



# Staff Report

## Administration – Communications

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**Report To:** Committee of the Whole Meeting  
**Meeting Date:** May 10, 2022  
**Report Number:** FAF.22.089  
**Title:** Pride Crosswalk Installation  
**Prepared by:** Tim Hendry, Manager of Communications and Economic Development

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### A. Recommendations

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THAT Council receive Staff Report FAF.22.089, entitled “Pride Crosswalk Installation”;

AND THAT Council approve the installation of pride crosswalks and directs staff to issue a tender for the installation of pride crosswalks at the locations listed below (to be selected by Council):

- #1 – Beaver Valley Community School Crossing (Bruce Street South)
- #2 – Bruce Street North and Highway 26 (Century 21 and New Orleans Pizza Crosswalk)
- #3 – Marsh Street and Clark Street Intersection (Downtown Clarksburg)
- #4 – Jozo Weider Blvd and Village Crescent (Blue Mountain Resort Main Parking Area)

AND THAT Council approve the use of the inclusive pride crosswalk design as referenced in Attachment 1;

AND THAT Council direct staff to apply for grant and/or funding opportunities to help cover the cost of the pride crosswalks;

AND THAT Council approve a budget of \$10,000 per location to a maximum of \$40,000;

AND THAT Council approve funding the 2022 cost from the Working Capital Reserve with 2023 costs be included as an addition to the budget.

### B. Overview

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This report provides Council with an overview the considerations regarding the installation of Pride Crosswalks and seeks Council approval to proceed with a tender to complete the work.

### C. Background

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In October 2021, Town staff received a request from The Blue Mountains Chamber of Commerce to consider the installation of an inclusive pride crosswalk in downtown Thornbury.

Following the request, Town staff prepared and presented report [FAF.21.210 – Support for Installation of Pride Crosswalk](#) to the Economic Development Advisory Committee. The staff report provided a detailed outline of the various considerations and sought general support for the project.

The staff report was supported by the Economic Development Advisory Committee and the minutes of the meeting was provided to Council as a [Committee Report](#) at the March 29, 2022 Committee of The Whole Meeting.

## **D. Analysis**

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Following the staff report and presentation to the Economic Development Advisory Committee Town staff began to conduct preliminary research. Information was requested from nearby municipalities, including the Town of Collingwood, Municipality of Meaford, City of Owen Sound and the Town of Wasaga Beach as they have all recently installed Pride Crosswalks.

In addition, Town staff have had productive and supportive conversations with The Blue Mountains Chamber of Commerce, Rainbow Club of South Georgian Bay and the Beaver Valley Community School. If the project is approved by Council, both The Blue Mountains Chamber of Commerce and the Rainbow Club of South Georgian Bay have generously agreed to financially support the project for the following amounts:

- Blue Mountains Chamber of Commerce: \$2,500
- Rainbow Club of South Georgian Bay: \$1,500

The balance of this staff report will detail various considerations for Council including the inclusive pride crosswalk design, estimated cost, proposed locations and material and maintenance considerations.

### **Pride Crosswalk Design**

The Ontario Traffic Manual (OTM) provides technical standards related to the design, application and operation of traffic control devices and systems. Although the OTM does not specifically permit Rainbow Crosswalks, it does permit both “Ladder” crosswalk markings and “Textured” or “Longitudinal” crosswalks. Based on this, Town staff recommend proceeding with the standard inclusive 2SLGBTQIA+ design. The design was selected through consultation with local and regional Pride associations. An example of the inclusive pride crosswalk design has been included as Attachment 1.

### **Estimated Cost**

Through information gathered from neighbouring municipalities and through general estimates, it is expected that each Pride Crosswalk will cost approximately \$10,000. Variables within the cost are related to the material used and the crosswalk size. To ensure durability, Town staff recommend using a Thermoplastic Paint which has a five-year life expectancy before a full replacement is required. Thermoplastic is also more durable to manage traffic levels and potential damage, including tire marks and vandalism.

### **Proposed Locations**

As the pride crosswalk is intended to function as a pedestrian crosswalk, it is strongly recommended that the pride crosswalk only be installed at locations that have an existing formalized pedestrian crosswalk or signalized intersection.

Further, with visibility and longevity in mind, it is best practice to select a location adjacent to a primary route. As an example, the Municipality of Meaford installed the crosswalk on Bridge Street adjacent to North Sykes St (Highway 26). Similarly, the Town of Collingwood installed the crosswalk at the St. Marie Street and Simcoe Street intersection, a side street adjacent to Hurontario Street. This approach also provides a safer location as the crosswalks generally serve as a photo opportunity for the public.

In addition, consideration should be given regarding the need to obtain approvals from other road authorities such as Grey County or the Ministry of Transportation for locations selected that fall outside of the Town of The Blue Mountains jurisdiction. With this understanding, staff are not recommending locations outside of the Town's road jurisdiction.

Understanding the above and based on the unique shoreline geography of the Town, staff have prepared a draft list of four locations for consideration by Council:

- #1 – Beaver Valley Community School Crossing (Bruce Street South)
- #2 – Bruce Street North and Highway 26 (Century 21 and New Orleans Pizza Crosswalk)
- #3 – Marsh Street and Clark Street Intersection (Downtown Clarksburg)
- #4 – Jozo Weider Blvd and Village Crescent (Blue Mountain Resort Main Parking Area)

Despite the prominent pedestrian crossing locations, Bridge Street (Thornbury Fishway Crosswalk) and Highway 26 and Grey Rd 19 Intersection (Northwinds Beach) are not recommended by staff due to the need for Ministry of Transportation approval and the high volume of traffic along Highway 26 which will result in extra wear and potential safety concerns.

## **E. Strategic Priorities**

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### **3. Community**

We will protect and enhance the community feel and the character of the Town, while ensuring the responsible use of resources and restoration of nature.

### **4. Quality of Life**

We will foster a high quality of life for full-time and part-time residents of all ages and stages, while welcoming visitors.

## **F. Environmental Impacts**

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Thermoplastic Paint is the suggested material for the crosswalk designs as recommended by contractors within the industry. The Thermoplastic Paint will be applied according to industry standards using qualified contractors. The annual maintenance will be managed by the Operations Department.

## **G. Financial Impacts**

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Each Pride Crosswalk will cost approximately \$10,000. The number of locations selected by Council will determine the approximate cost.

To help support the initiative, the Blue Mountains Chamber of Commerce and the Rainbow Club of South Georgian Bay have both agreed to financially support the project for a \$2,500 and \$1,500, respectively, for a total of \$4,000. To further cover the cost, staff will actively apply for grant and/or funding opportunities to help cover the cost of the pride crosswalks.

Staff are recommending that the 2022 costs be funded from the Working Capital Reserve and 2023 costs be included as an addition to the budget, to be deliberated by Council during the budget process.

## **H. In Consultation With**

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Shawn Everitt, Chief Administrative Officer

Jim McCannell, Manager of Roads and Drainage

## **I. Public Engagement**

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The topic of this Staff Report has not been the subject of a Public Meeting and/or a Public Information Centre as neither a Public Meeting nor a Public Information Centre are required. However, any comments regarding this report should be submitted to Tim Hendry, Manager of Communications & Economic Development [communications@thebluemountains.ca](mailto:communications@thebluemountains.ca).

## **J. Attached**

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1. Inclusive Pride Crosswalk Design

Respectfully submitted,

Tim Hendry  
Manager of Communications and Economic Development

For more information, please contact:  
Tim Hendry, Manager of Communications and Economic Development

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### Report Approval Details

Document Title:	FAF.22.089 Pride Crosswalk Installation.docx
Attachments:	- Attachment-1-Inclusive-Pride-Crosswalk-Design.pdf
Final Approval Date:	Apr 29, 2022

This report and all of its attachments were approved and signed as outlined below:

**Tim Hendry - Apr 29, 2022 - 4:03 PM**

**Shawn Everitt - Apr 29, 2022 - 4:07 PM**