

## **MEMORANDUM**

**TO:** Chair and Members of the Planning, Public Works and Transportation Committee

**FROM:** Roumen Kotev, Traffic Analyst

**DATE:** March 6, 2019

**MEMORANDUM NO.:** MEM-TPW-2019-0005

**RE:** First Annual Province Wide School Crossing Guard Appreciation Day - March 20, 2019

### **PURPOSE OF THE MEMORANDUM:**

The purpose of this memorandum is to advise that March 20, 2019 has been designated province wide as the first annual School Crossing Guard Appreciation Day. On this day school crossing guards will be recognized for the work done each day to assist pedestrians in 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:**

Staff have advised the Halton District School Board and Halton Catholic District School Board of the day and requested that they forward this information to all the elementary schools in the Town of Halton Hills. Given most municipalities use the standardized formats, ensuring the same messaging is being repeated throughout, the likelihood of success and awareness will be widespread. 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 web page and through other social media networks.

**CONCLUSION:**

The first annual Province wide School Crossing Guard appreciation day will occur on March 20, 2019. The Town of Halton Hills will recognize its School Crossing Guards with a social gathering and refreshments.

In addition, the Town will continue to recognize our School Crossing Guards for their outstanding service in June at the end of the school year.

Reviewed and approved by,

A handwritten signature in cursive script, appearing to read "Maureen Van Ravens".

Maureen Van Ravens, Manager of Transportation

A handwritten signature in cursive script, appearing to read "C. Mills".

Chris Mills, Commissioner of Transportation and Public Works

A handwritten signature in cursive script, appearing to read "Brent Marshall".

Brent Marshall, Chief Administrative Officer