



FAIRFAX TOWN COUNCIL MEETING

STAFF REPORT

MEETING DATE: May 1, 2024
PREPARED FOR: Mayor and Town Council
PREPARED BY: Heather Abrams, Town Manager
SUBJECT: Adopt a Resolution Authorizing the Display of Rainbow Flags during Pride Month June 2024 and Direct Staff to Maintain the Rainbow Crosswalk

RECOMMENDATION

1. Adopt a resolution to display rainbow flags throughout June 2024 to recognize Pride Month.
2. Direct staff regarding annual paint maintenance of the rainbow crosswalk at the crosswalk between the Parkade and Peri's Tavern/My Thai.

BACKGROUND

Previous to 2023, Council requested that a single rainbow flag was hung in front of Town Hall during the month of June to commemorate LGBTQ+ Pride month. Following a community proposal in 2023 and support from the Parks and Recreation Commission (PARC), the Town displayed rainbow flags along the downtown corridor and at Town Hall. In 2023, the donated rainbow flags replaced pastel flags previously displayed in June for the Fairfax Festival. The rainbow flags enhanced the festive environment while underscoring the community's commitment to inclusivity. Also in 2023, a Progress Pride crosswalk was added.

Again this year, multiple Council Members have requested the display of the Pride flags and consideration of the Pride crosswalk. Pride banners donated by a Fairfax resident for Pride 2023, are available and in good condition, thus staff recommends displaying them in June 2024.

DISCUSSION

Rainbow Flags

The annual installation of rainbow flags has become a key feature of Pride Month celebrations in Fairfax. Located on 30 lamp posts along Bolinas Road, Broadway, and Center Blvd, these flags express support for the LGBTQ+ community and are an important feature of the Council's adopted Commitment to Diversity, Equity, and Inclusion (DEI) goal.

Progress Pride Crosswalk

The Progress Pride crosswalk was introduced in 2023 as the first in Marin and is positioned prominently between the Parkade and Peri's Tavern/My Thai. Given its positive reception and the wear and tear observed on the initial paintwork, the council is presented with several maintenance options:

- **Reapplication using Standard Paint**
This option suggests a commitment to maintaining the visibility of the crosswalk while acknowledging budgetary constraints.
- **Upgrade to Special Coating**
This special coating comes at a higher initial cost but is guaranteed to last up to five years, yielding a lower per year cost. However, there are implications to consider with the long-lasting coating:

1) any planned or unforeseen pavement work within the next five years could potentially impact the Progress Pride crosswalk, thereby negating the financial investment, and

2) there is the possibility that the colors of the Progress Pride might evolve or change within the next five years. If this happens, the crosswalk would be outdated, and could require additional funds to update.

- **No Action**

Avoids immediate expenditure but continued fading of the paint may diminish the visual and DEI impact over time.

- **Revert to Standard Crosswalk Appearance**

Cost and labor would be incurred in reverting to a non-Pride crosswalk if deemed necessary.

FISCAL IMPACT

Rainbow Flags: The existing banners were donated, eliminating printing costs. However, additional installation costs arise due to the non-operational status of the town's bucket truck. DC Electric provided an estimate between \$1,360 and \$2,600 depending on how long the banner installation takes.

Rainbow Crosswalk Maintenance: Options for the crosswalk include:

- **Annual Paint Maintenance:** Estimated at \$4,500 for 2024, slightly higher than the 2023 cost of \$4,410. Lasts approximately one year.
- **Special Coating Application:** A durable solution priced at \$16,000, offering longevity and reduced maintenance frequency. Lasts five years.
- **No Action:** Incurs no costs but may diminish the visual and DEI impact over time.
- **Revert to Standard:** Estimated at \$3,000 for staff time and the rental of a grinder to remove the existing paint; this one-time cost would revert the crosswalk to its original state.

ATTACHMENTS

Resolution authorizing the display of rainbow flags.

RESOLUTION 24-__

**A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FAIRFAX
AUTHORIZING DISPLAY OF RAINBOW FLAGS DURING THE MONTH OF JUNE 2024**

WHEREAS, the Town of Fairfax has a diverse LGBTQ+ community and is committed to supporting visibility, dignity, and equity for all people in the community; and

WHEREAS, LGBTQ+ individuals encompass all races, ethnicities, religions, and social classes; and

WHEREAS, the Town of Fairfax has declared the month of June as “Lesbian, Gay, Bisexual, Transgender, Questioning+ Pride Month” in the Town of Fairfax to inspire equity, create alliances, celebrate diversity, and establish safe environments in our schools and our community; and

WHEREAS, at their November 14, 2022, meeting, the Fairfax Parks and Recreation Commission considered and voted to support a Fairfax resident’s proposal to pay for the production of 30 rainbow pride flags for the downtown corridor lamp posts and donate them to the Town, and PARC recommends the proposal to the Town Council; and

WHEREAS, Mayor Coler has requested flying of the Pride Flag at Town Hall and on the downtown lampposts; and

WHEREAS, the Town has a Flag Display Policy which was adopted on May 4, 2022 as per Resolution #22-28 which specifies that the Town retains control of its flagpoles and prohibits third-party requests for commemorative flag displays, only allowing for the display of commemorative flags when the request is brought forth by a Town Council member and then authorized by the Town Council as an expression of the Town’s official sentiments; and

NOW, THEREFORE, BE IT HEREBY RESOLVED that the Town Council authorizes the display of the Rainbow LGBTQ+ Pride Flag at Fairfax Town Hall and on the 30 downtown lamp posts for the month of June 2024, ending June 30, 2024, to express the Town’s support for and celebration of the Town’s LGBTQ+ community and of diversity.

The foregoing resolution was duly passed and adopted at a regular meeting of the Town Council of the Town of Fairfax on the 1st day of May 2024 by the following vote, to wit:

AYES:
NOES:
ABSENT:

Barbara Coler, Mayor

Attest:

Christine Foster, Deputy Town Clerk