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OFFICE OF THE CITY CLERK
OAKLAND

AGENDA REPORT

2017 JUN 29 PM 7:09

TO: Sabrina B. Landreth
City Administrator

FROM: Claudia Cappio
Assistant City Administrator

SUBJECT: City Motto Update

DATE: July 11, 2017

City Administrator Approval

Date:

6/29/17

RECOMMENDATION

Receive An 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 June 13, 2017 Life Enrichment Committee, staff was instructed to come back to the Life Enrichment Committee with updates on a marketing plan and plans for an installation ceremony.

ANALYSIS AND POLICY ALTERNATIVES

Attachment A are the designs that staff received from the consultant. Staff would like to receive input from the public on the preferred design by contacting Serenity Siya Mlay at the City Administrator's Office at 510-238-7785 or email, smlay@oaklandnet.com. In order to keep the process moving forward, staff requests that all inputs be received by Friday, July 21st.

Attachment B is the marketing plan which includes details on the publication schedule and outreach methods that will bring out community driven narratives and inspirational stories that will be shared on social media.

Staff would like to include city council office for their input on the details of the installation ceremony which will be held on August 25th 12:00pm at Breed & Durant. Staff is working with OPW to create a pedestrian plan that would ensure participants safety.

FISCAL IMPACT

At this time staff is unable to give a fiscal impact report. However, one will be included in the final report after the installation ceremony in August.

Item: _____
Life Enrichment Committee
July 11, 2017

ACTION REQUESTED OF THE CITY COUNCIL

Receive An 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.

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

Respectfully Submitted,



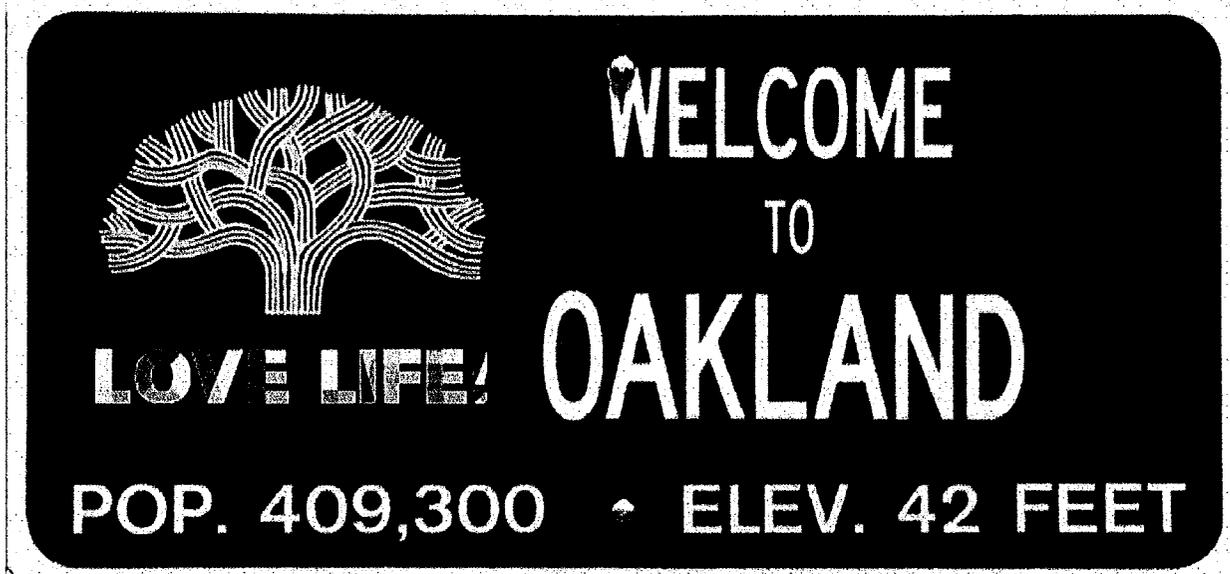
CLAUDIA CAPPIO
Assistant City Administrator
Office of the City Administrator

Attachment (2)

A: Design Options for the welcome signs.

B: Marketing Plan for #LoveLifeOakland: Details an 8-week marketing strategy for the promotion and dissemination of the City's new motto, "Love Life".

A:



B:



C:



D:



E:



2017 Marketing Plan #LoveLifeOakland

SUMMARY: *This plan details an 8 week strategy for the promotion and 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
JULY 10, 2017	<ul style="list-style-type: none"> Publish testimonial from Caheri Begin to disseminate inspirational quotes on social media 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
AUGUST 2017	<ul style="list-style-type: none"> Feature inspirational community members through council office Continue inspirational quotes on social media 	<ul style="list-style-type: none"> Twitter Facebook Instagram Medium Buttons In-person outreach led by Council Offices
AUGUST 25, 2017 @ 12:00 p.m.	<ul style="list-style-type: none"> Installation Ceremony at the Breed & Durant location. 	

KEY MESSAGES

- 1. 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.
- 2. Tell the story of Oakland.** Oaklanders are a vibrant community with deep roots and commitment to maintaining a beloved community.
- 3. Promote peace, love and civic participation.** Loving life in Oakland means creating strong ties with neighbors.