



To: General Purposes Committee **Date:** June 12, 2019
From: Kim Somerville **File:** 07-3000-01/2019-Vol
Senior Manager, Community Social Development 01
Re: **Pride Week 2019 Activities and Proposed Permanent Rainbow Crosswalk**

Staff Recommendations

1. That the report titled "Pride Week 2019 Activities and Proposed Permanent Rainbow Crosswalk," dated June 12, 2019, from the Senior Manager, Community Social Development be received for information; and
2. That a permanent rainbow crosswalk on Minoru Boulevard adjacent to the Richmond Library/Cultural Centre and the City Hall Annex, installed prior to July 29, 2019 to recognize Pride Week and the ongoing support of our LGBTQ2S communities, be approved.

Kim Somerville
Senior Manager, Community Social Development
(604-247-4671)

REPORT CONCURRENCE		
ROUTED TO:	CONCURRENCE	CONCURRENCE OF GENERAL MANAGER
Corporate Communications and Marketing	<input checked="" type="checkbox"/>	
Finance Department	<input checked="" type="checkbox"/>	
Public Works	<input checked="" type="checkbox"/>	
Recreation and Sport Services	<input checked="" type="checkbox"/>	
Transportation	<input checked="" type="checkbox"/>	
REVIEWED BY STAFF REPORT / AGENDA REVIEW SUBCOMMITTEE	INITIALS: 	APPROVED BY CAO

Staff Report

Origin

On September 9, 2013, Council adopted the Building Our Social Future – A Social Development Strategy (2013–2022) as a guiding strategy for the City on social development matters.

This report provides an update on Pride Week 2019 activities and brings forward for consideration a proposal for a permanent rainbow crosswalk to be installed on Minoru Boulevard adjacent to the Richmond Library/Cultural Centre in the spirit of Pride Week.

This report supports the 2013–2022 Social Development Strategy’s Direction:

#9: Facilitate Strong and Safe Neighbourhoods

This report also supports the 2018–2023 Community Wellness Strategy’s Focus Areas:

#2: Enhance physical and social connectedness within and among neighbourhoods and communities.

#4: Facilitate supportive, safe and healthy natural and built environments.

Analysis

Background

Pride Week is a celebration of our Lesbian, Gay, Bisexual, Transgender, Queer and Two-Spirit (LGBTQ2S) communities. It is about valuing and respecting diversity, and recognizing the importance of a safe and inclusive community for everyone. Since 2017, the City and its Community Partners have collaborated in celebrating Pride Week with a number of programs and events throughout the designated week with unique displays at various civic facilities. In addition to recognizing Pride Week, the City and its Community Partners offer a welcoming environment with a variety of supportive programs, services and amenities that enhance social connections and the overall well-being of residents throughout the year.

Recognizing Pride Week is a step towards ensuring that City services and programs reflect the needs, interest and safety concerns of Richmond LGBTQ2S persons. The City values diversity in the community as one of its fundamental strengths and understands that the work of creating a fully inclusive society is ongoing and there is a need to expand people’s ideas about gender and sexual expression.

In 2019, the City of Richmond in partnership with Community Associations and Societies will be celebrating Pride Week from Monday, July 29, 2019 through Sunday, August 4, 2019 with a variety of events and activities at various City facilities. Celebration highlights include:

- *Queer Networking Social*: Build connections and enjoy a special guest presentation at this gathering targeted to LGBTQ2S-identified adults. For ages 18+ years.
Thursday, July 25 | 6:00–8:00 p.m. | City Centre Community Centre

- *Painting of the Rainbow Staircase*: Join the Richmond Youth Media Program (RYMP) as the youth take up their brushes and paint the steps of the Cultural Centre.
Saturday, July 27 | 1:00–3:00 p.m. | Richmond Library/Cultural Centre
- *Pride Drag Showcase*: Celebrate the LGBTQ2S community at this family-friendly show featuring local drag performers and dancers.
Saturday, July 27 | 6:30–8:00 p.m. | City Centre Community Centre
- *Pride Week Hangout*: Celebrate Pride at Cambie’s outdoor Pride Week Hangout. Join us for free activities.
Tuesday, July 30 | 5:00–7:00 p.m. | Cambie Community Centre
- *Pride Week Coffee Group*: Enjoy some refreshments and treats for this informal social in our community living room.
Wednesday, July 31 | 10:00 a.m.–12:00 p.m. | Hamilton Community Centre
- *Paint Your Rainbow*: Drop-in and create rainbow art and enjoy refreshments to celebrate Pride Week.
Wednesday, July 31 | 11:30 a.m.–1:30 p.m. | City Centre Community Centre
- *Pride Pop-Up Party*: Celebrate Pride with an outdoor celebration featuring refreshments, activities, giveaways and more!
Wednesday, July 31 | 4:00–5:30 p.m. | South Arm Community Centre
- *Summer Fun in the Park*: Celebrate Pride through art, dance and music. Free activities include an all-ages dance fitness class, a concert featuring the gender inclusive After Work Social cover band, and an art project with Paige Gratland, Branscombe House Artist-in-Residence.
Thursday, August 1 | 6:00–8:00 p.m. | Thompson Community Centre
- *Pride Week Toonie Skate*: Lace up your skates and glide around the ice to celebrate Pride Week. Admission and rentals for \$2.00.
Saturday, August 3 | 1:00–5:00 p.m. | Richmond Ice Centre

The events offered during Pride Week provide citizens opportunities to connect, learn about and engage with the LGTBQ2S community, therefore, promoting a shared sense of community.

To promote Pride Week activities and to increase awareness about the City’s commitment to valuing diversity and ensuring that the community is safe and inclusive for everyone, a news release will be issued to the local media; promotional materials will highlight the week in community facilities; and the City will proclaim July 29 to August 4 as Pride Week in Richmond.

Recognizing Pride Week in the Built Environment

In addition to programs and events offered for Pride Week, the City and its Community Partners have created opportunities for visual recognition in the built environment.

In 2016 at the Richmond Ice Centre and in 2017 at Minoru Arenas, the City in partnership with the Richmond Arenas Community Association (RACA), painted rainbow colours on the ice sheets in support of the LGTBQ2S community (four out of the six ice sheets at Richmond Ice Centre year-round and all ice sheets at Minoru Arenas).

To recognize Pride Week 2019, the East Richmond Community Association (ERCA) at Cambie Community Centre has funded \$750 to cover the cost to paint the outdoor basketball court three-point line in rainbow colors for Pride Week. The rainbow design will be in place from July 31, 2019 for the duration of the paint's lifecycle (approximately 3–4 years).

Proposed Location

The recommended location for a permanent rainbow crosswalk is on Minoru Boulevard replacing the existing crosswalk between the Richmond City Hall Annex and the Richmond Library/Cultural Centre, a high pedestrian traffic location in the City Centre.

This site is in close proximity to the Richmond City Hall, Richmond School District Office, Richmond Caring Place, Richmond Public Library and the Richmond Centre Mall. A physical visual recognition of Richmond's LGTBQ2S community in this location is anticipated to complement the painting of the stairs at the Richmond Library/Cultural Centre.

As of June 2018, there are 43 cities across BC who have incorporated rainbow crosswalks or other visual representations in the built environment for the LGTBQ2S communities.

Next Steps

Should Council approve the funding for a permanent rainbow crosswalk at Minoru Boulevard, staff will work to coordinate the design and on-site installation to be completed prior to July 29, 2019 to recognize Pride Week and the ongoing support of our LGTBQ2S communities.

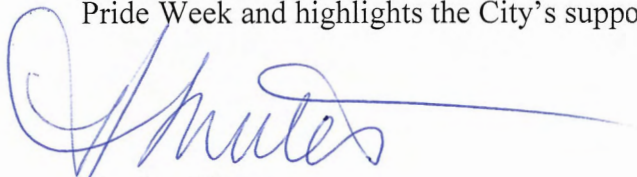
A Traffic Management Plan will be developed to ensure pedestrian safety while the crosswalk is installed. City staff will assist painters in minimizing barriers and prioritizing safety as part of a risk-management review process in consultation with Public Works.

Financial Impact

The approximate cost of \$15,000 for the installation of the permanent rainbow crosswalk will be funded between Community Services' and Public Works' respective operating budget.

Conclusion

A permanent rainbow crosswalk on Minoru Boulevard supports the city's commitment to be an inclusive, engaged and caring community – one that considers the needs of the present and future generations, values and builds on its diversity, nurtures its social capital and treats its citizens with fairness and respect. A permanent rainbow crosswalk complements the City's promotion of Pride Week and highlights the City's support and acceptance of the LGTBQ2S community.



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