

REPORT TITLE: **Peel Pride Resolution: Support for Peel Pride**

FROM: Kathryn Lockyer, Acting Commissioner of Corporate Services

RECOMMENDATION

That the Pride Resolution 2019-712 approved by Regional Council on July 11, 2019 be rescinded and substituted with the following:

Whereas, the Region of Peel recognizes Pride Month in July and is a supporter of 2SLGBTQ+ communities;

And whereas, symbols of Pride are a reflection of the diversity in the Region of Peel;

Therefore be it resolved, that the Region of Peel raise the rainbow flag annually for the month of July in recognition of Peel Pride;

And further, that the Region of Peel allocate funds on an annual basis, up to a maximum of \$25,000, between the Cities of Brampton and Mississauga and the Town of Caledon with each receiving up to one third of the funds;

And further, that the funds be applied toward visible demonstrations of Pride across the Region as determined through consultation with the communities and staff of each respective municipality;

And further, that visible demonstrations may include but are not limited to flags, murals and crosswalks;

And further, that funds will not be used for entertainment or event purposes.

REPORT HIGHLIGHTS

- At the July 11, 2019 Regional Council meeting, Resolution 2019-712 was passed providing that the Region of Peel commit up to \$25,000, between the Cities of Brampton and Mississauga and the Town of Caledon, for the creation of a road decal Pride Flag crosswalk and Trans Flag crosswalk in consultation with 2SLGBTQ+ communities on a yearly basis as part of Peel Pride.
- Placement of decals were limited to certain areas as per advice and information provided by local and Regional Transportation Services. Locations were not necessarily ideal to achieve optimal visibility and impact.
- Two of the decals needed replacing – one due to vandalism and another due to peeling off.

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- There are numerous ways to visibly demonstrate the Region's support of Peel Pride and its 2SLGBTQ+ communities, in addition to the events/efforts that are led and funded annually by local municipalities.
- In December 2019, Regional and City staff met to discuss how to best move forward with implementing the resolution in 2020 and thereafter. There was consensus among all parties that more research and consultation is required in order to demonstrate visible support for Peel Pride in a meaningful way.

DISCUSSION

1. Background

The Region of Peel is committed to building a diverse and inclusive workplace and community. The month of July is known as Peel Pride Month. This is a time where support for 2SLGBTQ+ communities is amplified. Municipalities throughout the country and province have a history of acknowledging and recognizing Pride Month. Efforts include but are not limited to flag raisings, community events and painted crosswalks. For example, in 2018 and 2019 the City of Brampton hosted an annual 'Pride in the Square' event, and in 2019 Mississauga hosted its first PRIDE Social.

In July 2019, Regional Council approved the following Resolution 2019-712:

Whereas the Region of Peel recognizes Pride Month in July and is a supporter of the 2SLGBTQ+;

And whereas, symbols of Pride are a reflection of the diversity in the Region of Peel;

Therefore be it resolved, that the Region of Peel allocate funds up to \$25,000 (or an appropriate amount) between the Cities of Brampton and Mississauga and the Town of Caledon for the creation of a road decal Pride Flag (updated in Philadelphia in 2017) Cross walk and Trans Flag Cross walk, in consultation with the 2SLGBTQ+ Communities, on a yearly basis as part of Peel Pride Month across the Region to be installed in locations of prominence in each city/town as determined by the communities and staff.

2. Results

Subsequent to the passing of Resolution 2019-712, Region of Peel staff led the implementation of decals in concert with the local municipalities. Due to time constraints, consultation among 2SLGBTQ+ communities were limited.

Several insights were gained through this experience:

- i) Placement of decals were limited to certain areas as per advice and information provided by local and Regional Transportation Services. Locations were not necessarily ideal to achieve optimal visibility and impact.
- ii) Decals are easily damaged. Two decals needed replacing – one due to vandalism and another due to peeling off.
- iii) Making changes to existing crosswalks is a complex exercise that can affect the integrity of the pavement surface, reduce the longevity of the markings, decrease the adherence of the treatments to the road surface, impact the coefficient of

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friction (affecting pedestrians and vehicles), and increase maintenance schedules and costs.

- iv) The installation of special markings at a single intersection can cost upwards of \$50,000 (depending on the size and configuration of the intersection).
- v) Time, planning and consultation are required to approach this initiative in a coordinated and meaningful way.

An amendment to Resolution 2019-712 is proposed to address these insights (as outlined in section 4 below).

3. Region of Peel Education and Awareness Activities

In addition to visual demonstrations at the local municipal level, the Region of Peel will participate in education and awareness activities to recognize Peel Pride. It is recommended that the rainbow flag be raised at various Regional locations annually for the month of July to acknowledge Peel Pride. Furthermore, the Region of Peel will facilitate activities to increase awareness and knowledge about the LGBTQ2S+ community to promote inclusion and diversity.

4. Proposed Direction

In December 2019, staff from the Region and each local municipality met to discuss how to move forward with implementing the resolution in 2020 and thereafter. There was agreement among all parties that:

- i) More research and consultation are required in order to execute visible support for Pride Month in a meaningful way.
- ii) Funding should not be limited to road decals. There are numerous ways to visibly demonstrate the Region's support of Peel Pride and its 2SLGBTQ+ communities, in addition to the events/efforts that are led and funded annually by local municipalities.
- iii) Proposed amendments to the resolution will afford greater flexibility, creativity and ownership of this initiative, while presenting a unique opportunity for local municipalities and the Region to unite in their commitment to diversity and inclusion in Peel.
- iv) The Region of Peel will distribute funding to local municipalities with each receiving up to one third of the funds.

Proposed Amendments to Resolution 2019-712

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And further, that the funds be applied toward visible demonstrations of Pride across the Region as determined through consultation with the communities and staff of each respective municipality;

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And further, that funds will not be used for entertainment or event purposes.

FINANCIAL IMPLICATIONS

There is sufficient funding in the 2020 budget to fund the \$25,000 for this initiative.

CONCLUSION

The proposed amendment to this resolution provides an opportunity for municipalities and the Region to unite in their commitment to diversity and inclusion and visibly demonstrate support for 2SLGBTQ+ communities in a meaningful way. Each municipality is encouraged to support Peel Pride in their own unique way.

For further information regarding this report, please contact Melissa Magder, Advisor of Strategic Initiatives, Culture and Inclusion, Ext. 8642, Melissa.magder@peelregion.ca.

Authored By: Melissa Magder, Advisor of Strategic Initiatives, Culture and Inclusion

Reviewed and/or approved in workflow by:
Department Commissioner and Division Director.

Final approval is by the Chief Administrative Officer.



N. Polsinelli, Interim Chief Administrative Officer