



Report to City Council

TO: Mayor and City Council

FROM: Angelica Frausto-Lupo, Community Development Director

AGENDA DATE: November 4, 2025

TITLE: ENVIRONMENTAL AND HISTORICAL PRESERVATION COMMISSION CITY FLAG DESIGN COMPETITION RECOMMENDATIONS (REPORT OF: COMMUNITY DEVELOPMENT) (DISTRICT: ALL DISTRICTS)

TITLE SUMMARY: Final Consideration Of The Top 3 Flag Designs Recommended By The Environmental And Historical Preservation Commission.

DISTRICT: All Districts

Recommendation(s)

The Environmental and Historical Preservation Commission Recommends that the City Council:

1. Select a Flag Design to be recognized as the City's Official flag.

SUMMARY

On December 3, 2024, the City Council approved the Environmental and Historical Preservation Commission (EHPC) to sponsor a city flag design competition to reimagine the City's current flag. The Flag Redesign Contest ran from August 11 through October 13, 2025, with submissions accepted digitally via email or by hard copy, submitted in person at City Hall.

DISCUSSION

The Flag Redesign Contest was intended to reimagine the City's flag, establishing a symbolic thread that connects the City's heritage with aspirations, forging a visual emblem that resonates with pride and unity among Moreno Valley residents.

The Flag Redesign Contest ran from August 11 through October 13, 2025. Throughout the contest, the City and the EHPC implemented a comprehensive marketing and community outreach campaign to promote participation. Promotional efforts included, but were not limited to, publishing 13 posts on Facebook, Instagram and X (Twitter) social media platforms, three months advertising on the Civic Center digital marquee board, weekly constant contact newsletter features, a featured advertisement in the Moreno Valley City News (City News Group, Inc.) newspaper, and the distribution of flyers to local businesses, public and educational facilities, and community events. At the conclusion of the contest, the City received 83 submissions from Moreno Valley residents across all four City Council Districts.

On October 13, 2025, the EHPC deliberated on the flag redesign submissions. Each submission was evaluated based on a defined score scale and rubric (attached) and underwent a blind judging process to ensure an anonymous selection. The flag designs were scored on the following criteria, established by the contest parameters:

- 1) Theme and Symbolism: Does the flag design clearly reflect the contest's theme "Having pride for our City's past, present, and future" and the motto "Where Dreams Soar"?
- 2) Simplicity and Minimal Text: Did the flag design keep text to a minimum?
- 3) Color and Contrast: Did the flag design utilize no more than 2-3 colors with strong contrast/visibility?
- 4) Originality and Appropriate Imagery: Was the flag design unique and free of seals/government insignia. Trademark, or political symbolism – while highlighting culture/regional connections?
- 5) Flag Usability and Overall Impact: Was the flag design recognizable, balanced, and effective at different sizes (would the design represent Moreno Valley well?)

The EHPC selected the top 3 highest scored designs for final consideration by the City Council. EHPC now recommends the City Council to select the final design for the official City Flag. The same rubric is available, should Council desire to use it. Subsequently, the City Council will determine when the redesigned flag shall be unveiled.

ALTERNATIVES

1. Select a Flag Design to be recognized as the City's Official Flag. *EHPC recommends this alternative.*
2. Do not select a Flag Design to be recognized as the City's Official Flag. *EHPC does not recommend this alternative.*

FISCAL IMPACT

There are no fiscal impacts from selecting a City flag design.

NOTIFICATION

The agenda, staff report, and supporting documents were posted at least 72 hours in advance of the meetings for this item, in accordance with the Brown Act, for public review and inspection.

PREPARATION OF STAFF REPORT

Prepared By:
Danielle Harper-Scott
Senior Planner

Department Head Approval:
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Community Development Director

Concurred By:
Colby Cataldi
Planning Division Manager/Official

CITY COUNCIL GOALS

Community Image, Neighborhood Pride and Cleanliness: Promote a sense of community pride and foster an excellent image about our City by developing and executing programs which will result in quality development, enhanced neighborhood preservation efforts, including home rehabilitation and neighborhood restoration.

Positive Environment: Create a positive environment for the development of Moreno Valley's future.

CITY COUNCIL STRATEGIC PRIORITIES

- 1. Economic Development**
- 2. Beautification, Community Engagement, and Quality of Life**

Report Approval Details

Document Title:	STAFFREPORT_CDD_EHPC_FLAG_REDESIGN_CONTEST_NOMINATIONS.docx
Attachments:	- Flag Design Score Sheet-Rubric.pdf
Final Approval Date:	Oct 27, 2025

This report and all of its attachments were approved and signed as outlined below:

No Signature found

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Sean Kelleher

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No Signature - Task assigned to Dena Heald was completed by workflow administrator Patty Rodriguez

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