



# City of Sunnyvale

## Agenda Item

---

24-0109

Agenda Date: 2/15/2024

---

### 2024 COUNCIL STUDY ISSUE

#### **NUMBER**

DPW 24-01

**TITLE** Evaluate Feasibility of an Art Crosswalks Program or Policy

#### **BACKGROUND**

**Lead Department:** Department of Public Works

**Support Departments:** Office of the City Manager  
Office of the City Attorney  
Library and Recreation Services

**Sponsor(s):** Councilmembers: Mehlinger, Cisneros, Melton, Srinivasan,  
Sell, Din, Klein

**History:** 1 year ago: N/A  
2 years ago: N/A

#### **SCOPE OF THE STUDY**

##### **What precipitated this Study?**

Throughout the country, numerous cities have begun incorporating art into public crosswalks. Ranging from simple “rainbow crosswalks” celebrating Pride, to complex mural-like designs to honor local cultures and history, art crosswalks can enliven their surroundings and bring joy to users. There are also thoughts that art crosswalks may improve safety and have a traffic calming effect. The Study Issue is in line with core City goals, namely increasing the amount and prominence of public art and improving traffic safety.

##### **What are the key elements of the Study?**

This Study Issue would examine the possibility of installing artistic crosswalks in Sunnyvale. It would gather and evaluate case studies of existing examples of art crosswalk installations and policies from other jurisdictions. The Study would also identify options for artistic crosswalks, such as stock crosswalk products or individually painted crosswalks by artists. The Study would identify any federal or state requirements or standards for crosswalks and quantify liability risks to the City with installation of artistic crosswalks. Existing studies related to safety and traffic impacts of all modes would be reviewed and evaluated. It would also study the installation and maintenance costs, materials used, maintenance needs, and public outreach efforts for installation.

**Estimated years to complete study:** 1 year

#### **FISCAL IMPACT**

##### **Cost to Conduct Study**

Level of staff effort required (opportunity cost): Moderate

Funding Required for Non-Budgeted Costs: \$ 100,000  
Funding Source: Will seek budget supplement

This Study would be conducted by consultant Services. The cost associated with the Study would be for consultant services to perform the Study as listed under the Key Elements of the Study. City staff will work with the consultant throughout the project process.

**Cost to Implement Study Results**

Unknown. This Study would include assessment of potential costs, including capital and operating, as well as revenue/savings.

**EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION**

Council-Approved Work Plan: No

Council Study Session: Yes

Reviewed by Boards/Commissions: Arts Commission

**STAFF RECOMMENDATION**

Support. This policy issue merits discussion at the 2024 Study Issues Workshop.

Staff supports the Study Issue as identifying a new tool to potentially improve traffic safety and increase the prominence of public art that could improve residents' quality of life has merit and should be explored.

Prepared by: Erik Trujillo, Traffic Engineer

Reviewed by: Angela Obeso, Principal Transportation Engineer

Reviewed by: Dennis Ng, Transportation and Traffic Manager

Reviewed by: Chip Taylor, Director, Department of Public Works

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager