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OAKLAND

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Approved as to Form and Legality

DRAFT

City Attorney's Office

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCIL PRESIDENT LYNETTE GIBSON MCELHANEY AND
COUNCILMEMBERS REBECCA KAPLAN AND DESLEY BROOKS

RESOLUTION ADOPTING "LOVE LIFE" AS THE CITY'S OFFICIAL TAGLINE AND MOTTO

WHEREAS, Oakland is a beautiful and diverse city that is known worldwide for its long and rich tradition of social activism and advocacy and takes great pride in its diversity and it's long-standing commitment to holistic social policy and creating an environment of inclusion and equity; and

WHEREAS, Oakland's residents and leaders are firmly committed to adopting a comprehensive and holistic approach to addressing the conditions that lead to violence and toward creating a climate of restoration for the individuals and communities impacted by violence; and

WHEREAS, the senseless loss of life to gun violence impacts tens of thousands of Oakland's youth and adults who witness violence or live in tyranny every day, and despite modest drops in violent crimes this year, the abysmally low clearance rate for homicide and the proliferation of illegal firearms continues to plague our city and continues to make the community feel that Oakland's leaders have turned a blind eye to the real human cost to the spirit of the people who live with this daily threat; and

WHEREAS, the Lovelife Foundation was founded to honor the work and vision of LoEshe' Lacy, a 16 year-old West Oakland student activist who was an innocent victim of a shooting on October 20, 1997 in Oakland; and

WHEREAS, the name LoEshe' is Ibo/Nigerian and means "Love life" in English, and

WHEREAS, the Lovelife Foundation together with dozens of other organizations and hundreds of residents and activists in Oakland send the message of love and healing to the individuals and communities impacted by violence and have advocated for the City to adopt a citywide message that honors the lives of the thousands of members of our community who have been killed by senseless violence especially our youth and articulates our aspirations for the future; and

WHEREAS, the “Love Life” motto reflects the joy and energy that characterize our artists and businesses and “Love Life” responds to our communal desire to build an inclusive, equitable, and authentic Oakland;

WHEREAS, “Love Life” demonstrates a united care and concern to inform and guide our practices in our quest to make Oakland a safe, just, sustainable, equitable and vibrant city; and

WHEREAS, for more than 10 years, community members have advocated for the City to adopt a motto and tagline of “Love Life” and “Oakland – the Love Life City,” and now the immense level of public support at the moment reflects the desires of long-tenured Oaklanders who continue to believe in Oakland; and

WHEREAS, establishing this motto begins to communicate Oakland’s deep sense of civic pride and the City’s intention to create more symbology that speaks to the resilience and beauty that is the soul of the town; now, therefore, be it

RESOLVED: That the official city motto of the City of Oakland is “Love Life”; and be it

FURTHER RESOLVED: That the City Council directs the City Administrator to incorporate the use of the motto in all official communication and return with a recommendation on the best means by which to publicize the City’s adopted motto through welcome signage, in the City’s official communications and by other means deemed appropriate.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GUILLÉN, KALB, KAPLAN, REID AND
PRESIDENT GIBSON MCELHANEY

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

LATONDA SIMMONS
City Clerk and Clerk of the Council of the
City of Oakland, California