

Subject: Community Group Pavement Markings Update

Department: Community Services

Division: Economic Development

Report #: CMS-2023-042

Meeting Date: 2023-10-16

Recommendations

That report CMS-2023-042, Community Group Pavement Markings update be received.

And that Council direct Staff to review future recommendations made by community groups and provide recommendations for Council consideration when appropriate.

Background and Analysis

On June 19, Council received report INS-2023-043 regarding Community Group Pavement Markings. The markings are located on Mill Street (Rainbow), at Broadway and Wellington (Rainbow), and at Broadway and First Street (Indigenous). The report explained that traffic and winter maintenance operations have taken a considerable toll on the markings since they were installed in 2021. It was determined that maintenance could not reinstate the markings to their original condition and that replacement of the markings was the only effective way to continue with the display.

Staff evaluated the financial impact of the markings. The ongoing costs of replacement would require an annual commitment of \$20,000 to \$30,000 and would result in a service level change to the 2024 Operating Budget under Public Works for Council's consideration.

Even with ongoing replacement, the markings degrade quickly due to the volume of traffic travelling over the crosswalks. Because of this, the 2SLGBTQI+ and Indigenous markings are unrecognizable and do not reflect these groups appropriately and respectfully.

The outcome of the June report was as follows:

- That report INS-2023-043, Community Group Pavement Markings Update, be received;
- And that Council approve the removal of the crossings at a one-time cost of \$3000 - \$5000 and do not reapply any pavement markings;
- And that Council direct staff to look for different opportunities to recognize the LGBTQ+ and Indigenous Community;
- And that any future Community Group Pavement Marking requests, be denied.

Existing Recognition Opportunities

Before removing the markings, Staff recognized the importance of timely and effective communication to the community that included alternate forms of recognition.

Staff first identified existing and ongoing ways for community groups to be recognized by the Town of Orangeville including:

- Flag raising at Town Hall
- Proclamation by Town Council
- Promotion of tourism/culture-related events and initiatives on loveorangeville.ca and on the new digital sign at the Visitor Information Centre

In addition to these opportunities, the Town has also demonstrated its willingness to recognize community groups by supporting specific installations in local spaces. Led by community groups, these initiatives were supported by Council and Staff with committed resources that reflect the project's needs. Examples include:

- **Mino Kamik Medicine Wheel Garden:** Led by the Dufferin County Cultural Resource Circle (DCCRC), this dedicated space is part of Bravery Park and invites visitors to learn about indigenous traditions. It is often used to host DCCRC events and is promoted as a tourism asset throughout the community.
- **Crystal Queer public art installation:** This utility box and mural feature artwork created by participants of the GLOW Youth Group, a social and support group for LGBTQ2S+ youth. Both pieces aim to help community members better understand how to support and celebrate diverse experiences of gender and sexual identities. These installations are a result of collaboration between Dufferin Community and Family Services (DCAFS) and the Town.

Community engagement

Using these examples, Staff asked for recommendations from local stakeholders including the BIA, DCAFS, DCCRC, Celebrate Your Awesome event committee, and the Town's Equity, Diversity and Inclusion committee.

Some responses expressed disappointment in the decision to remove the crosswalks and suggested that other ways to maintain the crosswalks should be considered.

Staff reviewed other locations where the markings could be re-installed. Each location had similar challenges to the existing crosswalks or were in less prominent locations that would not create the same impact.

Other responses indicated that the existing opportunities were sufficient and valuable ways to demonstrate the Town's support of the 2SLGBTQI+ and Indigenous groups. Council's willingness to consider specific opportunities as they arise was considered important.

Additional recommendations received from the community included:

- Hanging banners on the six street poles located in downtown medians.
- Installing public art pieces - tree sculptures and utility boxes – that recognize community groups and rely on their input as part of the design process.
- Creating a physical space for community groups to safely gather and connect while accessing programming and resources.
- Developing new projects that allow contributions from individuals and community groups, like the mosaic mural installed in the Town Hall Atrium.

Any of these recommendations could be led by community groups, reviewed by Staff, and then presented to Council for consideration.

Strategic Alignment

Strategic Plan

Strategic Goal: Community Vitality

Objective: Vibrancy – Build a more inclusive community, and ensure citizen involvement

Sustainable Neighbourhood Action Plan

Theme: Social well-being

Strategy: Promote Orangeville as an engaged, inclusive community for all

Notice Provisions

None

Financial Impact

Through INS-2023-043, Council approved the removal of the crossings at a one-time cost of \$3000 - \$5000. Costs associated with existing opportunities and the Communication Plan are managed under current operating budgets. Any costs for new opportunities would be brought to Council for consideration.

Respectfully submitted and reviewed by

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Attachment(s): Not Applicable