TOWN OF LOS GATOS

DEI COMMISSION AGENDA REPORT

MEETING DATE: 11/19/26

ITEM NO: 3

DATE: November 13, 2026

TO: DEI Commission

FROM: Holly Young, Senior Management Analyst

SUBJECT: Provide a Recommendation to Staff Regarding 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 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.

On October 15, 2026, the DEI Commission provided input to staff regarding potential belonging tagline options for a survey in order to obtain community input. The options recommended by the Commission and used in the survey were as follows:

a. You Belong in Los Gatos
b. Los Gatos, Where Everyone Belongs
c. Everyone Belongs – Together We Make Los Gatos Better
d. You Are Welcome Here
e. Everyone Belongs Here
f. Welcome All to Los Gatos
g. The Town of Los Gatos Welcomes You
h. A Town for All
i. Los Gatos: A Town for All

There was also a second question with an option for survey respondents to provide their own suggestion, not listed above (not required).

The survey was open and publicized from October 22 to November 10, 2026. It was posted on the homepage of the Town website, in the Town's weekly digital newsletter, and on the Town's five social media platforms. Additionally, it was emailed to all Town Commissioners and staff.

The survey received 167 total responses. The top tagline choice was "The Town of Los Gatos Welcomes You" with 36 votes. The survey results are included as Attachment 1 to this report.

PREPARED BY: Holly Young
Senior Management Analyst

The “write-in” tagline suggestions were as follows:

- I think "A Town for All" reminds readers that the town should be inclusive even to visitors/others not present at that moment. "You Belong in LG" is a close 2nd, for me.
- Everyone Belongs
- Everyone belongs in Los Gatos
- Los Gatos: Many Stories, One Community
- Los Gatos, we all belong.
- Together We Are Better… Welcome to Los Gatos
- Los Gatos embraces all or All is one, one is all.
- Los Gatos is the Cat's Meow
- "Los Gatos: Our Mountain Town Open to All". I think we should include some mention of our towns unique beauty and small town feel.
- Los Gatos: We're the Cat's Meow!
- E Pluribus Los Gatos
- Los Gatos is for everyone
- Humanity lives here
- Welcome to Los Gatos
- Los Gatos-a Happy Place to Live
- Los Gatos. Many Stories. One Community. POV: It celebrates diversity without dividing people into categories. Everyone has a story, and everyone contributes to the town.
- Los Gatos: All Are Welcome Here
- This is your place
- Los Gatos. Better Together. or All of Us. All Los Gatos.
- You belong here.

Staff is now seeking input from the Commission regarding which potential tagline(s) to move forward with. Staff will then draft graphic options with the selected belonging tagline(s) to be presented to the Commission for consideration at a future meeting.

ATTACHMENT:

1. Survey Results