



CITY OF OAKLAND

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2017 MAY 19 AM 9:26

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Serenity Siya Mlay
City Administrator Analyst

SUBJECT: Love Life City Motto

DATE: May 23, 2017

City Administrator Approval

Date:

5/19/17

RECOMMENDATION

Supplemental Report to the Oral Informational Report From The City Administrator On The Status Of Implementing Resolution 86088 C.M.S Adopting "Love Life" As The City's Official Tagline And Motto

REASON FOR SUPPLEMENTAL

At the direction of the Life Enrichment Committee, staff submits this supplemental report to the oral report provided at the May 9, 2017 committee meeting.

BACKGROUND / LEGISLATIVE HISTORY

City Council passed Resolution No. 86088 in April 2016. Since that time, the City Administrator's Office conducted research on local and national municipalities that have implemented a motto. The City Attorney's Office subsequently completed a federal trademark analysis using outside counsel. The trademark research was completed on May 12 for the phrase "Love Life" as the motto, including potential federal trademark registration. It has been concluded that the phrase "Love Live" in various design formats has been trademarked by a number of entities throughout the country. The City will proceed with use of the phrase in a manner that is unique from federally trademarked uses.

STREET SIGNS

Neither the City or CalTrans maintains an inventory of welcome signs throughout the City. Therefore, the City Administrator's Office is actively compiling and confirming a list of welcome signs around the city. Preliminary inventory have identified 10 sign locations. Additional sites will be added as part of this inventory analysis. Below is a list of confirmed locations:

Marlow Dr. & Foothill
Breed & Durant

Bancroft & Durant
Tidewater & High Street

Sunnyside & Durant
Fruitvale & Alameda

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Durant & Voltaire Myers & Durant In front of 3241 College Ave.
Linda Ave. & Kingston Ave. Tidewater & High Street Fruitvale & Alameda

OFFICIAL COMMUNICATION

The Director of Communications and Online Engagement has put together the framework for use of the motto in City’s official communication. The motto will be included in the following. This list will likely evolve overtime as official collateral materials get refreshed and reprinted.

- City of Oakland Website - Motto will be placed on the footer of the landing page
- Facebook –
- Twitter –
- Medium – Motto will be placed on the footer of the page.
- Pinterest -
- Next Door
- City of Oakland Employee Intranet
- Press Releases

FISCAL IMPACT

The fiscal impact to provide legal research, design, produce adhesive stickers, and install the motto on the identified locations will be absorbed within the respective departmental budgets.

ACTION REQUESTED OF CITY COUNCIL

No action is requested of the City Council for this supplemental informational report.

For questions regarding this report, please contact Claudia Cappio, Assistant City Administrator, at 510-238-6654.

Respectfully submitted,



SERENITY SIYA MLAY
City Administrator Analyst

Attachment:
Resolution No. 86088

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