



CITY OF OAKLAND

## MEMORANDUM

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Date: October 7, 2021

To: City Council and Members of the Public

From: Councilmember Treva Reid, District 7

Re: **ADOPT A RESOLUTION DECLARING THE WEEK OF OCTOBER 18-24, 2021 AS "LOVE LIFE" WEEK IN THE CITY OF OAKLAND**

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Dear City Council Colleagues and Members of the Public,

On October 15, 2002, the city passed a resolution declaring the week of October 20-26, 2002, Love Life Week in the City of Oakland. Years later, 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.

The "Love Life" motto responds to our communal desire to build an inclusive, equitable, and authentic Oakland and demonstrates a united care and concern to inform and guide our practices in our quest to make Oakland a safe, just, sustainable, equitable and vibrant city.

To date, Oakland has lost 107 precious lives to gun violence and other forms of homicide. Now more than ever, the residents of this beautiful and diverse city need more "Love Life". With this in mind, my office is bringing a new resolution to declare the week of October 18- 24, 2021 Love Life week in the City of Oakland to continue to uplift our City's motto.

Donald Lacy championed the task of making Love Life the City's official motto. He also is the founder of the LoveLife Foundation which was created to honor the work and vision of his 16-year-old daughter LoEshe' Lacy, a successful conflict resolution mediator who was an innocent victim of a shooting in West Oakland on October 20, 1997 in Oakland.

The name LoEshe' is Ibo/Nigerian and means "Love life" in English. The mission of the LoveLife Foundation is to provide a supportive empowering environment for at risk youth and to help youth discover positive and life-affirming alternatives to the destructive influences of drugs, gangs, and the dangers of life on the streets.

The LoveLife Foundation helps youth to build a positive future with educational and vocational programs, focusing on multimedia and technological training and career development services. During Love Life Week, the foundation hosts a series of programs and projects with a message for youth to value life and help stop violence in their communities.

This resolution is in alignment with the City's commitment to uplift a model of Love Life through its action plan to implement the City's motto with public agency partners, incorporate its use of the motto in all official communication and being firmly committed to adopting a comprehensive and holistic approach to addressing the conditions that lead to violence and toward creating a climate of restoration for the individuals and communities impacted by violence. Therefore, I ask you to join me in supporting this resolution.

Yours in Service,

A handwritten signature in blue ink, appearing to read "Treva Reid". The signature is fluid and cursive, with a large initial "T" and "R".

Councilmember Treva Reid, District 7