

City of Mississauga Corporate Report



Date: August 26, 2020 To: Chair and Members of Diversity and Inclusion Advisory Committee From: Shari Lichterman, CPA, CMA, Commissioner of Community Services	Originator's files:
	Meeting date: September 9, 2020

Subject

Physical Expression of Pride in Mississauga – Recommended Use of Regional Funding

Recommendation

1. That funding available from the Region of Peel for physical expressions of pride as per Resolution 2019-712 be used by the City of Mississauga to design and install a Rainbow Cross Walk/Ground Mural in a highly visible location.
2. That the City engage residents and community stakeholders to finalize the design, location and unveiling plan for the Rainbow Cross Walk/Ground Mural.
3. That the City continue to explore opportunities for collaboration and partnership with community organizations to implement additional activities to ensure that Mississauga is a welcome and inclusive community for residents that identify as 2SLGBTQ+.

Background

On July 11, 2019, the Region of Peel approved annual funding for each Municipality to implement a Rainbow Cross Walk (Resolution 2019-712). A total of \$25,000 in funding was approved to be divided equally among the 3 local municipalities with each municipality receiving \$8,333.

In response to feedback from municipalities and the Region's Diversity, Equity and Anti-Racism Committee regarding the scope of funds available and the need for further engagement with local stakeholders, on April 9 2020, Regional Council approved a revision to the original resolution to provide greater flexibility to municipalities for the use of the funds to support physical expressions of pride that are meaningful to the local community that may include but not be limited to Rainbow Cross Walks. The revised resolution reads as follows:

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;

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.

The City of Mississauga has been engaged in a number of initiatives that recognize and support the inclusion of individuals who identify as 2SLGBTQ+. Examples include: an annual Pride Flag raising ceremony in partnership with the community, lighting of the Civic Centre in rainbow colours to recognize Pride Month, the creation of a City Pride Logo, gender neutral washrooms in City facilities and various programmatic activations such as drag story time and 2SLGBTQ+ author talks through the Mississauga Library. The City is also actively pursuing opportunities for collaboration and partnership with community organizations such as the Rainbow Sauga Alliance to further enhance the variety and choice of initiatives and engagement opportunities for residents that make Mississauga more 2SLGBTQ+ friendly.

As part of 2020 Pride Month activities, Rainbow Sauga Alliance coordinated a number of community initiatives including a virtual discussion attended by staff on the Community Development Team in Recreation to discuss ideas for physical expressions of pride in the City of Mississauga. The following is a summary of key ideas shared by participants:

- Mississauga could be more 2SLGBTQ+ friendly.
- Expressions of pride are very meaningful to the community to create a sense of belonging.
- Expressions of pride should be a combination of permanent and temporary initiatives.
- The locations of expressions of pride are just as important as the type.
- There was strong support by participants for a “rainbow” crosswalk, as implemented in other jurisdictions including Goderich, Hamilton, London, and Toronto.
- Other ideas identified included: public art installations; beautification activities in parks such as “rainbow” gardens, benches, picnic tables; and beautification/recognition at Mississauga Celebration Square such as banners, stair treads, and content for digital screens particularly during Pride Month.
- Where possible, expressions of pride should be woven into other projects and strategic initiatives in the public and private sector to gain the benefit of collective impact.

Comments

Staff are recommending that funding available from the Region of Peel be used to design and install a Rainbow Cross Walk/Ground Mural in a highly visible location. City staff would engage residents and community organizations stakeholders to determine the design, location and unveiling plan. The proposed project would involve the following:

- Utilize the 2020 funding allocation from the Region of Peel to develop a design for the Rainbow Cross Walk/Ground Mural through the City's Public Art Program and determine the location. This process would include opportunities for engagement of residents and community stakeholders with targeted approaches to ensure the inclusion of individuals who identify as 2SLGBTQ+ as part of the process. The City's Public Art Program would commission one or more professional artists identifying as 2SLGBTQ+ to create a unique and community-informed design for the crosswalk/ground mural, intended to deliver meaningful representation and inclusive social dialogue.
- Utilize the 2021 funding allocation from the Region of Peel to install the crosswalk/ground mural. While the intention is for the installation to be permanent, it may need to be refreshed over time. Material selected for the installation will consider durability to minimize costs for ongoing maintenance.
- Expected timeline for completion will be by mid-2021 ideally to be unveiled as part of 2021 Pride Celebrations in Mississauga.

The Rainbow Cross Walk/Ground Mural is only one example of how the City of Mississauga can signal that it is a welcoming and inclusive community for all residents. It is recommended that the City continue to explore opportunities for collaboration and partnership with community organizations to implement additional physical expressions of pride such as those identified in the virtual discussion coordinated by Rainbow Sauga Alliance and additional activities throughout the year (i.e. not just in Pride month) to ensure that residents that identify as 2SLGBTQ+ feel that they belong and can thrive.

Financial Impact

The estimated cost of this project is approximately \$15,000. It is expected that this project can be fully funded with annual funding of \$8,333 from the Region of Peel in 2020 and 2021. Annual maintenance costs will be determined based on the lifecycle of the material used. Funding available from the Region of Peel in 2022 and beyond will be utilized to cover maintenance costs as a priority and to address emerging priorities identified through continued community engagement within the scope of the Regional Council Resolution and available resources.

Conclusion

A Rainbow Cross Walk/Ground Mural is a meaningful expression of pride that can make a positive contribution to creating a welcoming and inclusive community for all residents and particularly those who identify as 2SLGBTQ+. This project can set the tone for continued

engagement and collaboration with residents and stakeholders to realize Mississauga's strategic vision to be a place where people choose to be.



Shari Lichterman, CPA, CMA, Commissioner of Community Services

Prepared by: Jennifer Cowie Bonne, Manager, Community & Neighbourhood Development