

Date: 2022-06-03

Subject: **MADD Canada Ontario Provincial Monument Location (RM 94/2021)**

Contact: Rob Gasper, Manager, Projects & Special Initiatives

Report Number: Community Services-2022-615

Recommendations:

1. That the report from Rob Gasper, Manager, Projects & Special Initiatives, Community Services, dated May 31, 2022, to the Council Meeting of June 8, 2022 titled “**MADD Canada Ontario Provincial Monument Location**” be received; and
2. That Council provide approval to proceed with MADD Canada’s preferred location at Chinguacousy Park and that staff work with MADD Canada on the design of the Monument suitable to the location and space; and
3. That staff negotiate a Public Art Site Agreement with MADD Canada, inclusive of MADD assuming all costs related to the monument and ongoing maintenance; and
4. That Council delegate the authority to Commissioner, Community Services to execute such agreement and/or other documents as may be required to implement Council’s directions including such terms and conditions as may be satisfactory to the Chief Administrative Officer and in a form acceptable to the City Solicitor or designate.

Overview:

- **Jamie-Lynn Hancock and Steve Sullivan from MADD Canada brought a presentation to Committee of Council on December 1, 2021 to request for land/space for MADD Canada to install a Provincial Monument to honour those killed in impaired driving related crashes. MADD Canada would also cover the costs and maintenance of the Monument.**
- **Staff provided a number of possible locations for a Provincial Monument and toured with Dawn Regan and Steve Sullivan from MADD to review each location. The preferred option was Chinguacousy Park.**

- **Staff met and agreed that this was a suitable location for a Provincial Monument and would bring a report to Council for approval of the location.**

Background:

On December 8, 2021, Jaymie-Lyne Hancock, President of MADD Canada delegated to Council regarding a MADD Canada Ontario Memorial for victims of impaired driving. The delegate exhibited similar monuments in other provinces, such as Newfoundland and Labrador, Saskatchewan and Alberta. MADD Canada commits to working with City staff on designing and creating a monument that is suitable for the space and the community. In addition, they will also assume the cost of the monument, regular maintenance and the annual service held at the monument where the names of new victims are engraved. Council referred the matter to staff for consideration and report back with options to implement this request.

Current Situation:

Staff reviewed and proposed six potential locations for MADD's consideration. Staff further conducted site visits with MADD Canada to investigate the feasibility and suitability of each option. MADD Canada indicated their preference for Chinguacousy Park. See Appendix A for more details.

As for next steps, staff will work with MADD Canada on a design suitable for the location and space, and proceed with finalizing a Public Art Site Agreement.

Corporate Implications:

Financial Implications:

MADD Canada will assume the cost of the monument, regular maintenance and annual service held at the monument. Accordingly, there are no financial impacts to the City.

Other Implications:

Legal Services - Legal Services will work with Staff to negotiate a Public Art Site Agreement with MADD on terms appropriate and applicable for the City.

Strategic Communications, Culture and Events - Cultural Services staff will work with MADD Canada and internal departments as required to facilitate the development of a Public Art Site Agreement for the MADD Canada Ontario Provincial Monument, to be executed pending approval of the monument design.

Donations are an important part of growing the municipal public art and monuments collection. Through the development of Brampton's first Municipal Public Art Strategy (CW521-2021), staff will explore best practices for administering such donations on a go forward basis, including consideration of scope, conditions, aesthetic and technical requirements, location identification and siting procedures, funding and maintenance practices, community engagement and communications protocols.

Term of Council Priorities:

This report supports the Term of Council Priorities of Brampton is a Mosaic, Brampton is a City of Opportunities, and Brampton is a Well-Run City by supporting inclusive expressions, improving the livability, prosperity and resiliency of the city, and continuously improving the operations of the City.

Conclusion:

Staff recommends proceeding with MADD Canada at Chinguacousy Park location, and work with the organization on a design suitable for the location and space, and finalize a Public Art Site Agreement and install the monument once both the agreement and design have been finalized and executed.

Authored by:

Reviewed by:

Rob Gasper
Manager, Projects & Special Initiatives
Community Services

Edward Fagan
Director, Parks Maintenance & Forestry
Community Services

Approved by:

Marlon Kallideen
Commissioner
Community Services

Attachments:

Appendix A – MADD Canada Ontario Provincial Monument Proposed Location at Chinguacousy Park