

Community Awareness Campaign Lighting

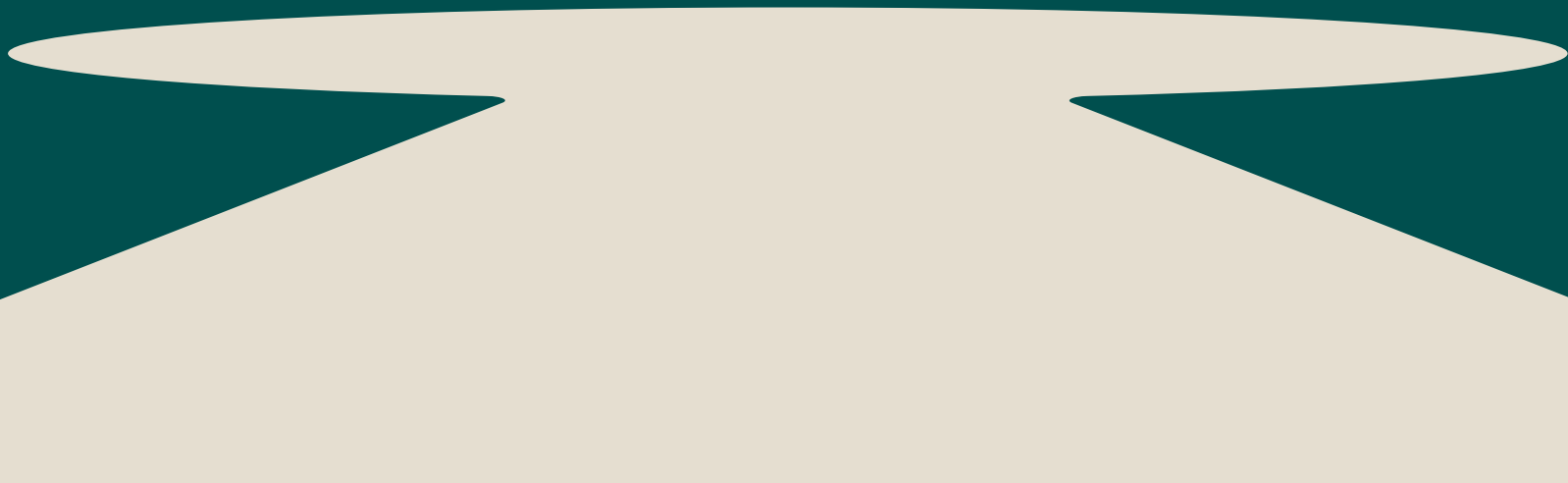
City Manager's Office
January 17, 2024



The Ask

Provide direction on Council Member Daddario's request to consider installing permanent lighting to support Nationally recognized awareness campaigns. (i.e. Purple for Domestic Violence, Yellow for Childhood Cancer, etc.)

Policy Considerations



Potential National Observances and Awareness Events

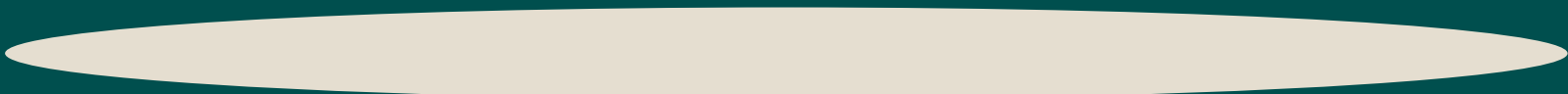
	Awareness	Holidays	Examples
January	7	2	New Years Day, National Law Enforcement Appreciation Day, National Slavery and Human Trafficking Prevention Month
February	11	2	National Cancer Prevention Month, Black History Month
March	12	2	National Women’s History Month, St. Patrick’s Day
April	17	1	Earth Day, Autism Awareness Month, Child Abuse Prevention Month, Easter
May	24	1	Memorial Day, Mental Health Awareness Month
June	9	2	Flag Day, Juneteenth, Pride Month, PTSD Awareness Month
July	6	1	Independence Day
August	4	0	Overdose Awareness Day
September	21	1	Childhood Cancer Awareness Month, Suicide Prevention Week
October	17	2	Halloween, Red Ribbon Week, Mental Illness Awareness Week, Best Cancer Awareness Month, Fire Prevention Awareness Month, Domestic Violence Awareness Month
November	14	2	Veterans Day, Thanksgiving Day, Alzheimer’s Disease Awareness Month
December	3	3	Christmas, World AIDS Day, International Day of Persons with Disabilities

Policy Considerations

- Lighting City property for specific causes could be seen as endorsement of an issue.
- Establish a formal list of campaigns and holidays
- Determine criteria for approval and denial of other holidays or awareness campaigns that request to be recognized

Pro	Con
Brings awareness to various campaigns	Over 160 potential awareness/recognition campaigns to choose from. Some campaigns will not receive recognition
Promotes civic engagement	Some campaigns may be viewed as controversial
Aesthetic appeal	Fairness, Equity, and Free Speech Concerns

Options



Option 1 – Illuminate a building exterior





Breast Cancer



Diabetes



July 4th



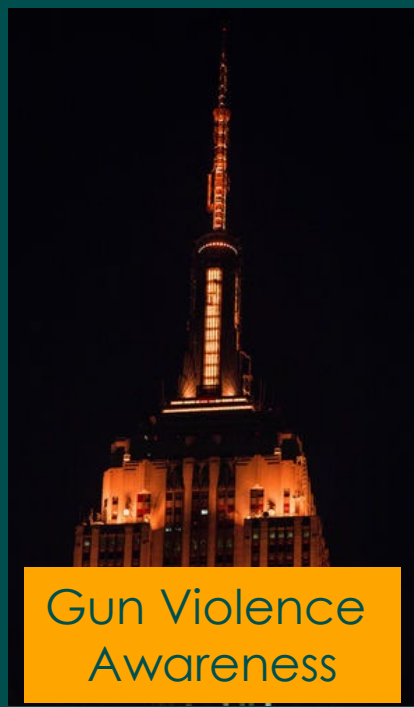
Christmas



Hanukkah



Eid Al Fitr



Gun Violence Awareness



Alzheimer's



LGBTQ+ Pride



Asian American Pacific Islander



Indigenous Peoples

Empire State Building Example

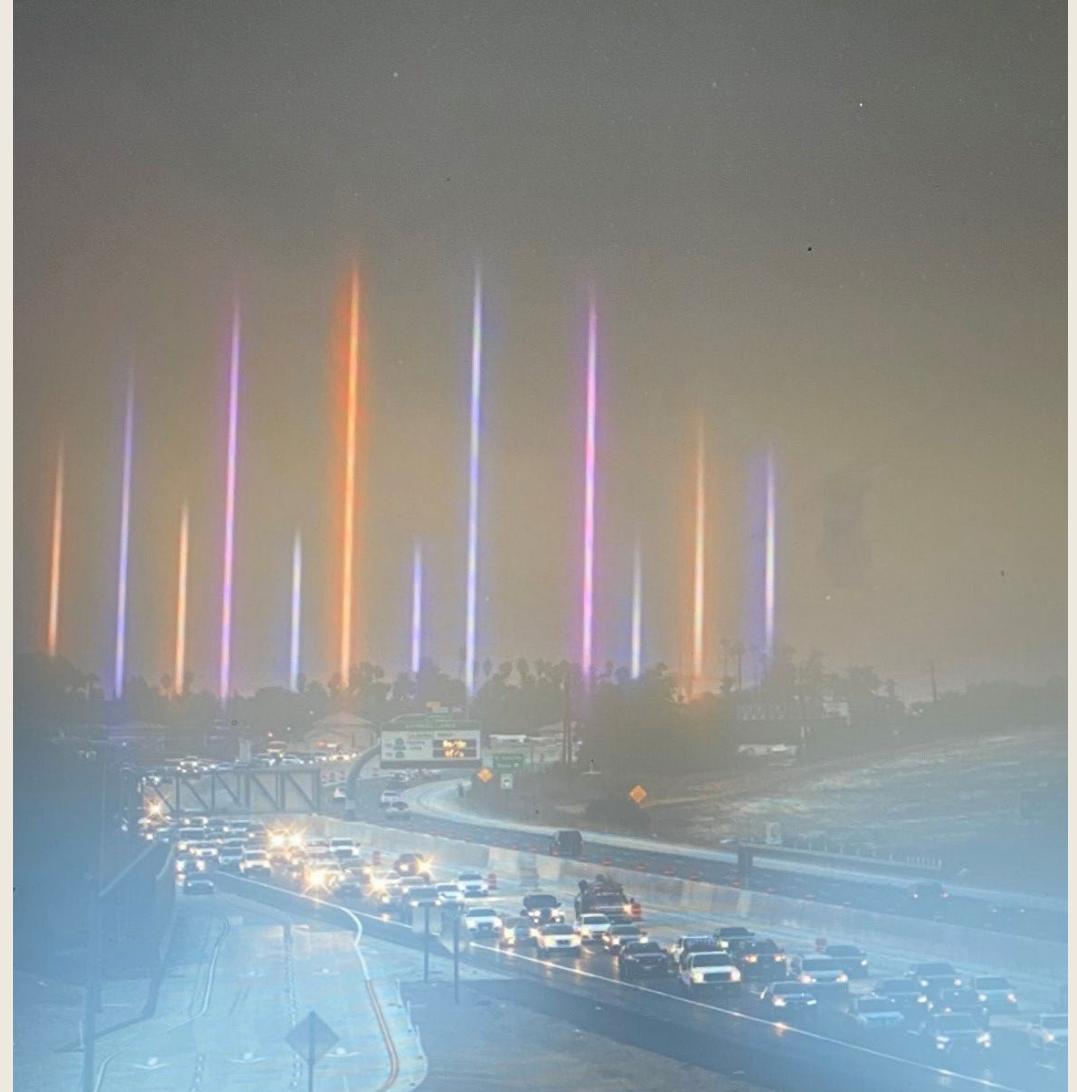
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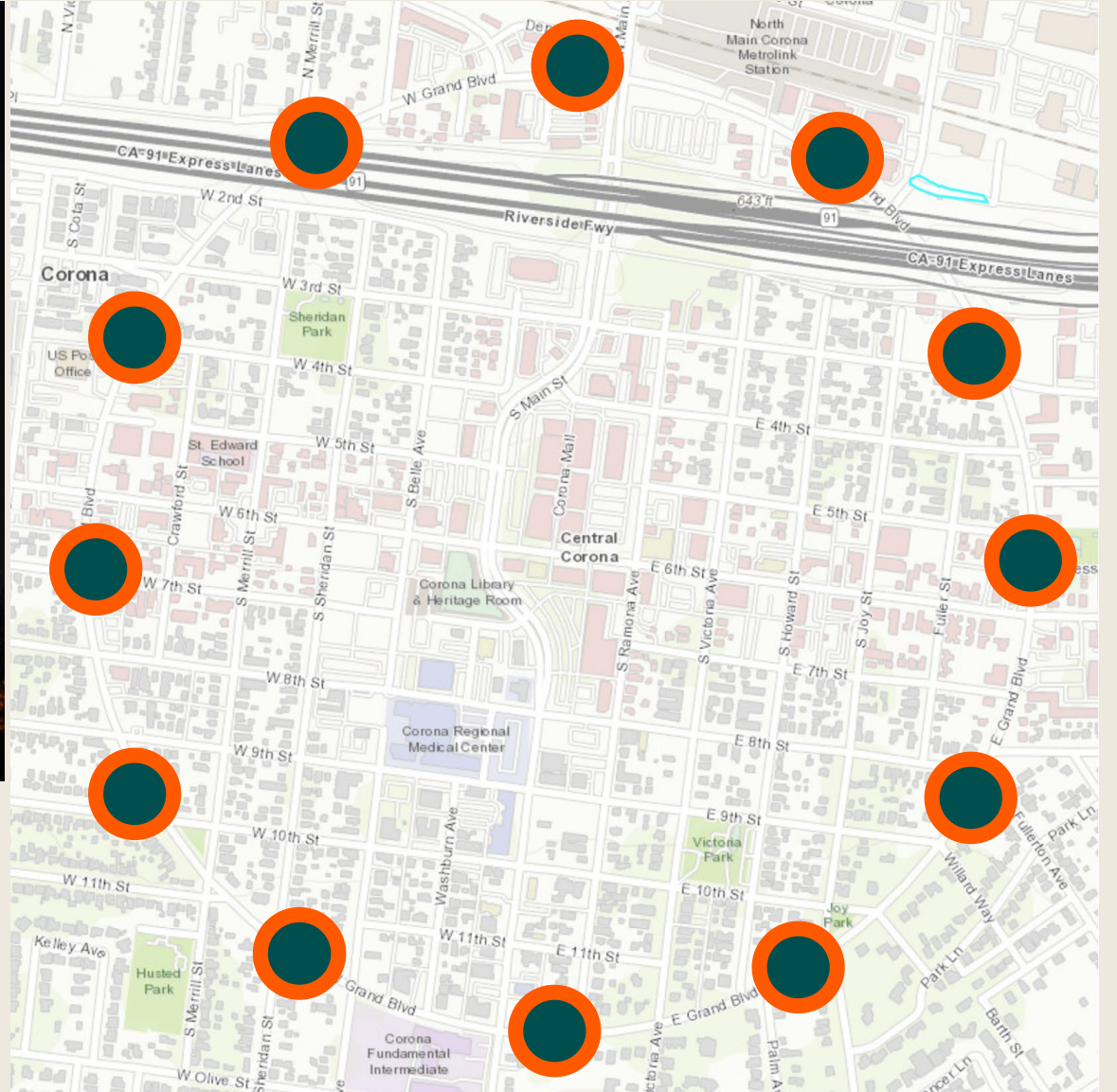
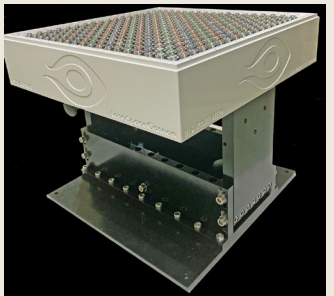
- Replace and install 10 – 20 color changing fixtures or spotlights around building
- Light color could be changed on select dates or for special events
- Standard lighting color used for non-recognition days



Option 2 – Crown of Lights

- 12 spotlights could be installed on columns along Grand Blvd as a crown of light to enhance our brand as the “Circle City”
- Spotlights could be turned on from dusk to 10:00 pm on select dates or for special events





Comparable design



Options

	1. Building Lighting	2. Crown of Lights	3. Both Option 1 & 2	Status Quo
Est. Cost	\$50k to \$150k (per building)	\$300k to \$500k	\$350-\$650k	none
Considerations	Which building(s)? Relatively low cost Easy to install	Bold Distinctive Unique FAA approval		Continued requests to do something



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Discussion



Next Steps

1. Council direction on lighting option(s)
2. Draft a policy for Council consideration
3. Return to Council for approval
4. Install and light up

