To: Honorable Mayor and Members of the City Council

From: Councilmember Cheryl Davila and Mayor Jesse Arreguin

Subject: Replace Berkeley City Limit Signs to Read: “Welcome to Berkeley”, “LOVE LIFE!”, “Sanctuary City” and “Ohlone Territory”

RECOMMENDATION
Short Term Referral to the City Manager to replace Berkeley City Limit Signs to read: "Welcome to Berkeley", "LOVE LIFE!", “Sanctuary City” and “Ohlone Territory”.

FISCAL IMPACTS OF RECOMMENDATION
There are two options for the twelve (12) existing signs as follows:

Option 1: Replace the twelve existing City Limit Signs with the same metal material, size, etc. as the current signs with the new wording “Welcome to Berkeley”, "LOVE LIFE!", “Sanctuary City” and “Ohlone Territory” at an estimated cost of $3,000 which includes replication and installation.

Option 2: Replace the twelve existing City Limit Signs with entirely new signs similar to the current Berkeley Parks and Community Center signs. The signs at the parks and community centers are larger, nicer quality, are made of wood vs. metal and more aesthetically pleasing. The new signs would include the new wording "Welcome to Berkeley", or the existing wording "Welcome City of Berkeley", "LOVE LIFE!", “Sanctuary City” and “Ohlone Territory”, at an estimated cost of $5,000 per sign or $60,000, depending on the size and number of the signs. The cost includes replication and installation.

BACKGROUND
Berkeley has City limit signs that don’t reflect who we are as a City. Welcome to Berkeley or Welcome City of Berkeley will promote welcoming messages as follows:

"LOVE LIFE!": The Lacy family established the Love Life Foundation in honor of LoEshe, whose name means “love life” in the Nigerian Ibo language, after gun violence resulted in the fatal tragedy of an innocent bystander, LoEshe Lacy. LoEshe’s father, Donald Lacy vowed to not let anger get the best of him and to not let his daughter’s
death be in vain. The City of Oakland, has adopted “LOVE LIFE!” as the city’s motto. Berkeley borders should include the same message to “LOVE LIFE!”. "Hopefully people will begin respecting and loving each other as opposed to disrespecting and committing violence on each other,” said Lacy.¹ Berkeley should follow the lead and example of our neighboring City to “LOVE LIFE!”

“Sanctuary City”: Berkeley celebrates diversity, inclusion and love. The City of Berkeley has proudly taken a stand by becoming a Sanctuary City. Including the words “Sanctuary City” on Berkeley signs will serve as a friendly reminder as to what we stand for.

"Ohlone Territory": The City of Berkeley was the first city to change the name of the holiday (formerly known as Columbus Day) to Indigenous People’s Day. The City of Berkeley is on Ohlone Territory. These two words will honor the legacy and ancestors of the Ohlone people and acknowledge the history of the land.

Currently, the City of Berkeley has twelve City Limits signs and no “Welcome to Berkeley” signs. The opportunity to revitalize the City Limits signs with a warm welcome message is now. The messages on the new signs: “Welcome to Berkeley”, or "Welcome City of Berkeley", “LOVE LIFE!”, “Sanctuary City” and “Ohlone Territory” will promote love, security and reverence.

Now is the time to change, the time to unite by welcoming, providing sanctuary to those in need, to acknowledge and accept our history, Welcome to Berkeley or Welcome City of Berkeley, "LOVE LIFE", "Sanctuary City" and "Ohlone Territory" is a path forward. New signs will display Berkeley pride.

ENVIRONMENTAL SUSTAINABILITY
The new signs, at a glance send the message to LOVELIFE!, you're in a "Sanctuary City" which resides on ancestral "Ohlone Territory". The message provides a warm welcome to our diverse locals & global visitors and all that enter into our beautiful City of Berkeley. A point of entry that begins to create a pleasant sustainable environment for everyone who comes into our City Limits. Environmental stewardship is an ideal in our City. This "beautification without gentrification" is sustainable.

CONTACT PERSON
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ATTACHMENTS
  1. Existing City of Berkeley City Limits Sign (Option 1)
  2. Existing Welcome to Oakland sign
  3. Existing City of Berkeley Park/Community Center Sign (Option 2)
  4. Existing City of Berkeley Park/Community Center Sign with Specs (Option 2)

ATTACHMENT 1

Existing City of Berkeley City Limits Sign (Option 1)
ATTACHMENT 2
Existing Welcome to Oakland sign
ATTACHMENT 3

Existing City of Berkeley Park/ Community Center Sign (Option2)
ATTACHMENT 4

Existing City of Berkeley Park/ Community Center Sign with Specs (Option2)