



Office of the City Manager

ACTION CALENDAR  
July 11, 2017

To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: Phillip L. Harrington, Director, Department of Public Works  
Subject: Companion Report: International Symbol of Accessibility (ISA) Change for City Signage

RECOMMENDATION

Refer the item back to the Commission on Disability for further analysis regarding cost differences between the existing International Symbol of Accessibility signage and the recommended signage as well as specific vendors that currently provide the recommended signage to other municipalities.

FISCAL IMPACTS OF RECOMMENDATION

Fiscal impacts are unknown because CoD has not provided Council with information regarding any cost difference between the existing and the recommended signage. Staff's cursory cost review revealed one vendor providing the recommended signage at five times the cost of the existing signage.<sup>1</sup> Moreover, it is unknown if there will be additional difficulty involved in obtaining the recommended signage.

CURRENT SITUATION AND ITS EFFECTS

There is no detriment in continuing to use the current signage for the International Symbol of Accessibility. It was and continues to be fully compliant with all applicable federal, state and local law.

BACKGROUND

The CoD feels the recommended signage portrays, in their words, a more "modern and active version of the symbol, imparting a more positive image." While this rationale has merit, the City must also consider the fiscal impacts on the Department of Public Works' budget, and the ease and availability of procuring the updated signage.

ENVIRONMENTAL SUSTAINABILITY

There is no information available to indicate the recommended signage is more environmentally sustainable than the existing signage.

RATIONALE FOR RECOMMENDATION

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<sup>1</sup> <http://www.adasigndepot.com> "ADA Sign Depot"

Before reaching a decision on implementing this change, staff strongly recommend Council request more comparative details from the CoD regarding cost and availability of recommended signage. Moreover, additional public process would allow for Council to gain a greater perspective by hearing from both the local and regional disability communities before changing an iconic disability image.

ALTERNATIVE ACTIONS CONSIDERED

The City could continue to use the existing signage.

CONTACT PERSON

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