

Committee of the Whole (2) Report

DATE: Tuesday, May 9, 2023 **WARD(S):** ALL

TITLE PROCLAMATION – 2023 SCHOOL CROSSING GUARD APPRECIATION WEEK

FROM:

Zoran Postic, Deputy City Manager, Public Works

ACTION: DECISION

Purpose

To seek Council approval to proclaim the week of June 5 to June 9, 2023, as “School Crossing Guard Appreciation Week” in the City of Vaughan.

Report Highlights

- The School Crossing Guard (SCG) Program was established to promote active and safer travel for school-aged children.
- The City to proclaim the week of June 5 to June 9, 2023, as SCG Appreciation Week and join in the Ontario Traffic Council (OTC) SCG Committee celebrations acknowledging the dedication and efforts of SCGs.
- A social media campaign, including a public service announcement, promoting the SCG Program beginning June 5 to June 9, 2023.
- Corporate Strategic Communications will assist with developing a testimonial video featuring staff from the SCG Program to promote the week.
- External stakeholders such as York Region District School Board (YRDSB), York Catholic District School Board (YCDSB) and York Region Police (YRP) will show support by participating in promoting SCG Appreciation Week.
- SCGs have been invited to the in-person staff appreciation barbeque during National Public Works Week on May 26, 2023.

Recommendations

1. THAT Council proclaim June 5 to June 9, 2023, as “SCG Appreciation Week” in the City of Vaughan;
2. THAT the proclamation be posted on the City’s website and the Corporate and Strategic Communications department be directed to promote the above-noted proclamation through the various corporate channels; and
3. THAT the City Clerk forward a copy of this report to the Region of York, York Regional Police, York Region Public District School Board and York Region Catholic District School Board and York Region Public Health.

Background

The School Crossing Guard Program was established over thirty (30) years ago to promote active and safer travel for school-aged children.

The SCG Program was established by the City over thirty (30) years ago to promote active and safer travel for school-aged children travelling to and from school. The Ontario Highway Traffic Act (HTA) assigns responsibility to the municipal government, or any corporation under contract with the municipal government for establishing and maintaining school crossings. As of today, the City has assigned SCGs to assist pedestrians and children at one-hundred-and-fifteen (115) locations.

The SCG Program plays an integral role under the MoveSmart Mobility Management Strategy in supporting active and sustainable travel initiatives, such as the Active School Travel Pilot Program. The SCG Program works alongside vested stakeholders in the promotion and education of road safety initiatives.

In 2023, the Ontario Traffic Council School Crossing Guard Committee (OTC SCG) collectively decided through a majority vote to celebrate School Crossing Guard Appreciation Week annually during the second week of June.

In previous years, SCG Appreciation “Day” was celebrated on the first Wednesday after March Break. In 2023, the OTC SCG Committee collectively decided to move forward with an annual celebratory weeklong appreciation to take place during the second week of June, as weather conditions are more favourable, and to allow Ontario municipalities flexibility in promoting the weeklong event.

In the 2022 School Crossing Guard Engagement Survey, 40 per cent of School Crossing Guard’s indicated that they appreciate positive public recognition.

SCG Appreciation Week will recognize SCGs for their dedication and efforts, as well as boost employee morale, engagement, and assist with employee retention. In the 2022 SCG Engagement Survey, 40 per cent of SCGs indicated that they would like to see more positive public recognition within the SCG Program.

Previous Reports/Authority

None.

Analysis and Options

A range of promotional tactics will be used to celebrate School Crossing Guard Appreciation Week during June 5 to June 9, 2023.

Planning for this year's SCG Appreciation Week commenced in April 2023. The SCG Program Administration and the Corporate Strategic Communications department have planned a range of promotional tactics to celebrate SCG Appreciation Week which include:

- A social media campaign through various corporate channels, including a public service announcement, promoting the SCG Program beginning June 5 through June 9, 2023.
- Corporate Strategic Communications will assist with developing a testimonial video featuring staff from the SCG Program to promote the week.
- Both internal and external stakeholders will participate in the promotion of SCG Appreciation Week.
- Personalized thank you cards will be delivered via mail to each SCG. SCGs have been invited to the in-person staff appreciation barbecue during National Public Works Week on May 26, 2023.

Financial Impact

None.

Broader Regional Impacts/Considerations

The SCG Program supports and promotes the City's commitment to the well-being of citizens, enriching their lives and maintaining safety. The SCG Program plays an integral role in road safety initiatives and works with all Regional stakeholders in the promotion and application of road safety and sustainable active travel programs, promoting walking and wheeling for children travelling to school.

Conclusion

SCG Appreciation Week provides a venue through which municipalities across Ontario can celebrate, educate, and promote the vital contributions that SCG's make to support our communities and to make our road network safe.

For more information, please contact:

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Prepared by

Julia DeGasperis, Supervisor School Crossing Guard Program, ext. 6154
Brenda Bisceglia, Manager MoveSmart, ext. 6144

Approved by

A handwritten signature in blue ink, appearing to be 'Zoran Postic', with a stylized, circular flourish at the end.

Zoran Postic, Deputy City Manager,
Public Works

Reviewed by

A handwritten signature in black ink, appearing to be 'Vince Musacchio', with a stylized, circular flourish at the end.

Vince Musacchio
on behalf of Nick Spensieri,
City Manager