



# AGENDA REPORT

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**TO:** The Office of the Mayor and The  
Oakland City Council

**FROM:** Councilmember Rebecca  
Kaplan, District 2

Councilmember Rowena  
Brown, At-Large

**SUBJECT:** LGBTQ Cultural District Rainbow  
Crosswalks

**DATE:** May 27, 2025

## **RECOMMENDATION**

**ADOPT A RESOLUTION EXPRESSING SUPPORT FOR RAINBOW CROSSWALKS IN THE LAKESHORE LGBTQ CULTURAL DISTRICT, AUTHORIZING COMMUNITY COLLABORATION AND FUNDRAISING, AND AUTHORIZING THE DEPARTMENT OF TRANSPORTATION TO EVALUATE, ENSURE COMPLIANCE, AND IMPLEMENT, AND ADOPTING APPROPRIATE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS**

## **EXECUTIVE SUMMARY**

The City of Oakland is committed to fostering an inclusive, equitable, and just community for all residents, including LGBTQ+ individuals who have historically faced discrimination and underrepresentation.

Members of the LGBTQ+ community and local stakeholders have expressed a desire to install rainbow crosswalks in the Lakeshore LGBTQ Cultural District as a form of community expression, neighborhood identity, and public art. The City wishes to support this community-led project by authorizing the Department of Transportation (OakDOT) to work collaboratively with local stakeholders on design development and public fundraising efforts, and to accept donations to fund the project.

If adopted, the City of Oakland will authorize OakDOT to collaborate with community stakeholders in developing proposed crosswalk designs, facilitating public outreach, and evaluating these designs for compliance with the California Vehicle Code, the California Manual on Uniform Traffic Control Devices (CA MUTCD), and applicable safety standards.

Furthermore, if adopted, the City Administrator or their designee will have the authority to accept monetary donations of up to \$100,000 to support the design, permitting, and installation of the rainbow crosswalks, and to deposit such funds into a designated account for this purpose.

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The Department of Transportation will be authorized to evaluate the proposed design, ensure it complies with applicable laws and best practices, make any necessary revisions, and implement it.

## **BACKGROUND / LEGISLATIVE HISTORY**

Oakland's [Lakeshore LGBTQ Cultural District](#) ("District"), centered in the Grand Lake and Lakeshore neighborhoods, is home to a vibrant and historic LGBTQ+ community that has long contributed to the social, cultural, and economic fabric of the city. The City Council established the District on November 7, 2023 ([Resolution 89978 C.M.S.](#)). The District supports both Oakland's LGBTQ+ community and the neighborhoods that comprise the district. The District's mission includes:

- Providing Oakland's LGBTQ+ individuals, families, business owners, allies and the general community, with a historically identifiable LGBTQ+ neighborhood.
- Creating a safe, welcoming, vibrant, and all-inclusive community.
- Fostering a community where every Oakland resident and visitor can feel safe to exist free and proud.
- Promoting local businesses and create spaces for them to thrive.
- Uplifting and preserving the legacy of Oakland's rich LGBTQ+ history, including the struggle for justice and equity

Rainbow crosswalks have been used in cities across the country and around the world as a visible symbol of support for LGBTQ+ communities and to celebrate diversity and pride. Members and supporters of Oakland's LGBTQ+ communities have advocated for rainbow crosswalks in Oakland and have committed to raising funds to design and install the crosswalks.

Non-standard crosswalk designs, including decorative or colored crosswalks, are subject to review for compliance with the California Vehicle Code and CA MUTCD, including requirements for visibility, pedestrian safety, and uniformity. The City seeks to partner with community stakeholders to install crosswalks that are reflective of the District's culture and identity as well as in alignment with applicable design and safety standards.

## **ANALYSIS AND POLICY ALTERNATIVES**

This resolution will enable OakDOT to partner with community members to install crosswalks that will be a visible sign of Oakland's support for its LGBTQ+ communities, further beautify the District, and strengthen residents' and visitors' association of the neighborhood with the District. All of these outcomes are in alignment with Oakland's goals of ensuring that our city is inclusive of all backgrounds and identities, as well as creating neighborhoods that are socially, culturally, and economically vibrant. Our cultural districts are fundamental to Oakland's identity and status as a regional and national destination, and this project will be a clear demonstration of our investment in their success.

### **FISCAL IMPACT**

The proposed project will be funded through community fundraising. The funds collected will be deposited into a dedicated fund solely for this project, which the City of Oakland will manage. There is no impact on the General Purpose Fund.

### **PUBLIC OUTREACH**

The sponsors and OakDOT worked extensively with stakeholders in the Oakland LGBTQ+ community when creating this resolution.

### **SUSTAINABLE OPPORTUNITIES**

***Economic:*** By installing and promoting rainbow crosswalks, the City of Oakland could potentially increase foot traffic in the area, which could, in turn, benefit local businesses and lead to increased commerce for retail and restaurant establishments.

***Environmental:*** No adverse impact on the environment is expected to result from adopting this resolution. High-visibility crosswalks can help increase pedestrian usage and as a result reduce greenhouse gas emissions from driving.

***Race & Equity:*** This project is in direct support of Oakland's LGBTQ+ population, a community that historically and presently faces discrimination and disparities in life outcomes.

### **ACTION REQUESTED OF THE CITY COUNCIL**

**ADOPT A RESOLUTION EXPRESSING SUPPORT FOR RAINBOW CROSSWALKS IN THE LAKESHORE LGBTQ CULTURAL DISTRICT, AUTHORIZING COMMUNITY COLLABORATION AND FUNDRAISING, AND AUTHORIZING THE DEPARTMENT OF TRANSPORTATION TO EVALUATE, ENSURE COMPLIANCE, AND IMPLEMENT, AND ADOPTING APPROPRIATE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) FINDINGS**

For questions regarding this report, please contact Chiamaka Ogwuegbu, Policy Director, Office of At-Large Councilmember Rowena Brown (COgwuegbu@oaklandca.gov).