To: Honorable Mayor and Members of the City Council
From: Councilmember Cheryl Davila
Subject: Budget Referral: Replace Berkeley City Limit Signs to Read “Welcome to Berkeley, LOVE LIFE! Sanctuary City and Ohlone Territory”

RECOMMENDATION
Refer to the FY19 (2018/2019) Budget Process an estimate of $3,000 to Replace Berkeley City Limit Signs to read: Welcome to Berkeley, LOVE LIFE!, Sanctuary City and Ohlone Territory.

FISCAL IMPACTS OF RECOMMENDATION
Replace the twelve existing City Limit Signs with the same metal material, colors, etc., as the current signs with the new wording: Welcome to Berkeley, LOVE LIFE!, Sanctuary City and Ohlone Territory.

The City of Berkeley’s Public Works (PW) Department will make our street signs, resulting in a minimal expense to replace the signs. Our PW Department estimates cost of $3,000 which includes replication and installation.

BACKGROUND
The City of Berkeley has twelve City Limits signs, yet no “Welcome to Berkeley” signs. This opportunity will help revitalize the current City Limits signs with a warm welcome.

The City of Oakland has adopted LOVE LIFE! as their City’s motto. Berkeley borders should include the same seamless message to LOVE LIFE! Now is the time to unite by welcoming, providing sanctuary to those in need, to acknowledge and accept our history. Welcome to Berkeley LOVE LIFE! Sanctuary City and Ohlone Territory will display Berkeley pride.

ENVIRONMENTAL SUSTAINABILITY
The new signs will provide a warm welcome to everyone throughout our beautiful City of Berkeley. This "Beautification without Gentrification" is sustainable.

CONTACT PERSON
Councilmember Cheryl Davila  510.981.7120
ATTACHMENTS
1. Mock up Welcome to Berkeley sign
2. Existing City of Berkeley City Limits Sign
3. Existing Welcome to Oakland sign
ATTACHMENT 2

Existing City of Berkeley City Limits Sign
Welcome to Oakland Signs