

RESOLUTION NO 2019-40

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA APPROVING
NEW POLICE DEPARTMENT SHOULDER PATCH TO REFLECT THE CITY'S
OFFICIAL CITY SEAL AND APPROVE EXPENDITURE OF POLICE DEPARTMENT
FUNDS TO SUPPORT THIS CHANGE

WHEREAS, the Police Department's current patch features the California State seal within it and as the State seal should only be used on State run law enforcement agency patches as it is unique to their service, and;

WHEREAS, municipal police departments typically incorporate their cities official seal into their shoulder patch, and;

WHEREAS, in 2008, Resolution 2008-205, the City adopted its current seal and incorporating the official City seal on the Police Department's shoulder patch will bring the Department in line with City branding and provide a unique patch with a unique image that clearly signifies Marina Police Department officers as City of Marina officers, and;

WHEREAS: select Police Department staff designed a shoulder patch ("**EXHIBIT A**") that prominently displays the City seal within it, and;

WHEREAS, the Police Department has funding earmarked in its FY 2018-2019 budget to cover the costs associated with converting to the new patch, and;

WHEREAS, the City Council of the City of Marina accepts and approves the new Police Department shoulder patch and approves the expenditure of funds currently in its FY 2018-2019 budget to purchase said patch.

NOW, THEREFORE IT BE RESOLVED, that the City Council of the City of Marina does hereby:

1. Approve the new Police Department shoulder patch, and;
2. Approve the expenditure of funds currently available in the Police Department FY 2018-2019 Budget, Account #6400.880 "Uniform Allowance", for purchase of the new shoulder patch and associated patches; 1. Sergeant Stripes 2. Corporal Stripes 3. Hash Marks.

PASSED AND ADOPTED by the City Council of the City of Marina at a regular meeting duly held on the 16th day of April 2019, by the following vote:

AYES, COUNCIL MEMBERS: Berkley, Urrutia, Delgado

NOES, COUNCIL MEMBERS: O'Connell

ABSENT, COUNCIL MEMBERS: Morton

ABSTAIN, COUNCIL MEMBERS: None

Bruce C. Delgado, Mayor

ATTEST:

Anita Sharp, Deputy City Clerk





QUOTE

M.C. Kimball and Associates, LLC

Excellence Without Ego

1130 Fremont Blvd. #277
Seaside, Ca. 93955
831-224-3838

EXPIRATION DATE: 4/25/19

TO Marina Police Department
C/O Rick Janicki
211 Hillcrest
Marina, Ca. 93933
Customer ID MPD0319

	CUSTOM DESIGNED MARINA POLICE PATCHES		
500 Shoulder Patches	Custom design fully embroidered Marina Police Shoulder Patches	\$1.65 each	\$825.00
40 Corporal Stripes	20 pairs of Corporal Stripes (to match new grey patch)	\$3.95 each	\$79.00
50 Sergeant Stripes	25 pairs of Sergeant Stripes (to match new grey patch)	\$4.25 each	\$106.25
1 roll of Hash Marks	1 roll of hash marks (100 pieces minimum order to match new grey patch)	\$1.25 each	\$125.00
		SUBTOTAL	\$1,135.25
		TAX	\$80.54
		SHIPPING AND HANDLING	69.00
		TOTAL	\$1284.79

Quotation prepared by: Michael C. Kimball

This is a quotation on the goods named, subject to the conditions noted below: As stated

To accept this quotation, sign here and return: _____

THANK YOU FOR YOUR BUSINESS!

Honorable Mayor and Members
of the Marina City Council

City Council Meeting
of April 16, 2019

**CITY COUNCIL CONSIDER ADOPTING RESOLUTION NO. 2019-, APPROVING
NEW POLICE DEPARTMENT SHOULDER PATCH TO RELECT THE CITY'S
OFFICAL CITY SEAL AND APPROVE EXPENDITURE OF POLICE DEPARTMENT
FUNDS TO SUPPORT THIS CHANGE**

REQUEST:

It is requested that the City Council consider:

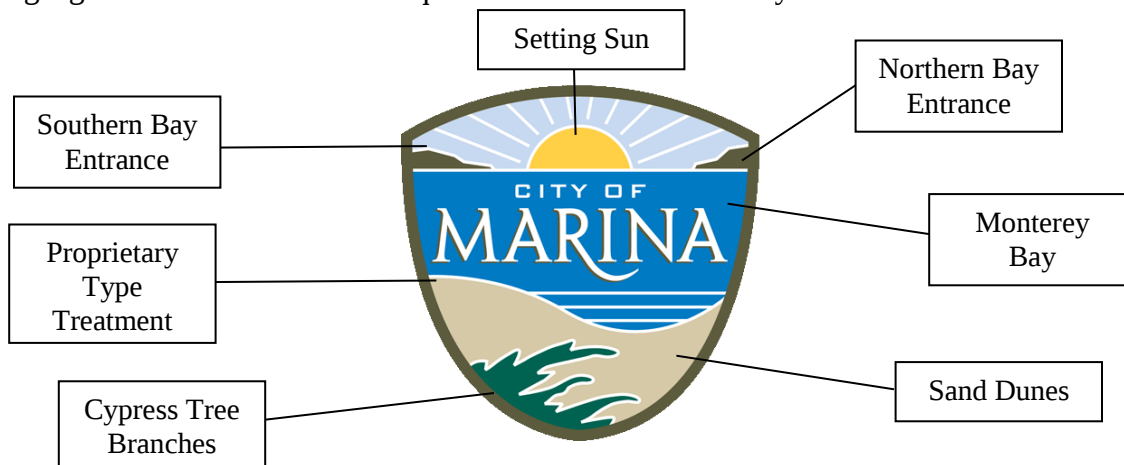
1. Adopting Resolution No. 2019-, approving new Police Department patch to reflect the City's official city seal, and;
2. Authorize expenditure of Police Department funds to support this change.

BACKGROUND:

In August 2006 the Police Department adopted the current shoulder patch, which features the California State seal in the middle. It was brought to the Department's attention that the State seal should only be used on State run law enforcement agencies as it is their official seal. Typically, police department shoulder patches feature a representation of something unique to their respective jurisdiction, usually incorporating the city seal into the patch.

In 2008 the City adopted its current seal, Resolution 2008-205, and to alleviate confusion that the Marina Police Department is somehow a State-run law enforcement agency and to provide a unique patch with a unique image that clearly signifies Marina Police Department officers as City of Marina officers the patch change is vital.

City logos typically have historical significance that signifies something unique to the city. In some cases, it is a building, an animal or bird or a geographical feature(s). The City of Marina is known for its coastal location and geographical features. As such, each image on the City logo is of great significance, including the type treatment that spells out "Marina". Below, the City logo is labeled, noting significant features of its unique location on the Monterey Peninsula.



City of Marina, Police Department shoulder patches of the past were simple, and though officers were proud to wear them were not reflective of the City. The Police Department has had three patches since its inception on January 1, 1977.



Original Patch
1977



Public Safety Patch
1979



Police Dept. Patch
Current

Shoulder patches used by police departments are most importantly used to clearly identify what department officers are employed by and secondarily are an extension of the badge officers wear. Both symbols are derived from medieval times when knights were the law enforcement of the day and they wore their coat of arms on their armor and shields.

The proposed patch is unique and represents the City and the Department. Each part of the patch has meaning. The new shoulder patch is shaped as a shield, which is a very popular law enforcement patch shape. It is known that in the ancient history, the classic shield conveys or represents the symbol of protection. In the center of the patch is the City seal that was adopted in 2008. The center location was chosen to represent that we serve and protect the community and its diverse peoples while supporting the City's vision and mission to always provide a high level of service. The new patch also includes the year "1975," as this was the year in which the City of Marina became incorporated as a city.

The colors of the new shoulder patch have very specific meanings. The patch is bordered in black to honor those brave men and women who have made the ultimate sacrifice of giving their life in the line of duty. The silver piping represents truth, new ideas and inspires intuitiveness to understand that change is a constant part of policing, and to strive to always be better than we were yesterday. The blue background was chosen because blue represents the profession of law enforcement, and the color represents law enforcement's dedication to maintaining public trust, integrity and lifelong learning. These are qualities and characteristics that we expect from Marina Police Officers.



The Department feels the proposed patch possesses the symbology and professionalism of not only the Police Department, but the proud history of the City of Marina. Its design and representations enable it to be long lived and a source of pride.

ANALYSIS:

Select Department personnel were assigned to develop the new patch and design one that incorporated the values, ideals and professionalism of the Department and prominently featured the City's official seal. The proposed patch ("**EXHIBIT A**") met the prescribed parameters given to them as well as producing an aesthetically pleasing patch.

Staff diligently searched for a company that could manufacture a high-quality patch that was visually appealing, was durable and possessed a record of quality service and product consistency. Staff determined that M.C. Kimball & Associates, LLC of Seaside, California would be the optimal choice.

M.C. Kimball & Associates, LLC was contacted, and they provided a quote ("**EXHIBIT B**") to produce the patch, rank designation stripes and longevity hash marks required. The full cost of the patch conversion is \$1,284.79.

Funding for this project is currently earmarked in the Police Department's FYI 2018-2019 budget. No further funding is required.

FISCAL IMPACT:

Should City Council approve this request there would be no additional appropriation of funds required. Funds are available in the Police Department's FYI 2018-2019 Budget, Account #6400.880 "Uniform Allowance".

CONCLUSION:

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

Richard J. Janicki, Jr.
Police Department, Management Analyst
City of Marina

REVIEWED/CONCUR:

Tina Nieto
Chief of Police
City of Marina

Layne Long
City Manager
City of Marina