



MEMORANDUM

TO: Mayor Lawlor and Members of Council

FROM: Roumen Kotev, Traffic Coordinator – Road Safety

DATE: April 29, 2024

MEMO NO.: TPW-2024-003

SUBJECT: Annual Province Wide School Crossing Guard Appreciation Week - June 3 to June 7, 2024

PURPOSE OF THE MEMORANDUM:

The purpose of this Memorandum is to advise Council that the week of June 3rd to June 7th, 2024, has been designated province wide as the annual School Crossing Guard Appreciation Week. On this week, school crossing guards will be recognized for the work done each day throughout the school year 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 week in the year that would be recognized as the official School Crossing Guard Appreciation Week.

COMMENTS:

The use of social media and public outreach will be important in making this initiative successful. Town staff will collaborate 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 Week will occur June 3rd to June 7th. This year the Town of Halton Hills will recognize its School Crossing Guards with a social gathering and a small token of appreciation for their efforts on June 5th.

Reviewed and approved by,

Maureen Van Ravens, Director of Transportation

Bill Andrews, Commissioner of Transportation & Public Works

Chris Mills, Chief Administrative Officer