



City Manager's Office

MEMORANDUM

DATE: 2/8/23

TO: Mayor and City Council

THROUGH: Doug Thornley, City Manager Approved Electronically

FROM: Noemi Gomez Martinez, Community Relationships Program Manager
Cynthia Esparza, Chief Equity and Community Relationships Officer

SUBJECT: Expectant Mothers and Bilingual Community Signage

This memorandum is intended to provide an update on three projects related to new signage. Several City facilities were identified for two new signage installations to create a more inclusive and welcoming community.

- Expectant Mothers and Family Parking Signage - Designated reserved parking for expectant mothers and families with young children to ease access to City facilities.
- Bilingual Community Positivity Signage - Originally created to uplift the community during the initial hardships of the pandemic, signs were installed in the downtown core. To further support inclusion and highlight neighborhood cultures, signs were installed in English and Spanish on Wells Avenue in September 2022.

Signage installation timeline:

- December 2022
 - Two expectant mother and family signs were installed on the second floor of the City Hall parking garage.
- March 2023
 - 15 bilingual community positivity signs are scheduled for installation throughout Paradise Park.

- Multiple expectant mother signs will be installed at various park facilities with high family usage due to programming and playgrounds. Locations include Evelyn Mount Recreation Center, Northwest Pool, Cyan Park, Idlewild Park, and Dick Taylor Park.