



OAKVILLE

## REPORT

COUNCIL MEETING

MEETING DATE: APRIL 26, 2021

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**FROM:** Transportation and Engineering Department  
Roads and Works Operations Department

**DATE:** April 20, 2021

**SUBJECT:** Rainbow Crosswalk Implementation Plan

**LOCATION:** Multiple Locations

**WARD:** Multiple Wards: 1, 2 and 3

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### RECOMMENDATION:

1. That the report entitled *Rainbow Crosswalk Implementation Plan* from the Transportation and Engineering and Roads and Works Operations Departments, dated April 20, 2021 be received.
2. That authority be given to use a single-source procurement approach to retain a contractor that will supply materials and implement the specified rainbow crosswalks by June 18, 2021.
3. That a new capital project be added to the 2021 budget in the amount of \$30,000 to be financed from the Capital Reserve.

### KEY FACTS:

The following are key points for consideration with respect to this report:

- On March 29, 2021 Council approved a number of community infrastructure projects including the installation of three rainbow crosswalks in the Town's BIAs along Lakeshore Road at Navy Street, Kerr Street and Bronte Road
- The target implementation date for the rainbow crosswalks is June 18, 2021 in order to coincide with area Pride celebrations.
- Staff recommend the use of the City of Burlington's Rainbow Crosswalk specification that includes the rainbow flag as well as black and brown stripes to represent diversity of the community.

- Staff recommend the use of a single-source approach using an experienced contractor that can meet the June 18, 2021 target implementation date.
- The estimated cost for the implementation of the three rainbow crosswalks is \$30,000. Staff recommend that a new capital project be added to the 2021 budget to be financed from the Capital Reserve. The future maintenance costs associated with the crosswalks will be included in the 2022 operating budget.

## **BACKGROUND:**

At the March 29, 2021 meeting of Council, a report entitled “Advancement of Community Infrastructure” was tabled. As part of this report staff was directed to advance a number of community infrastructure projects including the installation of three rainbow crosswalks in the Town’s BIAs along Lakeshore Road at Navy Street, Kerr Street and Bronte Road. The installation of the crosswalks demonstrate the Town’s ongoing commitment to an inclusive community.

Staff was directed to report back to the April 26, 2021 Council meeting on the implementation and funding sources for the installation of these crosswalks.

## **COMMENT/OPTIONS:**

### **Implementation Date**

Across the globe, Pride celebrations are annually conducted in June. In 2021, the City of Toronto’s Pride Week celebrations are scheduled to be held June 18 – 27, 2021, culminating in the Pride Parade on June 27, 2021. In order to coincide with area Pride celebrations, staff will target the implementation of the rainbow crosswalks at the three specified intersections in Oakville by June 18, 2021. This would leave approximately eight weeks between the anticipated Council approval date and the proposed implementation date. During this time period staff will confirm the specifications, retain an experienced contractor, confirm site-specific installation details as well as schedule and inspect the installation. This work will be completed in the evening/overnight hours to minimize impacts to traffic as the work will require staging and lane closures.

### **Design Considerations / Consultation**

Staff met with the students and other community members who have made requests for the installation of a rainbow crosswalk to provide a gesture of support for the LGBTQ+ community in Oakville. Staff also conducted research of design that has been implemented across Ontario.

Based on the research, the two most common designs are the “Ladder” style or the “Longitudinal” style. The City of Burlington has used the “Longitudinal” style and has also developed an installation specification (see Appendix A for Burlington specification and photo).

In order to meet the proposed implementation date, staff recommend the use of an existing specification such as Burlington’s. There are many variations to the rainbow flag; the Burlington specification is a variation to the six coloured rainbow flag with the inclusion of black and brown stripes to represent diversity in the community.

### **Paint Material and Maintenance Requirements**

The City of Burlington’s specification makes use of “durable” markings instead of paint. Durable pavement markings have a longer life span of 4-5 years and do not require annual maintenance compared to paint.

The town’s experience with coloured durable markings is limited, but it is anticipated that the colours will fade over time. Durable markings, due to their thickness relative to paint, are also susceptible to other forms of wear and tear such as damage from snow plow blades. Some municipalities with rainbow crosswalks have experienced incidents of vandalism which require immediate maintenance commensurate with the importance of this symbolic crosswalk.

### **Local Considerations**

Lakeshore/Navy - Since this intersection is located within the Downtown Oakville Heritage Conservation District, a minor heritage permit will be required for the installation of a rainbow crosswalk. There is no cost for this permit and approval is delegated to staff, with a typical process time of 3 to 7 business days. Appendix B contains a graphic to indicate the proposed location of the rainbow crosswalk at this intersection.

Lakeshore/Kerr – Appendix B contains a graphic to indicate the proposed location of the rainbow crosswalk at this intersection.

Lakeshore/Bronte – The existing crosswalks at this intersection consist of a stamped plastic which is embedded into the existing asphalt. It is anticipated that the overlay of durable markings will take on the form of the stamped pattern, which will not achieve the desired aesthetic. As a result, it is proposed that the rainbow crosswalks are installed in the two existing right-turn channels which are an asphalt surface. Appendix B contains a graphic to indicate the proposed location of the rainbow crosswalks at this intersection.

## **Procurement**

Given the time constraints associated with the June 18 implementation target, staff recommend the use of a single-source procurement approach. Staff will retain a pavement marking contractor that has experience with the implementation of rainbow crosswalks and can meet the June 18 implementation target.

## **Cost Estimate/Funding Source**

The estimated cost for the implementation of the rainbow crosswalks at these three intersections is \$30,000. This is based on installation on one leg of each of the Lakeshore/Navy and Lakeshore/Kerr intersections as well as the two right turn channels at the Lakeshore/Bronte intersection, all using durable markings. Staff recommend that a new capital project be added to the 2021 budget to be financed from the Capital Reserve. The future costs associated with the maintenance of these crosswalks would be included in the 2022 operating budget.

## **Future Implementations**

As part of the Town's development of a multi-year Inclusion Action Plan, future implementation of Rainbow Crosswalk or other methods to demonstrate the Town's ongoing commitment to an inclusive community will be incorporated into future budgets.

## **CONSIDERATIONS:**

### **(A) PUBLIC**

As part of the Town's Inclusion Action Plan, a group of students and other community members made requests for the installation of rainbow crosswalks to provide a gesture of support for the LGBTQ2+ community in Oakville.

### **(B) FINANCIAL**

The estimated cost for the implementation of rainbow crosswalks at three intersections is \$30,000. Staff recommend that a new capital project be added to the 2021 budget to be financed from the Capital Reserve. The future maintenance costs associated with the crosswalks will be included in the 2022 operating budget.

### **(C) IMPACT ON OTHER DEPARTMENTS & USERS**

Transportation and Engineering staff will liaise with Roads and Works staff regarding design and initial implementation. Roads and Works staff will be

responsible for ongoing maintenance. Planning staff will assist with the required heritage permit at Lakeshore/Navy.

**(D) CORPORATE AND/OR DEPARTMENT STRATEGIC GOALS**

This report addresses the corporate strategic goals to:

- provide outstanding service to our residents and businesses
- treat everyone with respect
- enhance our cultural environment
- be the most livable town in Canada

**(E) COMMUNITY SUSTAINABILITY**

Celebrating diversity and inclusion in the workplace and community is a key factor in establishing community sustainability. Research demonstrates that involved and engaged staff and citizens lead to higher levels of satisfaction with government and with quality of life.

**APPENDICES:**

Appendix A: City of Burlington Rainbow Crosswalk Specification and Installation

Appendix B: Proposed Rainbow Crosswalk Locations

Submitted by:  
Martin Maguire, P.Eng.  
Manager-Transportation Services  
Transportation & Engineering

Recommended by:  
Jill Stephen, P.Eng.  
Director  
Transportation & Engineering

Darnell Lambert, C.E.T.  
Director,  
Roads & Works Operations