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OAKLAND

CITY OF OAKLAND 2018 APR 26 PM 2:00

AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Christine Daniel
Assistant City Administrator

SUBJECT: Informational Report on Love Life
Implementation

DATE: April 20, 2018

City Administrator Approval

Date:

4/25/18

RECOMMENDATION

Staff Recommends That The City Council Receive An Informational Report On The Rollout Of The New Welcome To The City Of Oakland Street Signs With The "Love Life" Motto.

EXECUTIVE SUMMARY

The installation of "Love Life" on the City of Oakland's welcome signs is expected to be completed by April 30, 2018.

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 motto. As referenced in the resolution the motto of "Love Life" reflects its original inspiration and the many positive connotations of the City of Oakland. Over a period of months, staff worked closely with the City Attorney's Office to determine trademark infringement that would hinder the project. The findings allowed the project to move forward with the adoption, and staff contracted with a vendor to design the look of the motto.

On October 16, 2017, the City hosted a commemorative ceremony at the intersection of Durant and Bancroft Avenue to reveal the new signs that included the City motto. This event culminated in the kickoff of "Love Life Week" in the City of Oakland which included festivities with local nonprofits and community gatherings at Lake Merritt.

At the February 13, 2018 Life Enrichment Committee, staff was asked to provide an update on the progress and steps taken to install the new motto on all welcome to Oakland signs throughout the City.

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ANALYSIS / POLICY ALTERNATIVES

Since the unveiling event on October 16, 2017, staff from the Department of Transportation (DOT) began the installation of the new signs to 15 locations identified by Oakland Public Works (OPW) starting in East Oakland. As early as January 2018, staff from DOT experienced equipment problems associated with creating the new signs which delayed the completion of the rollout. Repairs to the equipment were resolved and DOT staff have commenced installing the remaining welcome to Oakland signs and are targeting to have the new (and reflective) signs installed and completed by April 30, 2018.

FISCAL IMPACT

There is no fiscal impact to this report. Costs for this project were covered within DOT budget.

COORDINATION

The City Administrator Office coordinated with the DOT for this report and to ensure that the project rolled out in a timely manner.

ACTION REQUESTED OF THE CITY COUNCIL

Staff Recommends That The City Council Receive An Informational Report On The Implementation Of The New Welcome To The City Of Oakland Street Signs With The "Love Life" Motto.

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

Respectfully Submitted,



CHRISTINE DANIEL
Assistant City Administrator

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Life Enrichment Committee
May 8, 2018