

# City of Pico Rivera



## What We Heard

Participant List  
Advisory Groups  
Youth Ambassadors

## Project Goals

Design a refreshed brand that captures the future aspirations and history of the City of Pico Rivera. Envision a sub-brand for the various subsidiaries in the city.

- **Culturally Authentic** and resonates with community leaders in the City.
- Supports and aligns with the City's **Innovation** goals by developing a brand that promotes PR35 and all major projects in the City.
- Develops a distinct **community identity** that promotes what makes Pico Rivera unique in the Greater LA region to investors, businesses, retailers, visitors, and residents.
- **Attracts new audiences** through modern branding and design, which will directly promote development within the City.

### Key Words to describe the city:

- family
- Community
- Sustainable
- Connected
- Cultural
- Forward-thinking

### Associated Images and Symbols:

- Parks
- Rivers
- Sports
- Concerts
- plumeria
- Rio Honda

### Features Offered

- Visionary approach
- Sustainable leadership
- Micro EV Tech Hub
- Support for Micro Electric Products
- Revitalizing Manufacturing in Pico Rivera

### Current Perception:

- Strong sense of pride
- Very bold, in legislative pursuits
- Doesn't shy from a challenge
- Up and coming
- Family oriented
- Innovative
- Strong Latin American history
- Stigma of crime, past gang history
- Pass through city, no strong image

### Popular Landmarks:

- Whittier Blvd
- Dal Rae Restaurant
- Rivers

### Key Messages:

- Community events
- Diverse programs and activities
- Proximity to major destinations
- Family-oriented atmosphere
- Citizen-centric focus
- Cultural pride and heritage

### Priorities for the Future:

- Establish inclusive and secure recreational options
- Decrease emphasis on automotive transportation
- Develop placemaking

### Why live in Pico Rivera?

- Strong community bonds and engagement
- Strategic location to destinations
- Family-centric
- Heritage and civic pride

## S.W.O.T.

### Strengths:

- Strong emphasis on love.
- Residents like living in the community and working close to home.
- Located near major freeways, enhancing accessibility and connectivity.
- Presence of families with longstanding ties to the community.
- The city's commitment to consistently foster community engagement.
- Strong vision for the future based on strong community engagement.

### Weaknesses:

- The community is not tailored to the needs and preferences of new businesses and young professionals.
- May not be as attractive for businesses targeting a younger demographic.
- Existing Brand does not reflect the city and community's (idea) of what Pico Rivera represents or has to offer.
- The city's events and existing businesses lack external promotion beyond the local community.

### Opportunities:

- Location near major destinations like mountains, beaches, and other cities, providing opportunities for tourism and growth.
- Easy access to freeways can be leveraged to promote local economic development.
- Opportunities to enhance community events and engage in family-centric activities.
- Younger generations and new businesses are seeking communities/cities that are actively creating opportunities for growth.

### Threats:

- Limited appeal to young professionals may lead to demographic shifts.
- Nearby cities with stronger brands and more business-friendly environments may pose competition.
- Shifting urban preferences and trends may influence the community's attractiveness over time.
- Outdated perceptions regarding the city have the potential to impede both economic development and community growth.

# Recommendations

- Craft a brand that is timeless yet reflects Pico Rivera's destination, community, heritage, and future.
- Formulate an impactful tagline that articulates the central messaging conveyed by stakeholders.
- Facilitate the city in the external promotion of its new brand, aiming to attract businesses and individuals beyond the confines of the local community.



# Strategic Platform



## Heritage

Explore the vibrant story of Pico Rivera—celebrating its rich history, culture, and close-knit community. We honor the past, embrace the present, and look forward to the future. Join us in this dynamic journey where every step tells a tale of where we've been and promises exciting new horizons. Welcome to Pico Rivera—a place of heritage, unity, and endless potential.

## The Destination

Pico Rivera, situated between mountains and the sea, offers an ideal location for living, working, and thriving. Enjoy the convenience of amenities amidst natural beauty, making every day in Pico Rivera a harmonious blend of comfort and opportunity. Welcome to a place where life seamlessly comes together—Pico Rivera, where you can live, work, and thrive effortlessly.

## The Future

Experience the future in Pico Rivera, where integrated technology and community innovation shape today and tomorrow. It's about aiming higher, being better, and uncovering the best in all of us. Join us on a journey of aspiration and discovery, where Pico Rivera leads the way to a brighter future for everyone. Welcome to a community that dreams big and turns those dreams into reality.

# Next Steps



- Develop Strategic platforms
  - Agree on platform direction(s)
  - Formalize the strategy
  - Execute
- Develop Logo Options
  - Taglines/Slogans
  - Color Palette
  - Images
  - Applications