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OAKLAND

CITY OF OAKLAND 2017 JUN -8 PM 4:19

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Claudia Cappio
Assistant City Administrator

SUBJECT: City Motto Update

DATE: June 6, 2017

City Administrator Approval

Date:

6/8/17

RECOMMENDATION

Staff recommends that the City Council accept this supplemental report to the May 23rd Supplemental Report, "Oral Informational Report From The City Administrator On The Status Of Implementing Resolution No. 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, the committee requested that the City Administrator's Office provide a complete list of locations of the welcome signs, any design and/or marketing of the motto, and have a ceremonial installation.

ANALYSIS AND POLICY ALTERNATIVES

Staff have confirmed locations around the City where the motto will be posted. They are:

- Marlow Dr. & Foothill
- Bancroft & Durant
- Sunnyside & Durant
- Breed & Durant
- Tidewater & High St.
- Fruitvale & Alameda Ave.
- Durant & Voltaire
- Myers & Durant
- 3241 College Ave.
- 63rd St. & Vallejo
- 55th St. & Vallejo
- Market Street & 63rd Street
- Jean St. & Grand Ave.
- Rose Ave. & Linda
- Alcatraz & Dover
- Beverly & Durant

The vendor is continuing to work on the motto design and staff expect a draft to the City Administrator's Office in a few weeks. In the meantime, staff is drafting a marketing plan which will include plans for a ceremonial installation to occur at one of these 6 locations:

- Sunnyside & Durant
- Breed & Durant
- Durant & Voltaire
- Myers & Durant
- 63rd St. & Vallejo
- 55th St. & Vallejo

Item: _____
Life Enrichment Committee;
June 13, 2017

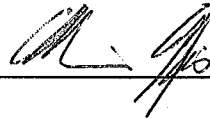
Staff plan to come back to the July 11th Life Enrichment Committee with final plans for the installation ceremony and marketing plan.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council to accept this supplemental report to the May 23rd Supplemental Report, "Oral Informational Report From The City Administrator On The Status Of Implementing Resolution No. 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