



CITY OF

NEWPORT BEACH

City Council Staff Report

September 23, 2025
Agenda Item No. 11

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: Jeff Boyles, Fire Chief - 949-644-3101, jboyles@nbfd.net

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TITLE: Resolution No. 2025-62: Authorizing Use of the Official Seal in Partnership with Hoag Memorial Hospital Presbyterian to Wrap a City Fire Department Ambulance with Pinktober Wrap in Support of Breast Cancer Awareness Month

ABSTRACT:

The month of October is traditionally considered Breast Cancer Awareness Month; the campaign serves to enhance public awareness of breast cancer, from its effects on individuals and their families, to advances in research and early detection and treatment. Hoag Memorial Hospital Presbyterian (Hoag) has offered to partner with the City in promotional efforts during the month of October, specifically by way of wrapping a City ambulance in the pink color synonymous with "Pinktober." The wrap would include both Hoag's logos and pink ribbons alongside the Fire Department's seal. Use of the City's official seal (and by extension, the Fire Department's seal and logo) outside of official city use requires City Council approval via resolution.

RECOMMENDATIONS:

- a) Determine this action is exempt from the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) and 15060(c)(3) of the CEQA Guidelines because this action will not result in a physical change to the environment, directly or indirectly; and
- b) Adopt Resolution No. 2025-62, *A Resolution of the City Council of the City of Newport Beach, California, Authorizing the Use of the City's Official Seal as Part of a Collaboration with Hoag Hospital to Wrap a City Fire Department Ambulance with Pinktober Wrap in Support of Breast Cancer Awareness Month.*

DISCUSSION:

The American Cancer Society started National Breast Cancer Awareness Month in October 1985 as a partnership with the pharmaceutical division of a large corporation to promote mammograms as a means of detecting breast cancer. The movement grew into an internationally recognized health campaign, commonly known as "Pinktober," organized by various breast cancer charities and other cancer organizations.

The cancer ribbon is a colored symbol of support and solidarity; each individual color identifies a specific type of cancer, i.e. pink for breast cancer, light blue for prostate cancer or white for lung cancer.

For the last several years, the City of Huntington Beach has collaborated with the Huntington Beach Police and Community Foundation and MemorialCare, both of whom contributed funds to wrap a fire engine and a police patrol unit in pink in honor of Pinktober.

At a recent community event, fire department staff spoke to Andrew Guarni, Chief Financial Officer of Hoag, about the possibility of doing a similar collaboration for Pinktober. Following a subsequent meeting, Hoag offered to provide funding to cover the entire cost of a vehicle wrap, including installation and removal, on one of the City's reserve ambulances. The wrap would include additional Fire Department decals and logos, alongside the pink ribbon and the Hoag logo.

Municipal Code Section 1.16.050 states that the Official Seal shall only be used for the official business of the City of Newport Beach, its City Council, boards and commissions, committees, officers, or departments, except upon approval of the City Council by ordinance or resolution. As the Hoag logo and pink ribbon would be placed on a Fire Department vehicle, and the Fire Department seal is an extension of the City seal, a Resolution allowing such use must be approved by the City Council.

Following approval, reserve/surge ambulance NA63 will be dropped off at the same facility used previously by the City of Huntington Beach for the vehicle wrapping process. Once completed (estimated to take less than 1 week), the ambulance will return to Fire Station No. 3 on Santa Barbara Drive and rotated into operational use and special/community events during the month of October. All frontline ambulances will remain in operation and there will be no gap in coverage while NA63 is out.

FISCAL IMPACT:

There is no fiscal impact related to this item. Hoag will cover the entire cost to wrap one of the City's reserve ambulances, including decals, logos, and eventual removal. Per Council Policy F-3, the City Manager may accept grants or donations of up to \$30,000 on behalf of the City. It is estimated that the total cost of the wrap and associated logos and work will be somewhere between \$6,000 and \$8,000. Following approval and a final quote, a donation agreement will be executed on a form approved by the City attorney and signed by the City Manager.

ENVIRONMENTAL REVIEW:

Staff recommends the City Council find this action is not subject to the California Environmental Quality Act (CEQA) pursuant to Sections 15060(c)(2) (the activity will not result in a direct or reasonably foreseeable indirect physical change in the environment) and 15060(c)(3) (the activity is not a project as defined in Section 15378) of the CEQA

Guidelines, California Code of Regulations, Title 14, Chapter 3, because it has no potential for resulting in physical change to the environment, directly or indirectly.

NOTICING:

The agenda item has been noticed according to the Brown Act (72 hours in advance of the meeting at which the City Council considers the item).

ATTACHMENT:

Attachment A – Resolution No. 2025-62