



The Corporation of the Town of LaSalle

To: Mayor and Members of Council

Prepared by: Peter Marra, P.Eng. – Director of Public Works

Department: Public Works

Date of Report: October 21, 2020

Report Number: PW-25-20

Subject: Rainbow Crosswalk

Recommendation

That the report of the Director of Public Works dated October 21, 2020 (PW-25-20) regarding the rainbow crosswalk BE RECEIVED and that Council APPROVE the implementation of a rainbow crosswalk at the intersection of Normandy Road and Malden Road.

Report

This report is prepared in response to a Council question from the September 22, 2020 Council meeting on implementing a rainbow crosswalk in Town.

Many municipalities across Ontario are implementing rainbow crosswalks to show support and inclusion within their municipalities for the LGBTQ+ community. As such, the following report provides Council with information to implement a rainbow crosswalk within LaSalle.

As noted earlier, most municipalities have implemented similar project across Ontario. Most municipalities have chosen an implementation strategy of these multi-color crosswalks to specific areas within their respective municipalities and in some cases to specific intersection. Most have chosen very visible and busy intersection within downtown cores or larger specific themed districts.

Within LaSalle, we have two distinct business districts, with Front Road and the Malden Road Town Centre. For the purpose of implementing a rainbow crosswalk, the intersection of Malden and Normandy was chosen to bring this forward. The neighboring

properties to this intersection are commercial establishments and the Town of LaSalle Townhall on the northeast corner.

A mock-up sketch of the intersection is provided as **Attachment 1** to this report for illustrated purposes.

In order to implement such a rainbow crosswalk, the existing white zebra strip crosswalk will need to be removed and the new crosswalk colors placed. The financial impacts are presented later in this report.

It is recommended that Council approve implementing a rainbow crosswalk treatment at the intersection of Normandy and Malden to be completed early in 2021.

Consultations

None.

Financial Implications

As noted earlier in this report, there is cost for removal of the existing crosswalk and proviso for implementing the new crosswalk. The estimated cost to carry out this project is approximately \$12,000.00 to \$17,000.00. This project would be proposed to be carried out in 2021 and will be covered from the pedestrian safety annual allocation.

Going forward, the maintenance/refreshing of the new crosswalk colors will need to be done on a 4 to 8 year rotational basis and will be covered in future years operational budgets.

Prepared By:

A handwritten signature in black ink, appearing to read 'Peter Marra', is written over a light blue horizontal line.

Peter Marra, P.Eng. – Director of Public Works

Link to Strategic Goals

	Enhancing organizational excellence
yes	Sustain strong public services and infrastructure
yes	Strengthen the community's engagement with the Town
	Grow and diversify the local economy
yes	Build on our high-quality of life

Communications

yes	Not applicable
	Website
	Social Media
	News Release
	Local Newspaper
	Bids & Tenders
	Notification pursuant to the Planning Act

Notifications

Name	Address	Email
Brenda Bot-Drake		
Nancy Compana		

Report Approval Details

Document Title:	PW-25-20 Rainbow crosswalk.docx
Attachments:	- malden normandy rainbow crosswalk attachment 1.pdf
Final Approval Date:	Oct 22, 2020

This report and all of its attachments were approved and signed as outlined below:



Chief Administrative Officer

Joe Milicia