

# ATTACHMENT A

## City Council Policy Session



City of Phoenix

## City Council Report

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Agenda Date: 4/24/2018, Item No. 3

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### Rainbow Crosswalks

This report provides information on public crosswalks painted in rainbow colors in cities around the United States. Staff requests direction from the City Council regarding installation of rainbow-painted crosswalks in response to community interest expressed to the Phoenix Mayor's Office. Several cities across the nation have repainted or added rainbow colors to crosswalks in specific locations.

### **THIS ITEM IS FOR DISCUSSION AND POSSIBLE ACTION.**

#### Summary

Several cities throughout the country have installed rainbow-painted crosswalks as a public symbol of inclusivity with the lesbian, gay, bisexual, transgender, and questioning (LGBTQ) community. The cities that have installed rainbow-painted crosswalks through temporary, pilot, or permanent projects include Atlanta, Houston, Key West, Long Beach, Miami Beach, Northampton, San Antonio, San Francisco, Seattle, Tucson, Washington, D.C. and West Hollywood. These crosswalks were installed primarily using private funds, however some cities provided a portion of the costs through public funds.

The cities that have installed rainbow crosswalks as a pilot program are evaluating safety and durability as part of the pilot program. The pilots limit the number of crosswalks to allow time for evaluation. The Federal Highway Administration has expressed safety concerns with colored sidewalks, citing that crosswalk art is contrary to the goal of increased safety. Installing these at locations with existing signalized crossings and ladder patterns helps mitigate safety concerns.

The City of Phoenix Mayor's Office was contacted by three nonprofit organizations requesting installation of rainbow crosswalks in Phoenix (letters attached). The three organizations include the Phoenix Pride Community Foundation, one-n-ten, and Aunt Rita's Foundation, all of which serve and assist LGBTQ individuals and community in various ways.

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The following two existing signalized pedestrian crosswalks have been proposed to be rainbow-painted crosswalks: the crossing of Central Avenue at Portland Street, and the crossing of 7th Avenue at Glenrosa Avenue.

Private funding has been offered to cover the costs of materials, installation and ongoing maintenance for the rainbow-painted portions of the crosswalks that are not already maintained by the City.

Staff seeks City Council direction on the request for rainbow crossings at the two proposed locations. If approved by the Council, staff will work with the organizations to provide assistance regarding specifications on design, materials, installation and maintenance.

**Location**

Portland Street and Central Avenue  
7th Avenue and Glenrosa Avenue  
Council Districts: 4 and 7

**Responsible Department**

This item is submitted by Deputy City Manager Mario Paniagua and the Street Transportation Department.

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Office of Mayor Greg Stanton  
City of Phoenix  
4/1/2018

Dear Mayor Stanton,

Allow me to introduce myself. I am the new Executive Director of Phoenix Pride and I am writing to you today to address and formally request a Rainbow Crosswalk program for our city.

Other major cities around the country have adopted rainbow crosswalk initiatives, including San Francisco, Philadelphia, Miami, Seattle, Atlanta, Long Beach (California), West Hollywood (Los Angeles) and Key West, as have international cities including Vancouver, Toronto and Ottawa in Canada, alone.

The City of Phoenix is now the 5th largest city in the country and is known throughout the country, and globally, as a city that is culturally rich, highly diverse and welcoming of all people. The City proudly acknowledges the rich and diverse presence of public art projects reflecting the myriad cultures that make up the City of Phoenix. Other organizations within the city have undertaken, and been granted approval for similar initiatives that are reflective of their particular culture.

The time is right to move this proposal forward to bring rainbow crosswalks to one Phoenix intersection so that our City can continue to embrace and thrive in our diversity and our inclusion and in welcoming all people who wish to visit, live in, work in, build a business in or simply enjoy the City of Phoenix.

Thank you for your time and prompt attention.

Respectfully,

Michael Fornelli  
Executive Director  
Phoenix Pride

Mailing Address:  
P.O. Box 16847  
Phoenix, AZ 85011  
Office (602) 27-PRIDE



[www.phoenixpride.org](http://www.phoenixpride.org)

Physical Address:  
1430 North 5<sup>th</sup> Street  
Phoenix, AZ 85004  
Fax (480) 247-4899

April 18<sup>th</sup>, 2018



Mayor Stanton,

Downtown Phoenix has transformed into a dynamic city hub, full of energy, the arts, and some of the best culinary finds in the metro area. As the heart of the downtown area, our Youth Center plays a pivotal role in welcoming LGBTQ Youth to the area. Therefore, we hope you will consider the installation of a rainbow striped crosswalk on the east side of the Portland and Central Avenue intersection.

This crosswalk is the daily means of access from the Roosevelt light rail station to our youth center for the 1,000+ youth we will serve in 2018. Many of our youth are at-risk, disenfranchised, and/or below poverty level, some are experiencing homelessness. Now more than ever, we must show these youth that they are welcome, supported, and embrace as they seek support services. The most common response in our 2017 annual youth survey to "why you attend one-n-ten" was "its home."

The installation of this rainbow crosswalk is a celebration of our vibrant Phoenix LGBTQ community. The umbrella of services, offered through the Parson's Center for Health & Wellness, reaches far beyond the LGBTQ community through the eight agencies supporting this initiative and calling the Parson's building home. The installation of the rainbow crosswalk will offer a permanent sign of support, celebrating the resilience of Phoenix Youth.

Thank you for your unwavering support of one-n-ten and the LGBTQ+ community. The city council, under your leadership, has been instrumental in our success as an organization, advocating for the rights and visibility of the LGBT community.

Nate Rhoton  
Executive Director | one-n-ten  
nate@oneten.org | 602.400.2601

Nate Rhoton  
Executive Director

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April 18, 2018

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Re: LGBTQ Rainbow Crosswalk Request

Dear Mayor Stanton:

On behalf of Aunt Rita's Foundation, and the LGBTQ community that we serve, we urge the City of Phoenix to create a permanent rainbow painted crosswalk at Portland St., across Central Ave. This rainbow crosswalk would help to reduce discrimination against the LGBTQ community, and by extension reduce HIV stigma. By reducing HIV stigma, the City can more effectively achieve the 90-90-90-0 goals embodied by the Fast Track City Initiative and championed by yourself.

Your leadership on both of these issues has been remarkable. The installation of the rainbow crosswalk at Portland across Central would offer a permanent message of LGBTQ acceptance in our community.

Sincerely,

Glen Spencer  
Executive Director  
602-396-4360 direct  
[glen@auntritas.org](mailto:glen@auntritas.org)

In **EVERYTHING** we do we are **DEDICATED**  
to the **ELIMINATION** of, and suffering from, **HIV** and  
**AIDS.**