



TOWN OF LOS GATOS
DEI COMMISSION AGENDA REPORT

MEETING DATE: 10/15/26

ITEM NO: 2

DATE: October 9, 2026
TO: DEI Commission
FROM: Holly Young, Senior Management Analyst
SUBJECT: Provide a Recommendation to Staff Regarding Gathering Community Input and Creating a New Town Tagline that Involves the Spirit of 'Belonging,' as a North Star for Ongoing Work (Work Plan Item 8 Related to DEI Plan Goal D, Item 2.a.).

REMARKS:

On March 3, 2026, the Town Council approved the work plan for the DEI Commission, which included an item to provide a recommendation to staff regarding gathering community input and creating a new Town tagline that involves the spirit of 'belonging' as a north star for ongoing work.

The belonging tagline could be added to the Town's "Becoming an Inclusive Community" webpage and could also be displayed in public spaces in Town buildings, including the Library and Council Chambers.

Town staff will create an online survey with various options for the belonging tagline in order to obtain community input. Some options to consider for the survey might include:

- You Belong Here
- Los Gatos, Where Everyone Belongs
- Everyone Belongs - Together We Make Los Gatos Better
- We're Glad You're Here
- Los Gatos: Building a Community Where Everyone Belongs
- You Are Welcome Here

Staff seeks input from the Commission regarding the potential belonging tagline options for the survey.

Once finalized, staff will provide links to the survey on the Town website homepage, in the weekly newsletter, and on social media. It would be helpful for Commissioners to assist with amplifying survey outreach. The results will be presented to the DEI Commission at a future meeting.

PREPARED BY: Holly Young
Senior Management Analyst
