



AGENDA REPORT

TO: Edward D. Reiskin
City Administrator

FROM: Richard J. Luna
Interim Deputy City
Administrator

SUBJECT: Love Life Resolution Update

DATE: June 22, 2021

City Administrator Approval

Date:

Jun 23, 2021

RECOMMENDATION

Staff Recommends That The City Council Receive An Informational Report From The City Administrator Regarding The Implementation Of The City Motto “Love Life,” Including Incorporation Of The Motto In Official Communication, Signage, And Other Means Deemed Appropriate.

EXECUTIVE SUMMARY

This report provides the City Council with an update regarding the ways in which the City’s motto “Love Life” has been incorporated into the City’s official communications, signage, and other means deemed appropriate since the motto was officially adopted in 2016.

BACKGROUND / LEGISLATIVE HISTORY

On April 5, 2016, City Council adopted Resolution No. 86088 C.M.S., which adopted “Love Life” as the City’s official tagline and motto. The resolution also directed 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.

On July 18, 2017, City Council adopted Resolution No. 86868 C.M.S., which clarified the City’s fair use of the motto for its literal meaning. As such, the resolution stated the following: “the City’s official tagline and motto, is hereby amended to clarify that the City Council and City Administrator will take into account the literal meaning of the ‘Love Life’ motto and the intent of the City of Oakland to convey that literal message when determining the best means to publicize the motto.” This clarification was needed as staff reported at the time, the phrase Love Life had been trademarked by a number of entities throughout the country.

Street Signs

From May 2017 to May 2018, City staff issued a series of informational reports to the City Council updating its progress in installing welcome signs with the Love Life motto in 15 locations

City Council
July 6, 2021

throughout Oakland. Additionally, the reports detailed the City's marketing campaign leading up to an October 17, 2017 commemorative ceremony, where the City unveiled the new street signage at the intersection of Durant Avenue and Bancroft Avenue. The street signs with the Love Life motto were installed in the locations identified in **Table 1**.

Table 1: Locations of Love Life Welcome Street Signs

| <u>District 1</u> | <u>District 5</u> | <u>District 7</u> |
|--|---|---|
| <ul style="list-style-type: none">• 3241 College Ave.• Market St. & 63rd St.• 63rd St. & Vallejo• Rose Ave. & Linda• 55th St. & Vallejo• Alcatraz & Dover | <ul style="list-style-type: none">• Tidewater & High St.• Fruitvale & Alameda Ave. | <ul style="list-style-type: none">• Marlow Dr. & Foothill Blvd.• Breed & Durant• Beverly & Durant• Bancroft & Durant• Voltaire & Durant• Sunnyside & Durant• Myers & Durant |

There are no new activities to report since the Love Life street signage project was completed in October 2018.

Official Communication

The City's Communications team has incorporated the Love Life motto into various communications tools used in the City's official communications. It is included as a hashtag with a link to the [#OaklandLoveLife web page](#), which provides context and explains that the official City motto serves as a mantra against violence and an affirmation of the value of life. #OaklandLoveLife is featured in the following official channels:

- City of Oakland Website – #OaklandLoveLife is prominently placed on the footer of every page of the [City's official website](#). It links to a description of the [meaning of the motto](#) as a mantra against violence and an affirmation of the value of life.
- City Email Newsletter – Incorporated into the masthead of the City's weekly email newsletter, distributed to 11,000+ subscribers.
- Social Media Platforms (Facebook, Twitter, Instagram, Medium) – Incorporated into the City of Oakland's profile on the City's official social media platforms.
- Press Releases – The City is in the process of re-designing its official press release template, which will feature the #OaklandLoveLife motto in the masthead.

This list will evolve over time as official collateral materials get refreshed and reprinted. City messages that evoke the spirit of our beloved community will bear #OaklandLoveLife. For example, staff is currently looking at ways to incorporate the hashtag and motto into the new Sugar Sweetened Beverage awareness campaign under development.

FISCAL IMPACT

There is no direct fiscal impact for receiving this report.

PUBLIC OUTREACH / INTEREST

No outreach was deemed necessary for this report beyond the standard City Council agenda noticing procedures.

COORDINATION

This report has been prepared in coordination with the Department of Transportation and the Citywide Communications/Public Information Officers (PIO) team.

SUSTAINABLE OPPORTUNITIES

Economic: There are no economic opportunities associated with this report.

Environmental: There are no environmental opportunities associated with this report.

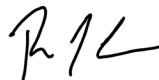
Race & Equity: There are no race and equity opportunities associated with this report.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Receive An Informational Report From The City Administrator Regarding The Implementation Of The City Motto "Love Life," Including Incorporation Of The Motto In Official Communication, Signage, And Other Means Deemed Appropriate.

For questions regarding this report, please contact Karen Boyd, Citywide Communications Director, at KBoyd@oaklandca.gov, Sean Maher, Public Information Officer for OPW/OakDOT at SMaher@oaklandca.gov.

Respectfully submitted,



RICHARD J. LUNA
Interim Deputy City Administrator

