



MEMORANDUM

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

FROM: Roumen Kotev, Traffic Analyst

DATE: January 29, 2020

MEMORANDUM NO.: MEM-TPW-2020-0001

RE: Annual Province Wide School Crossing Guard Appreciation Day – March 25, 2020

PURPOSE OF THE MEMORANDUM:

The purpose of this memorandum is to advise that March 25, 2020 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 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:

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. 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 25, 2020. 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 that reads "Maureen Van Ravens".

Maureen Van Ravens, Director of Transportation

A handwritten signature in cursive script that reads "Chris Mills".

Chris Mills, Commissioner of Transportation and Public Works

A handwritten signature in cursive script that reads "Brent Marshall".

Brent Marshall, Chief Administrative Officer