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OFFICE OF THE CITY CLERK  
OAKLAND

2017 JUL -5 AM 11:48

# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Claudia Cappio  
Assistant City Administrator

**SUBJECT:** City Motto Update

**DATE:** July 11, 2017

City Administrator Approval

*M. Gio RA SBL*

Date:

*7/5/17*

## RECOMMENDATION

**Staff Recommends That The City Council Adopt A Resolution Amending Resolution No. 86088 C.M.S., Which Adopted "Love Life" As The City's Official Tagline And Motto, To Clarify The City's "Fair Use" Of The Motto For Its Literal Meaning.**

## 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 that resolution the motto of "Love Life" reflects its original inspiration and the many positive connotations of the City of Oakland.

## ANALYSIS AND POLICY ALTERNATIVES

Staff previously reported to City Council that the phrase "Love Life", in various design formats, has been trademarked by a number of entities throughout the Country. The City will proceed with use of the motto in a manner that is unique from federally trademarked uses. The proposed resolution amends Resolution No. 86088 to clarify that the City uses the "Love Life" motto for its literal meaning as a message to Oakland residents, businesses, visitors, and other constituents to encourage them to love life. The proposed resolution also clarifies that the City uses the "Love Life" motto as a way of demonstrating that the City of Oakland loves life.

## FISCAL IMPACT

There is no fiscal impact associated with this report.

Item: \_\_\_\_\_  
Life Enrichment Committee  
July 18, 2017

**PUBLIC OUTREACH / INTEREST**

No public outreach was not needed for this report other than posting on the City's Website.

**COORDINATION**

The City Attorney's Office was consulted in preparation of this report.

**SUSTAINABLE OPPORTUNITIES**

***Economic:*** There is no sustainable opportunities.

***Environmental:*** There are no environmental impacts

***Social Equity:*** There are no social equity impacts.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council adopt a resolution amending Resolution No. 86088 C.M.S., which adopted "Love Life" as the City's official tagline and motto, to clarify the City's "Fair Use" of the motto for its literal meaning.

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

Item: \_\_\_\_\_  
Life Enrichment Committee  
July 18, 2017

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OFFICE OF THE CITY CLERK  
OAKLAND

Approved as to Form and Legality

2017 JUL -6 PM 2:34

  
City Attorney's Office

## OAKLAND CITY COUNCIL

### RESOLUTION NO. \_\_\_\_\_ C.M.S.

**RESOLUTION AMENDING RESOLUTION NO. 86088 C.M.S., WHICH ADOPTED "LOVE LIFE" AS THE CITY'S OFFICIAL TAGLINE AND MOTTO, TO CLARIFY THE CITY'S "FAIR USE" OF THE MOTTO FOR ITS LITERAL MEANING**

**WHEREAS**, on April 5, 2016 the City Council passed Resolution No. 86088 C.M.S. adopting "Love Life" as the City of Oakland's official motto; and

**WHEREAS**, the "Love Life" motto reflects its original inspiration and many positive connotations of the City of Oakland, as referenced in Resolution No. 86088; and

**WHEREAS**, the City of Oakland also uses the "Love Life" motto for its literal meaning, as a message to residents, businesses, visitors, and other constituents to encourage them all to love life; and

**WHEREAS**, the City of Oakland also uses the "Love Life" motto for its literal meaning, as a way of showing that the City of Oakland loves life; now, therefore, be it

**RESOLVED**: That Resolution No. 86088 C.M.S., which adopted "love life" as 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.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL-WASHINGTON, GALLO, GIBSON MCELHANEY, GUILLÉN, KALB, KAPLAN  
AND PRESIDENT REID

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

LATONDA SIMMONS  
City Clerk and Clerk of the Council of the City  
of Oakland, California