



## City of Phoenix

**To:** Executive Team  
Department and Function Heads

**Date:** April 29, 2015

**From:** Ed Zuercher  
City Manager

A handwritten signature in black ink, appearing to read 'Ed Zuercher', written over the printed name.

**Subject:** ADOPTION AND USE OF THE COUNCIL-APPROVED ACCESSIBILITY ICON

The City Council yesterday adopted a new, modern Accessibility Icon for use by the City at its facilities to indicate the location of accessible facilities such as parking spaces and restrooms. The current icon used by the City, and in most depictions, shows the disabled person in an apparently passive, mechanical depiction. The new icon shows the disabled person in a more active manner and shifts the focus from the chair to the person. The purpose of the new symbol is to re-imagine how society and individuals view people with disabilities. The new icon appears below.



Through the leadership of the Mayor and City Council, Phoenix became the first city in Arizona to adopt this new icon. I am pleased that the City of Phoenix can be a leader in using the new icon at all of our facilities.

Thank you for your attention to this and your commitment to an inclusive workplace. As the need arises to replace or repaint existing accessibility signage, or as new signage is placed, this icon shall be used. In addition to adopting the icon, the Council directed staff to reach out to partners in the community and encourage broader use of the icon. The Equal Opportunity Department is working with the community to increase awareness of the new icon. Please contact Peter Fischer, the City's ADA Coordinator, for additional information or to suggest partners that would be interested in using the icon at their facilities.