



CITY OF OAKLAND

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OAKLAND

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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Christine Daniel
Assistant City Administrator

SUBJECT: Adopt "Love Life" as the City's
Official Tagline and Motto

DATE: February 8, 2016

City Administrator Approval

Date:

2/10/16

RECOMMENDATION

Staff Recommends That The City Council Accept A Report with Possible Adoption of "Love Life" As The City's Official Tagline and Motto.

EXECUTIVE SUMMARY

This report provides information and cost implications about adopting "Love Life" as the City's motto.

BACKGROUND / LEGISLATIVE HISTORY

At the February 4th Rules and Legislation committee, Council President Gibson McElhane requested that the City Administrator prepare a report about the possibility of adopting a city motto and adding it to all the welcome signs in Oakland. The motto, "Love Life", would be added to all welcome signs.

In 1997, the Lacy family experienced a terrible tragedy - the death of their daughter LoEshe Adanma Lacy. Her name in Ibo means, "love life." LoEshe was struck and killed as an innocent bystander when a shooting took place. Since then, the family established the Love Life Foundation, an Oakland based community building organization committed to promoting life and saving lives through community revitalization, leadership and development. The City recognized the Love Life Foundation and its efforts with a resolution in 2000 proclaiming, "Love Life Week" (Resolution Number C.M.S. 76062).

Since then, Mr. Butler, a family friend and Oakland resident, has continued to attend City Council and Committee meetings urging the City to take further action to change the welcome signs by adding the words, "Love Life". On March 20, 2014 the Rules and Legislation Committee approved an item for the Public Works Committee on April 8, 2014. No action was taken at the committee and Mr. Butler continues to urge councilmembers to consider his request.

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Item: _____

Rules & Legislation Committee
Meeting Date

ANALYSIS AND POLICY ALTERNATIVES

In order to fulfill Mr. Butler's request, the City Council should consider guidelines for adding this type of language to City signs. Some issues to consider: Can an individual make this request and how often? Can corporations make this type of request? The policy should consider safety and aesthetic aspects; e.g. will signs with stickers, verbiage or advertisements create a distraction for the drivers? Additionally, the City Attorney will need to analyze the policy for any public forum or related First Amendment issues that could arise should a request be denied based on the proposed content.

Alternatives to a sign program could include:

1. The City host an annual gathering for families impacted by violence.
2. Dedicate a park to the children and families affected by violence.
3. Name a street *Love Life Avenue*, as a way to honor LoEshe.
4. Name a City fund that currently provides resources for organizations that work with youth in Oakland.

FISCAL IMPACT

Oakland Public Works (OPW) estimated the costs to add the slogan to the City welcome signs and provided two alternate approaches.

Option #1 - Fabricate new "*Welcome to Oakland*" signs to include the phrase, "*Love Life.*"

- The estimated cost of is **\$18,334.43 x 15% (contingency) = \$21,084.59**, which includes staff time and materials.

Option #2 - Installation of "*Love Life*" stickers

- Costs would include staff time and materials for installation of stickers in various sizes on existing "*Welcome to Oakland*" signs to include the phrase, *Love Life*. The cost is estimated to be **\$4,061.40 x 15% (contingency) = \$4,670.6**.

There may be other expenses as associated with Traffic Engineering such as preparing a staff report or other staffing costs.

PUBLIC OUTREACH / INTEREST

There was no public outreach other than posting on the City's website in relation to this report. However, members of the public along with the Love Life Foundation have expressed their desire to see this action approved.

COORDINATION

Staff worked with Oakland Public Works (OPW) in preparation of this report.

SUSTAINABLE OPPORTUNITIES

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

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

Social Equity: Any motto adopted by the City should capture everything that is unique about Oakland.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Accept A Report with Possible Adoption of "Love Life", as the City's Official Tagline and Motto.

For questions regarding this report, please contact Serenity Mlay, City Administrator's Analyst 238-7785.

Respectfully submitted,



Christine Daniel
Assistant City Administrator

Prepared by:
Serenity Mlay
City Administrator's Analyst

OAKLAND CITY COUNCIL

RESOLUTION No. 76062 C.M.S.

INTRODUCED BY COUNCIL MEMBER _____

A RESOLUTION RECOGNIZING THE EFFORTS OF THE LOVELIFE FOUNDATION AND URGING THE RESIDENTS OF OAKLAND TO CELEBRATE LOVELIFE WEEK OCTOBER 16-22, 2000

WHEREAS, the LoveLife Foundation has selected October 16-22, 2000 as LoveLife Week; and

WHEREAS, the LoveLife Foundation was founded in memory of 16 year old LoEshe' Lacy, who was an innocent victim of a shooting on October 20, 1997 in Oakland; and

WHEREAS, the name LoEshe' is Ibo/Nigerian and means "LoveLife" in English, and

WHEREAS, the LoveLife Foundation was founded in her honor to work with at-risk youth, and help all people garner a greater appreciation for the value of human life; and

WHEREAS, the LoveLife Foundation has started various programs that are run by youths to address their concerns and issues; and

WHEREAS, these programs include:

1. Youth Anti-Nicotine Campaign, a campaign designed to help youths to quit smoking.
2. West Side Riders, a horseback riding program that also teach youths how to run and operate a ranch
3. West Oakland Talent Saturdays, a showcase where youths win cash stipends for producing positive acts, and
4. A multi media training academy where youths under professional direction produce radio, television, and live stage shows that speak out against violence and other societal ills; and

WHEREAS, the LoveLife Foundation has been very active in helping to reduce murder in the City of Oakland to a 32 year low in 1999; and

WHEREAS, during LoveLife Week, the Foundation asks people all over the Bay Area to perform random acts of kindness for friends, neighbors and even perfect strangers, and give a hug, a warm smile, or help an elderly person or small child; and

WHEREAS, during LoveLife Week, the Foundation will be promoting several events such as: a high school essay contest on the topic of "Why we (humanity) should love life and stop the violence," a play entitled, "Legacy For LoEshe," written and performed by youths from Oakland; and a prayer breakfast with the Faith Community and family members who have lost loved ones to violence; now therefore be it

RESOLVED, that the Oakland City Council applauds the efforts of the LoveLife Foundation and LoveLife Week in Oakland and asks all Oaklanders to celebrate this week by working toward ending murder and violence in our city.

IN COUNCIL, OAKLAND, CALIFORNIA, OCT 10 2000, 19 _____

PASSED BY THE FOLLOWING VOTE:

AYES- BRUNNER, CHANG, DE LA FUENTE, MILEY, NADEL, REID, ^{WON}RUSSO, SPEES— 8

NOES- None

ABSENT- None

ABSTENTION- None

ATTEST:
CEDA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California