

CITY OF OAKLAND

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OAKLAND

2017 AUG 31 AM 9:51

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Claudia Cappio
Assistant City Administrator

SUBJECT: City Motto Ceremony Implementation Update

DATE: August 29, 2017

City Administrator Approval

Date:

8/31/17

RECOMMENDATION

Staff Recommends That The City Council To Accept This Supplemental Report On City Motto Ceremony Implementation.

EXECUTIVE SUMMARY

During the past 8 months, staff has completed a number of key steps to formally implement the City of Oakland's official "Love Life" tagline and motto. The City Attorney's Office completed a legal analysis, design options have been outlined to incorporate the motto into City signs and other media, and the location of the first phase of City identification signs has been identified. During this summer, City staff met with Mr. Donald Lacy and other representatives of the Love Life Foundation to plan a dedication of the first phase signs. A tentative date of Monday, October 16, 2017 has been held for a City sponsored event to dedicate the signs. This event will be the first of several events during the week of October 16 to commemorate the 20th anniversary of LoEshe' Lacy's murder.

BACKGROUND/LEGISLATIVE HISTORY

On April 5, 2016, the City Council passed Resolution No. 86088 C.M.S. adopting "Love Life" as the City of Oakland's official tagline and motto. As referenced in the resolution, the motto of "Love Life" reflects its original inspiration and the many positive connotations of the City of Oakland. Actions are now underway to incorporate the agreed upon design and placement of the motto on City welcome signs, as well as a marketing and media strategy to integrate the motto in City publications and on the website.

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ANALYSIS AND ACTIONS TO DATE

Signs

The final look of the welcome sign has been completed and has been reviewed by Donald Lacy (***Attachment A***). The first phase of installation will be a modification of the existing sign through the use of an adhesive sticker with matching color. Signs will be modified in phases over a period of months.

Love Life Events for Week of October 16

Staff continues to meet regularly with Mr. Lacy to finalize the structure of the dedication event including plans for parking, pedestrian safety, number of attendees, agenda and other needs for the day. The ceremony will be on Monday, October 16, 2017 corresponding with a week of events to celebrate, Love Life Week (Resolution No. 77474). The location of the ceremony is tentatively being held at the intersection of Bancroft & Durant.

In addition, the Love Life Foundation has plans for other events for the week of October 16, including:

- Visits to schools by professional athletes, describing the Love Life message and theme;
- A student essay contest about Love Life, with prizes;
- A "Hands Along Lake Merritt" event;
- Entertainment events including short film screening and/or performances and,
- A City-wide moment of silence on Sunday at 12 noon to honor all those lost to violence.

Other Implementation Actions

Other actions to implement the Love Life message are summarized in a marketing plan (***Attachment B***). The plan includes outreach approaches, key messages and other potential social media messages.

FISCAL IMPACT

This sign modification will be absorbed into the City's current budget for sign replacement and maintenance. It is anticipated that the dedication event will incur minor costs. The budget for this event was being finalized at the time this report was published.

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PUBLIC OUTREACH / INTEREST

City staff has been meeting with Mr. Lacy about the dedication event and other related matters. Outreach planning for the October 16 event has begun with a save the date notification to community members, City leaders as well as to state and federal officials.

COORDINATION

The City Administrator's Office is coordinating with Oakland Public Works, Department of Transportation, Office of Special Events Planning and the Police Department for traffic analysis and event planning.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council to accept this supplemental report on City Motto Ceremony Implementation.

For questions regarding this report, please contact Serenity Siya Mlay, City Administrator Analyst, at 510-238-7785.

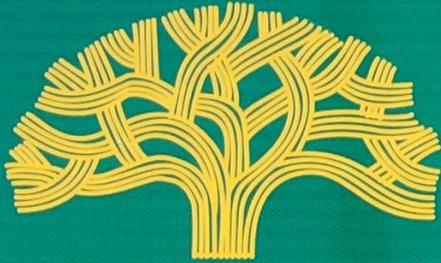
Respectfully Submitted,



CLAUDIA CAPPIO
Assistant City Administrator
Office of the City Administrator

- Attachments (2)
Attachment A: Sign Design
Attachment B: Summary of Marketing Plan

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LOVE LIFE!

WELCOME
TO
OAKLAND

POP. 409,300

ELEV. 42 FEET

Revised - Letters turned to black, text enlarged

2017 Marketing Plan #LoveLifeOakland

SUMMARY: This plan details the promotion & dissemination of the City's new motto: "Love Life." The objectives of the marketing plan are to showcase the people and places of Oakland that inspire City pride. **Budget: \$0.**

TARGET AUDIENCES		
The Youth In Oakland	Those Who Are Inflicting Violence On To Others	Parents Of Children Affected By Violence
The Reentry Population	Those Who Are Experiencing Violence Personally	Former Gang Members
Communities Impacted By Violence	Those Who Are Suffering Alone	New Neighbors & Communities In Oakland
CORE CONTENT	OBJECTIVES	MEASUREABLE GOALS <i>(measured by impressions & attendance)</i>
Narrative and short inspirational Content	Tell the story of Oakland to inspire the community to love living life in Oakland. Stories will be posted on social media	<ul style="list-style-type: none"> Disseminate stories to broader population base Inspire peace, justice and civic pride
PUBLICATION SCHEDULE		OUTREACH METHODS
September 1	<ul style="list-style-type: none"> Disseminate facts and figures about what Oakland mean to the community at large. 	<ul style="list-style-type: none"> Medium - an online blogging venue Twitter #LoveLifeOakland Facebook Instagram
October 1	<ul style="list-style-type: none"> Reveal ceremony plan 	<ul style="list-style-type: none"> Twitter Facebook Instagram Medium
OCTOBER 20, 2017 12:00PM – Bancroft & Durant.	<ul style="list-style-type: none"> Installation Ceremony. 	<ul style="list-style-type: none"> Twitter Facebook Instagram Medium

KEY MESSAGES

- Codify the spirit of Oakland as a City of Love.** The #LoveLifeOakland Campaign will serve to inspire and convey Oakland as a City of deep civic devotion.
- Tell the story of Oakland.** Oaklanders are a vibrant community with deep roots and commitment to maintaining a beloved community.
- Promote peace, love and civic participation.** Loving life in Oakland means creating strong ties with neighbors.