila.	Eventos. Mantiene limpia la ciudad.	Que siga prosperando.	Es un vecino, es hermano de esas ciudades.	Nuestros residentes y nuestra historia. Y la prosperidad de la ciudad.	Sí	
2/9/2024 16:23:40	Mis vecinos, alumbrado publico	Arreglo d calles, podado de arboles, limpieza de grafiti	K no hubiera vendedores bloqueando banquetas, no indigentes y mejor rapida respuesta d sherifs	K enfrentan casi los mismos problemas k Maywood	Geográficamente estamos rodeados a accesos a los fwy y eso es muy bueno, tenemos bonitos parques, lamentablemente en ocasiones hay indigentes k nos impiden disfrutarlos .la comunidad es buena excepto por los frañteros .a pesar d todo esto me gusta Maywood	Sí	

Spanish Survey, Translated

Timestamp	What are 2 or 3 things you like about Maywood?	Provide good examples of what Maywood is doing right? (For example, events, programs, services, etc.)	What is your vision for Maywood in 5 years?	How does Maywood compare to the SELA region? (Cudahy, Bell, Bell Gardens, Huntington Park, South Gate, Lynwood, etc.)	When thinking of Maywood and its branding (images that are recognizable to all), who should feel the most connected to it, and who and what should our branding represent? (For example, our residents, our history, heritage/legacies, geographically, parks, schools, businesses, programming, and services, etc.)	Is your Zip Code 90270?	If your Zip Code is not 90270, please provide your relationship to Maywood:
8/2024 17:44:43	Its kind people, security and tranquility to live	I have not had the opportunity to go to any .. they are in the morning and it is impossible to attend	A cleaner, orderly and homeless city in the parks and streets	Maywood is more calm and familiar	History and heritage	Yes	
8/2024 19:19:28	What is a quiet city	Services		It is a good city	With residents	Yes	
8/2024 23:43:02	I like crimes reduction Recreational events of recent years Try to motivate people to participate in Meetings and in this survey for example	The creation of young programs together with schools and the YMCA The diamond dodgers Safe and interactive parks YMCA and the city classes and competitions such as Christmas and Halloween decoration	I would like to see it with more people participating in Meetings for Improvements With more businesses arriving in Maywood Fair Return Better event organization	It has more potential because its leaders are more active and more transparent in the management of capital received	It should definitely represent the change, the progress, the growth, the welcome of its people. Showing people that Maywood is development. Something like a phoenix that is reborn.	Yes	
9/2024 9:37:02	Cleaning, friendly people	Street and avenues repair	Cheerful and clean city	Clean and safe	Residents	Yes	
9/2024 11:17:18	Community. He feels like a house. It is quiet.	Events. Keep the city clean.	That continues to thrive.	He is a neighbor, he is the brother of those cities.	Our residents and our history. And the prosperity of the city.	Yes	
9/2024 16:23:40	My neighbors, public lighting	Arrangement of streets, podged of trees, graffiti cleaning	K there would be no sellers blakeando sidewalks, non - homeless and better quick response of sherifs	K face almost the same problems k maywood	Geographically we are surrounded by access to the FWY and that is very good, we have beautiful parks, unfortunately on occasions there are homeless k they prevent us from enjoying them, the community is good except by the flakes. Weigh about all this I like Maywood	Yes	



One-color Icon



MAYWOOD
SMALL CITY. WHERE TRADITION MEETS TOMORROW.

Horizontal

Inspiration:

- City Hall art deco architecture
- rising sun (change)
- Aztec/Mayan calendar (heritage)
- homes (family)
- Academy High (education)
- cityscape (development)
- park (wellbeing, community)
- downtown L.A. (proximity)

Final logo will be delivered in several configurations, not all shown here. Shown here: vertical, horizontal, 1-color.



One-color Icon



City of Maywood
Small City. Where Tradition Meets Tomorrow.

Horizontal

Inspiration:
— braid (community connections)
— rising sun (change)
— homes (family)
— Academy High (education)
— Riverside Park (community)
— Multi-generation (wellbeing)
— 3 swoops (L.A. River)
— 3 swoops (freeway convenience)

Final logo will be delivered in
several configurations, not all
shown here. Shown here: vertical,
horizontal, 1-color. L