

BUDGET COMMITTEE REFERRAL:

Provide updated costs for veterans' crosswalks and report on any sponsorship opportunities that could be considered to pay for veterans' crosswalks?

RECOMMENDATIONS:

- That the information be received.

KEY FACTS:

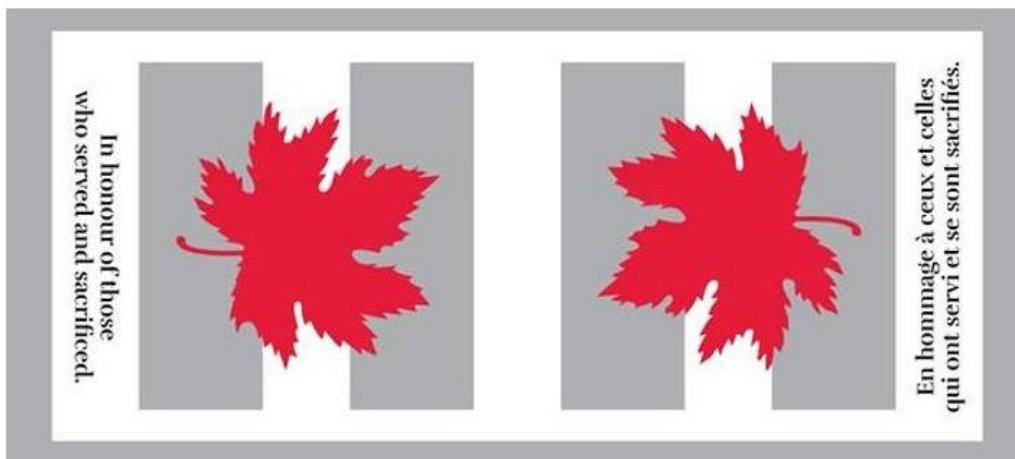
- An estimate of \$102,300 is proposed for the design and installation of three (3) veteran commemorative crosswalks which includes additional infrastructure improvements such as accessibility compliance and resurfacing.

COMMENTS/OPTIONS:

Council has requested a review and clarification of the original cost estimate of \$180,000 for three locations. Staff have since reviewed the cost estimate and is providing a revised estimated cost associated with the installation of three (3) veterans' commemorative crosswalks.

The crosswalk design noted below has been used for illustration and costing purposes, which is a design based on a template that has been used in other municipalities and has been approved by the Royal Canadian Legion.

It should be noted prior to installation work commencing, veterans' organizations and relevant community stakeholders will be consulted with respect to location and design to ensure a respectful and appropriate tribute.



**For illustration purposes only*

Below are the various considerations:

- An assessment of suitable locations based on operational, maintenance, and asset management principles.
- Three locations are assumed with the location to be determined following the assessment.
- Only one leg of the intersection is assumed to receive the crosswalk treatment.
- Further infrastructure improvements are recommended to be completed. These include surface rehabilitation and accessibility enhancements to ensure compliance with the Accessibility for Ontarians with Disabilities Act (AODA). Undertaking a comprehensive installation will help avoid future disruptions and reduce long-term maintenance costs by addressing underlying infrastructure needs proactively.

The following is a breakdown for the revised budget request using thermoplastic pavement markings (permanent) and additional infrastructure improvements.

Item	Cost
Pavement marking (thermoplastic)	\$26,000
Additional infrastructure work such as accessibility compliance and resurfacing	\$5,000
Contingency (10%)	\$3,100
Total per location (one leg per intersection)	\$ 34,100
Total budget request for three (3) locations	\$102,300

It should be noted that maintenance costs associated with the decorative crosswalk is approximately \$26,000 every three to five years due to fading and wear of the pavement markings.

The initial cost estimate reflected specific locations with one location that was significantly longer, which resulted in higher projected costs. The updated estimate is based on standard intersection dimensions and typical crossing distances, providing a more accurate and consistent assessment.

For comparison, the table below outlines the costs associated with installing decorative crosswalks using non-permanent paint. It should be noted that depending on the complexity of the design, non-permanent paint may not be feasible. This type of pavement marking also requires annual repainting, whereas permanent thermoplastic pavement marking suggested above which only requires refreshing every 3-5 years.

Item	Cost
Installation Cost (non-permanent paint)	\$15,000/location

It should be noted that maintenance costs associated with non-permanent paint requires annual refresh at approximately \$15,000 due to fading and wear.

Therefore, from an overall asset life cycle perspective, using thermoplastic paint with refresh every 3-5 year has the overall lower cost.

For reference, the following table outlines the previous installation costs for other decorative crosswalks with various colours and intricate designs using thermoplastic pavement markings

Item	Year	Installation Cost (markings only)
Pride Crosswalk at Lakeshore/ Kerr	2023	\$25,400/location
Pride Crosswalk at Lakeshore/Bronte, Lakeshore/Kerr and Lakeshore/Navy	2021	\$16,300/location

The orange crosswalk at Thomas Street and Church Street, which cost \$5,000 to install, was not included as a comparative example because it featured a straightforward single-color block design and did not incur any design-related costs.

Sponsorship Opportunities

The Town's [Corporate Grants, Sponsorship, Naming Rights and Advertising Sales Policy](#) permits sponsorships that help offset the cost of Town programs, services, facilities, and events, provided they align with the Town's values and follow the process outlined in the supporting procedure.

While sponsorships have typically been offered for community events such as Canada Day and Movies in the Park, applying this model to physical infrastructure—such as commemorative or symbolic crosswalks—will require additional consideration within that process, particularly in defining appropriate recognition options that honour the commemorative intent of the project and maintains the Town's public image and values. This could include assessing the suitability of various forms of acknowledgments—such as a small on-site plaque, recognition in media materials or at an unveiling ceremony, inclusion on a Town webpage or brochure, integration within traffic signal box or nearby streetscape designs, or another form of recognition determined through consultation and engagement.

Staff will review options to determine whether sponsorship could play a role in funding veteran commemorative crosswalks in a way that maintains the integrity and intent of the tribute and the Town's public image. Aside from any sponsorship possibilities, if this project were approved, the funding would need to come from the Town's Capital Reserve.