



MEMORANDUM

TO: Mayor Bonnette and Members of Council

FROM: Roumen Kotev, Traffic Coordinator – Road Safety

DATE: March 7, 2022

MEMO NO.: TPW-2022-0001

SUBJECT: Annual Province Wide School Crossing Guard Day - March 23, 2022

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to advise Council that March 23, 2022, being the first Wednesday after March Break, has been designated province wide as the annual School Crossing Guard Appreciation Day. On this day, school crossing guards will be recognized for the work done each day to assist pedestrians crossing busy roadways, as well as bring about awareness of the Crossing Guard Program within local municipalities.

BACKGROUND:

The Ontario Traffic Council (OTC) has recognized the need to develop uniformity throughout the province with regard to school crossing guards. A key initiative was to designate one day in the year that would be recognized as the official School Crossing Guard Appreciation Day.

COMMENTS:

The use of social media and public outreach will be important in making this initiative successful. Town staff has collaborated with our Communications group to ensure that this information is available on the Town's website and through other social media networks. Staff will communicate this information to all elementary schools to be forwarded to parents and children. Given most municipalities use these standardized formats, ensuring the same messaging is being repeated throughout, the likelihood of success and awareness will be widespread.

CONCLUSION:

The annual Province wide School Crossing Guard Appreciation Day will occur on March 23, 2022. Due to the COVID-19 pandemic, this year the Town of Halton Hills will recognize its School Crossing Guards virtually and with a small token of appreciation for their efforts.

Reviewed and approved by,

Maureen Van Ravens, Director of Transportation

Bill Andrews, Commissioner of Transportation and Public Works

Chris Mills, Chief Administrative Officer