

Subject: Options for Recognizing Pride Week Celebrations in the Town of Pelham

Recommendation:

BE IT RESOLVED THAT Council receive Report #2021-0071, Options for Recognizing Pride Week Celebrations in the Town of Pelham, for information;

AND THAT Council direct Staff to proceed with the implementation of Council's preferred alternative for the Pride celebrations scheduled for June of 2021.

Background:

The Town of Pelham recently committed to adhering to the standards set out by the Coalition of Inclusive Municipalities of Niagara. While many of the initiatives that will coincide with this commitment will occur within the workplace, outside of the public eye, there are opportunities for the Town to provide visual cues that the Town is firm in its commitment to creating diverse and inclusive spaces and hint at further initiatives to come.

In 2020, The Town of Pelham participated in a pride flag raising ceremony at Town Hall, which was completed virtually, and using Covid 19 safety precautions.

Other municipalities in Niagara Region are looking at different ways to show support and provide inclusiveness for the LBGTQ2S+ community during the Pride celebrations. A good example is the Town of Lincoln, which has chosen to install rainbow coloured benches at select locations within the municipality, in conjunction with an advertising slogan featuring the phrase "A community where everyone has a seat."

Other municipalities have chosen to install features such as painted crosswalks displaying pride colours to show support. Alternative projects such as these could serve as proof that Pelham follows through on its commitment and dedication to diversity and inclusivity outside of the workplace environment.

The purpose of this report is to provide alternatives for Council's consideration in regards to the upcoming Pride celebrations scheduled in June 2021.

Analysis:

Staff have consulted with other municipalities to see what options are available for showing support and inclusiveness for the Pride celebrations and to show the Town's commitment to promoting an inclusive community. Some options for Council's consideration are as follows:

- 1) Perform a Pride Flag Raising in support of Pride week;
- 2) Purchase and place Pride benches at select locations in the Town;
- 3) Place Painted Pride crosswalks in the downtown business areas of Fonthill and Fenwick; and
- 4) Purchase and place Pride banners in the downtown

The attached table in Appendix A provides a summary of these options and gives points of consideration included estimated costs of each.

Appendix B provides visual details of the proposed alternatives.

Financial Considerations:

There will be a range of financial resources required based on the preferred alternative as chosen by Council and the number of items selected.

The cost associated with the features to be included as part of the Pride celebrations were not included as items in the 2021 capital budget and additional funding will need to be provided as part of the 2021 Beautification Operating budget.

Alternatives Reviewed:

See Appendix A and Appendix B for alternatives reviewed in the preparation of this report.

Strategic Plan Relationship: Strong Organization

The Town of Pelham strives to hire a workforce that is both diverse and tolerant. Bringing employees in from different backgrounds, experiences, genders, ages, and abilities provides the opportunity for any organization to be more innovative and

enhance its overall customer service, both internally and externally.

In addition, it is important that existing staff feel that their workplace is safe, welcoming, and accepting. The more the Town can do to demonstrate this focus outside of the workplace, the more inviting these positions will appear to minority community members who may be considering a career with the Town.

Beyond diversity in the workplace, the possible additions to the Town's public spaces will confirm that this level of dedication is not just lip service, but rather a real and demonstrable commitment to creating spaces that are welcoming and inviting to all. The features will serve as a reminder to all who use these common spaces that Pelham is a tolerant community.

Consultation:

Consultation was undertaken with the Public Works Beautification staff and the Town of Pelham Human Resources Department.

Other Pertinent Reports/Attachments:

Appendix A – Summary of Pride Celebration Alternatives
Appendix B – Photographs of Alternatives for Consideration

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