



City of Tacoma

City Council Action Memorandum

**TO:** Elizabeth Pauli, City Manager  
**FROM:** Council Member Olgy Diaz and Senior Council Policy Analyst Lynda Foster  
**COPY:** City Council and City Clerk  
**SUBJECT:** **Resolution – Allocating Contingency Funds for a Pride-themed decorative crosswalk on Broadway in Downtown Tacoma – 10/15/2024**  
**DATE:** September 25, 2024

---

**SUMMARY AND PURPOSE:**

A resolution authorizing \$35,000 in Council Contingency Funds for a Pride-themed decorative crosswalk on Broadway in Downtown Tacoma.  
[Council Member Olgy Diaz]

**COUNCIL SPONSORS:**

Council Members Olgy Diaz and Kristina Walker

**BACKGROUND:**

**This Council Members' Recommendation is Based On:**

A rainbow crossing or rainbow crosswalk is a pedestrian crossing that has the art of the rainbow flag installed to celebrate the lesbian, gay, bisexual, transgender, questioning, intersex, asexual, and two spirit (LGBTQIA2S+) community. Following international temporary and early permanent installations in 2012 and 2013, the symbolism of rainbow crossings has gained widespread recognition as a symbol of community commitment to supporting the rights of LGBTQIA2S+ individuals. Cities around the world have installed permanent Pride-themed decorative crosswalks, including Seattle, Kirkland, Spokane, and other Washington State cities.

Decorative crosswalks are marked pedestrian crossings across a roadway that include a colored and/or textured pattern, aesthetic, or artistic mural element within its horizontal white stripe boundaries. They can also be referred to as art crossings or creative crosswalks. The crosswalks, created because of city-community partnerships primarily for aesthetic enhancement, may also be implemented to emphasize and alert roadway users of the designated pedestrian crossing.

The City of Tacoma has explored the use of temporary decorative crosswalks. In 2017, the City permitted a Downtown on the Go (DOTG) outreach project. DOTG added temporary paint to all existing crosswalks at the intersections on S. 9th and S. 17th to highlight the crossing and to draw attention to pedestrian safety along MLK. From 2018 to 2023, temporary rainbow crosswalks were painted in downtown Tacoma in coordination with the Pride Festival.

City Council has the discretion to direct the installation of decorative crosswalks in Tacoma. This individual request was assessed and determined in consultation with the City Managers Office and the Public Works Department. This contingency fund request would provide resources to install a Pride-themed decorative crosswalk between 9<sup>th</sup> and 11<sup>th</sup> Street on Broadway in Downtown Tacoma. This is one-time funding for a single decorative crosswalk. Once directed by Council, Public Works will work with the City's arts program to develop design details. Design should take into consideration inclusive Pride flag designs such as the Progress Flag, while also having the flexibility to adjust the design to allow for differing site conditions.



**COMMUNITY ENGAGEMENT/ CUSTOMER RESEARCH:**

LGBTQIA2S+ community members and allies, organizations including the Rainbow Center and Oasis Youth Center, elected leaders, and businesses have contacted City Council Members to ask for the installation of a Pride-themed decorative crosswalk. Tacoma residents have seen other municipalities across the northwest lead on celebrating their LGBTQIA2S+ communities in this way and are asking City Council members to join this movement.

**2025 STRATEGIC PRIORITIES:**

**Equity and Accessibility: (Mandatory)**

City of Tacoma is proud to be home to a LGBTQIA2S+ community. According to the Census Pulse survey data averaged between July 2021 and May 2023, about 516,000 (17%) adults identify as LGBTQ+ in the Seattle-Tacoma-Bellevue, WA Metropolitan Statistical Area.<sup>1</sup> Even with committed public leaders and legal protections, LGBTQIA2S+ people experience structural and interpersonal discrimination that adversely affects their well-being and drives disparate outcomes across crucial areas of life. These desperate impacts increase when LGBTQIA2S+ individuals face intersecting forms of discrimination, such as sexism, racism, and ableism, all at the same time.

**Economy/Workforce: Equity Index Score: Very Low Opportunity**

Increase the number of infrastructure projects and improvements that support existing and new business developments.

Increase positive public perception related to the Tacoma economy.

**Civic Engagement: Equity Index Score: Very Low Opportunity**

Increase the percentage of residents who believe they are able to have a positive impact on the community and express trust in the public institutions in Tacoma.

Representation at public meetings will reflect the diversity of the Tacoma community

**Livability: Equity Index Score: Very Low Opportunity**

Increase positive public perception of safety and overall quality of life.

**Explain how your legislation will affect the selected indicator(s).**

The Tacoma City Council proudly affirms that contributions by our diverse communities enrich our city and strengthen our values to ensure that everyone's identity and right to live freely as their authentic selves are valued, respected, and celebrated. LGBTQIA2S+ communities are an integral and vibrant part of Tacoma's economic, artistic, and social environments. This Pride-themed decorative crosswalk uses art and public infrastructure to demonstrate the City's commitment. The selected location is in the heart of downtown Tacoma, next to schools, theaters, art, transit centers, public green space, and is where the Downtown Farmers Market is located each summer. This installation will create a welcoming and celebratory space that invites residents, workers, and tourists to visit downtown.

**ALTERNATIVES:**

Alternative(s)	Positive Impact(s)	Negative Impact(s)
1. Take no action	Preserve resources for other council priorities.	Does not join the international movement of Pride crossings to celebrate LGBTQIA2S+ community members.

<sup>1</sup> <https://www.psrc.org/media/7771>



2. Fund a public art project outside of the roadway	Greater flexibility in design and visual impact. Could be used to activate priority areas in downtown.	Does not join the international movement of Pride crossings to celebrate LGBTQIA2S+ community members.
3. Fund a crosswalk at a different location	Enhances other spaces, has the potential to be more visible and prominently displayed.	Potential additional costs and restrictions in design.

**EVALUATION AND FOLLOW UP:**

Staff should determine the appropriate steps to install the Pride-themed decorative crosswalk, with a target of installing by June 2025, prior to Tacoma’s Pride Month in July 2025.

**STAFF/SPONSOR RECOMMENDATION:**

The sponsors recommend adopting this resolution to authorize a special case recognition to direct the installation of a Pride-themed decorative crosswalk as a symbol of our community’s commitment to uplifting and celebrating LGBTQIA2S+ individuals who live, work, or travel to Tacoma.

**FISCAL IMPACT:**

Fund Number & Name	COST OBJECT (CC/WBS/ORDER)	Cost Element	Total Amount
1. 1030- Council Contingency Fund	660000		\$35,000
2.			
<b>TOTAL</b>			<b>\$35,000</b>

**What Funding is being used to support the expense?**

**Are the expenditures and revenues planned and budgeted in this biennium’s current budget?**

**NO, PLEASE EXPLAIN BELOW**

The Council Contingency Fund provides an established amount of funding each year for unbudgeted Council sponsored initiatives.

**Are there financial costs or other impacts of not implementing the legislation?**

No

**Will the legislation have an ongoing/recurring fiscal impact?**

No

**Will the legislation change the City’s FTE/personnel counts?**

No

**ATTACHMENTS:**

List attachments using bullet points.

- Resolution.