



# City of Madison

City of Madison  
Madison, WI 53703  
www.cityofmadison.com

## Master

**File Number: 59645**

**File ID:** 59645

**File Type:** Resolution

**Status:** Items Referred

**Version:** 1

**Reference:**

**Controlling Body:** TRANSPORTATION  
COMMISSION

**File Created Date :** 02/19/2020

**File Name:** Creating Madison's LGBTQ+ Rainbow Murals and Crossings Art Pilot Program ("RMCAPP") authorizing the Mayor and City Clerk to enter into a contract between the City of Madison and a vendor to install decorative rainbow markings at specific pedestrian and ro

**Final Action:**

**Title:** Amending the 2020 Adopted Operating Budget to appropriate \$40,000 from private donation to create Madison's LGBTQ+ Rainbow Murals and Crossings Art Pilot Program ("RMCAPP") authorizing the Mayor and City Clerk to enter into a contract between the City of Madison and a vendor to install decorative rainbow markings at specific pedestrian and roadway locations.

**Notes:** TE Contact: Renee Callaway

**CC Agenda Date:** 02/25/2020

**Sponsors:** Patrick W. Heck, Lindsay Lemmer, Michael E. Verveer, Grant Foster and Marsha A. Rummel

**Effective Date:**

**Attachments:** 2-19-20 LGBTQ+ Rainbow Murals and Crossings Pilot information.pdf

**Enactment Number:**

**Author:** Yang Tao, City Traffic Engineer

**Hearing Date:**

**Entered by:** pmcguigan@cityofmadison.com

**Published Date:**

### History of Legislative File

Ver- sion:	Acting Body:	Date:	Action:	Sent To:	Due Date:	Return Date:	Result:
1	Traffic Engineering Division	02/19/2020	Referred for Introduction				
	<b>Action Text:</b> This Resolution was Referred for Introduction						
	<b>Notes:</b> Transportation Commission; Downtown Coordinating Committee, Finance Committee						
1	COMMON COUNCIL	02/25/2020	Referred	TRANSPORTATIO N COMMISSION			
	<b>Action Text:</b> This Resolution was Referred to the TRANSPORTATION COMMISSION due back on 3/3/2020						
	<b>Notes:</b> Additional Referrals to Downtown Coordinating Committee; Finance Committee						
1	TRANSPORTATION COMMISSION	02/25/2020	Referred	DOWNTOWN COORDINATING COMMITTEE			
	<b>Action Text:</b> This Resolution was Referred to the DOWNTOWN COORDINATING COMMITTEE						
	<b>Notes:</b>						

1	DOWNTOWN COORDINATING COMMITTEE	02/25/2020	Referred	FINANCE COMMITTEE
	<b>Action Text:</b>	This Resolution was Referred to the FINANCE COMMITTEE		
	<b>Notes:</b>			
1	TRANSPORTATION COMMISSION	03/11/2020		

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### Text of Legislative File 59645

#### Fiscal Note

The proposed resolution seeks to create the LGBTQ+ Rainbow Murals and Crossings Art Pilot Program. As proposed, this pilot program will be fully funded by private donations budgeted. The pilot program will include two locations: four crossings on the Capital City Bike Path near Monona Terrace and the crosswalks at the Top of State Street. It is anticipated the cost of these crossings will be \$40,000. The crossings are anticipated to last five to eight years.

#### Title

Amending the 2020 Adopted Operating Budget to appropriate \$40,000 from private donation to create Madison's LGBTQ+ Rainbow Murals and Crossings Art Pilot Program ("RMCAPP") authorizing the Mayor and City Clerk to enter into a contract between the City of Madison and a vendor to install decorative rainbow markings at specific pedestrian and roadway locations.

#### Body

WHEREAS, the City endeavors to incorporate art into public works projects in its efforts to implement the Public Art Framework adopted by the City Council (Resolution ID #30476 on March 19, 2002); and

WHEREAS City staff would like to launch RMCAPP to install four LGBTQ+ inclusive rainbow flag markings at the pedestrian crossings of the Capital City multi-use path adjacent to the Monona Terrace, and a large rainbow mural between the two pedestrian crosswalks at the intersection of the Top of State Street and the Capitol Square; and

WHEREAS, cities around the country have used similar programs and projects in an attempt to make pedestrian crossings and streets more attractive, inclusive and conducive to community building; and

WHEREAS these locations will allow the Department of Transportation to test different traffic marking material applications to determine effectiveness of materials including, but not limited to Methyl Methacrylate Resin and Preformed Thermoplastic traffic markings; and

WHEREAS, if RMCAPP is effective, the city could consider expanding the pilot into a city-wide program that includes other locations and designs; and

WHEREAS, under RMCAPP, the City retains final authority over the location and design of all rainbow street murals and crossings;

WHEREAS, under RMCAPP, the City reserves the right to remove any rainbow street mural or crossing at any time and for any reason; and

WHEREAS, by creating RMCAPP, the City is not opening up the physical structure of the City's sidewalks or streets as a forum for public expression; and

WHEREAS, the City is responsible for the installation and costs of any rainbow street mural or

crossing installed under RMCAPP; and

WHEREAS, the costs of the installation of street murals and crossings under RMCAPP shall be covered by gifts to the Department of Transportation from members of the public pursuant to M.G.O. § 4.29(4) as accepted by the Director of Transportation with approval by the Mayor.

NOW THEREFORE BE IT RESOLVED, that City staff may create a pilot program to design and install LGBTQ+ inclusive rainbow flag markings for pedestrian and roadway murals and crossings as approved by the City's Department of Transportation, provided that any markings in the right-of-way that are installed under this program must be compliant with the Manual on Uniform Traffic Control Devices (MUTCD), and state and federal law.

NOW THEREFORE BE IT FUTHER RESOLVED, that 2020 Adopted Operating Budget is amended to appropriate \$40,000 in the Traffic Engineering (Service-Pavement Markings) purchased service budget. This appropriation will be funded by private donations.