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## Road Safety Committee

**Date:** April 27, 2021  
**Time:** 9:30 AM  
**Location:** Online Video Conference

### Members

Councillor Stephen Dasko	Ward 1
Councillor Karen Ras	Ward 2
Councillor Pat Saito	Ward 9 (Chair)
Tony Power	Citizen Member (Vice-Chair)
Anna Phillips	Citizen Member
Anne Marie Hayes	Citizen Member
James Fan	Citizen Member
Sunil Sharma	Citizen Member
Trevor Howard	Citizen Member
Sushil Kumra	(Traffic Safety Council Representative)
Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
Mark Jablonski	Citizen Member

Advance registration is required to participate and/or to make comments in the virtual public meeting.

Any member of the public interested in speaking to an item listed on the agenda must register at [angie.melo@mississauga.ca](mailto:angie.melo@mississauga.ca) by Monday, April 26, 2021 before 12:00 PM.

Residents without access to the internet, via computer, smartphone or tablet, can participate and/or make comment in the meeting via telephone. To register, please call Angie Melo 905-615-3200 ext 5423 no later than Monday, April 26, 2021 before 12:00 PM.

Comments submitted will be considered as public information and entered into public record.

**Staff / Agency Representatives**

Colin Patterson, Supervisor, Road Safety, Traffic Management  
William Wright, Road Safety Technologist, Traffic Management  
Catherine Nguyen-Pham, Communications Coordinator  
Erica Warsh, Project Leader, Vision Zero  
Insp. Peter Danos, Peel Regional Police  
Sgt. Paul Dhillon, Peel Regional Police  
Sgt. Garry Rawlinson, Peel Regional Police  
Cst. Claudia Wells, Peel Regional Police  
Sgt. Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)  
Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health  
Matthew Aymar, Analyst, Research and Policy, Region of Peel  
Sean Carrick, Manager, Traffic Engineering, Region of Peel  
William Toy, Supervisor, Traffic Safety, Region of Peel  
Angela Partynski, Technical Analyst, Environmental Education, Region of Peel  
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel  
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation  
Thomas Barakat, Manager, Public Policy & Government Relations, Ontario Good Roads  
Michael Stewart, Government Relations Specialist, CAA  
Donald Clipperton, President, Mississauga Insurance Brokers Association

**Contact**

Angie Melo, Legislative Coordinator, Legislative Services  
905-615-3200 ext. 5423  
Email: [angie.melo@mississauga.ca](mailto:angie.melo@mississauga.ca)

Find it online <http://www.mississauga.ca/portal/cityhall/committees>

1. **CALL TO ORDER**

2. **APPROVAL OF AGENDA**

3. **DECLARATION OF CONFLICT OF INTEREST**

4. **MINUTES OF PREVIOUS MEETING**

4.1. Road Safety Committee Draft Minutes - March 30, 2021

5. **PRESENTATIONS**

5.1. Catherine Nguyen-Pham, Communications Coordinator to present the Speeding Awareness Campaign (10 Minutes)

6. **DEPUTATIONS**

7. **PUBLIC QUESTION PERIOD - 15 Minute Limit**

**Public Comments:** Advance registration is required to participate and/or to make comments in the virtual public meeting. Any member of the public interested in speaking to an item listed on the agenda must register by calling 905-615-3200 ext. 5423 or by emailing [angie.melo@mississauga.ca](mailto:angie.melo@mississauga.ca) **by Monday, April 26, 2021 before noon.**

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:

Road Safety Committee may grant permission to a member of the public to ask a question of Road Safety Committee with the following provisions:

1. Questions shall be submitted to the Clerk at least 24 hours prior to the meeting;
2. A person is limited to two (2) questions and must pertain specific item on the current agenda and the speaker will state which item the question is related to;
3. The total public question period time is 15 minutes maximum and shall not be extended by the Chair; and
4. Any response not provided at the meeting will be provided in the format of written response.

8. **CONSENT AGENDA**

9. **MATTERS TO BE CONSIDERED**

9.1. Let's Move Mississauga Initiative Update

9.1.1. Let's Move Mississauga Certificate of Participation (Catherine Nguyen-Pham)

9.2. Email dated April 17, 2021 from James Fan, Citizen Member with respect to his resignation from the Road Safety Committee

**10.            INFORMATION ITEMS**

10.1.           Citizen Member Updates

10.2.           Road Watch Statistics (Peel Regional Police) - dated April 16, 2021

**11.            OTHER BUSINESS**

**12.            DATE OF NEXT MEETING - May 25, 2021**

**13.            ADJOURNMENT**

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## Road Safety Committee

**Date:** March 30, 2021  
**Time:** 9:38 AM  
**Location:** Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1
	Councillor Pat Saito	Ward 9 (Chair)
	Tony Power	Citizen Member (Vice-Chair)
	Anna Phillips	Citizen Member
	Anne Marie Hayes	Citizen Member
	Sunil Sharma	Citizen Member
	Trevor Howard	Citizen Member
	Sushil Kumra	(Traffic Safety Council Representative)
Members Absent	Councillor Karen Ras	Ward 2
	Suzanne Doyle	(Mississauga Cycling Advisory Committee)
	James Fan	Citizen Member
	Mark Jablonski	Citizen Member

### Staff / Agency Representatives Present

Colin Patterson, Supervisor, Road Safety, Traffic Management  
William Wright, Road Safety Technologist, Traffic Management  
Rory O'Sullivan, Transportation Project Engineer  
Catherine Nguyen-Pham, Communications Coordinator  
Karen Flores, Supervisor, Communications Department  
Chelen Petrucci, Graphic Designer  
Ciro La Basso, Graphic Designer  
Erica Warsh, Project Leader, Vision Zero  
Insp. Peter Danos, Peel Regional Police  
Sgt. Paul Dhillon, Peel Regional Police  
Cst. Donna Maurice, Peel Regional Police  
Cst. Claudia Wells, Peel Regional Police  
Sgt. Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)  
Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health  
Matthew Aymar, Analyst, Research and Policy, Region of Peel  
Sean Carrick, Manager, Traffic Engineering, Region of Peel

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William Toy, Supervisor, Traffic Safety, Region of Peel  
Angela Partynski, Technical Analyst, Environmental Education, Region of Peel  
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel  
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation  
Thomas Barakat, Manager, Public Policy & Government Relations, Ontario Good Roads  
Michael Stewart, Government Relations Specialist, CAA

**Contact**

Angie Melo, Legislative Coordinator, Legislative Services

905-615-3200 ext. 5423

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1. CALL TO ORDER - 9:38 a.m.
2. APPROVAL OF AGENDA  
Approved (Sushil Kumra)
3. DECLARATION OF CONFLICT OF INTEREST - Nil
4. MINUTES OF PREVIOUS MEETING
- 4.1 Road Safety Committee Draft Minutes - February 23, 2021

Approved (A. Phillips)

5. PRESENTATIONS

5.1 Glen Erin Drive Integrated Road Projects (Rory O'Sullivan, Transportation Project Engineer)

Mr. O'Sullivan provided an update on the Glen Erin Drive Integrated Road Project and spoke to the potential vision zero improvements including intersection, pedestrian crossing and cycling improvements. Mr. O'Sullivan also spoke to the proposed design concepts and next steps. Mr. O'Sullivan responded to questions from Committee Members with respect to when bollards would be installed, their effectiveness, and the impact on winter maintenance operations and timelines.

At this time, Councillor Saito moved up item 9.3. - Cross Rides at Intersection:

Councillor Saito commented on cross rides at intersections and the issues relating to pedestrians crossing at those intersections, and advised that the Region of Peel would be installing multi use lanes along Erin Mills Parkway and that stop bars at intersections are placed further back, which is not a standard for the City of Mississauga. Collin Patterson, Supervisor, Road Safety explained the rationale for pedestrian crossings being closest to moving traffic at cross ride intersections, and noted that there is pavement markers and more material which should be more obvious to the motorists who are turning.

RECOMMENDATION RSC-0007-2021

Moved By A. Phillips

That the deputation and associated presentation from Rory O'Sullivan, Transportation Project Engineer regarding the Glen Erin Drive Integrated Road Project be received for information.

Carried

5.2 Let's Move Mississauga Campaign (Catherine Nguyen-Pham, Communications Coordinator)

Catherine Nguyen-Pham, Communications Coordinator, provided an overview of the Communications Plan on the Let's Move Mississauga Campaign.

Chelen Petrucci, Graphic Designer provided an overview on the Graphic Design Plan of the Let's Move Mississauga Campaign.

RECOMMENDATION RSC-0008-2021

Moved By A. Hayes

1. That the deputation and associated presentation by Catherine Nguyen-Pham, Communications Coordinator with respect to the Communications Plan for the Let's Move Mississauga initiative, be received for information.
2. That the Communications Plan for the Let's Move Mississauga initiative as outlined in the presentation by Catherine Nguyen-Pham, Communications Coordinator, be approved.
3. That the deputation and associated presentation by Chelen Petrucci, Graphic Designer, with respect to the Graphic Design Plan for the Let's Move Mississauga initiative be received.
4. That the Graphic Design Plan for the Let's Move Mississauga initiative as outlined in the presentation by Chelen Petrucci, Graphic Designer, be approved.

Carried

6. DEPUTATIONS - Nil

7. PUBLIC QUESTION PERIOD - 15 Minute Limit

Jonathan Giggs, Resident spoke to item 5.1 and noted that removing the bollards during the winter at the cross section of Glen Erin Drive, south of Battleford Road would make it unsafe for cyclists and hopes that staff will review this further. Mr. Giggs, further noted that Mr. O'Sullivan's presentation did not highlight any of the benefits of having pedestrian refuge islands and asked for Mr. O'Sullivan's comments.

Rory O'Sullivan, Transportation Project Engineer, noted that there are some benefits to pedestrian refuge islands as there are with other options, and advised that no options have yet been determined as staff are reviewing all options. Mr. O'Sullivan also noted that Operations and Maintenance staff are reviewing the options for the cross section at Glen Erin Drive, south of Battleford Road.

Sgt. Paul Dhillon, Peel Regional Police, noted that there are pedestrian safety concerns due to their exposure to being on a pedestrian refuge island so close to moving traffic.



Natalie Half, Resident inquired on the different type of infrastructure being implemented north and south of Battleford Road on Glen Erin Drive, and emphasized the importance of consistency of structures for cyclists. Councillor Saito explained that different infrastructure was necessary as a result of permitted roadway parking. Mr. O'Sullivan added that cyclists would not be transitioning from the cycle track to the cycle lane at the intersection; it would be a seamless transition.

8. CONSENT AGENDA - Nil

9. MATTERS TO BE CONSIDERED

9.1 Recommendations from the Road Safety Promotional Subcommittee, March 21, 2021 for Approval

Erica Warsh, Project Leader, Vision Zero, proposed that the initiative of creating a mascot/character image for Road Safety Campaign messaging be incorporated with the upcoming Vision Zero engagement and education plan.

RECOMMENDATION RSC-0009-2021

Moved By A. Hayes

1. That the amount of up to \$5,000.00 from the 2021 Committee Support budget be allocated for Communications and Creative Services staff to develop messaging for the Let's Move Mississauga Campaign in May 2021.
2. That Communications and Creative Services staff, and Erica Warsh, Project Leader, Vision Zero be directed to explore ideas of creating a mascot/character image for Road Safety Campaign messaging, and incorporating it into the future Vision Zero engagement and education plan, and to report back to a future Road Safety Promotional Subcommittee.

Carried (8 to 0)

9.2 Joint Communication Plan with Mississauga Cycling Advisory Committee (Erica Warsh, Project Leader, Vision Zero)

Erica Warsh, Project Leader, Vision Zero, commented on the discussions from a recent meeting with the Mississauga Cycling Advisory Committee regarding finding opportunities to recognize fatalities on our roadways and noted that there would be an opportunity to align the Road Safety Committee and Mississauga Cycling Advisory Committee's campaign with the National Day of Remembrance.

Angie Melo, Legislative Coordinator will assist Erica Warsh, Project Manager, Vision Zero with coordinating a meeting between the Road Safety Committee and the Mississauga Cycling Advisory Committee.

Anna Phillips, Citizen Member, noted that having a calendar marking important dates of upcoming local and national events would be very helpful. Councillor Saito requested that Erica Warsh, Project Manager, Vision Zero work with Angie Melo, Legislative Coordinator on putting together a calendar to circulate to the Road Safety Committee Members.

RECOMMENDATION RSC-0010-2021

Moved By Councillor S. Dasko

That Erica Warsh, Project Leader, Vision Zero be directed to coordinate a meeting between the Road Safety Committee and the Mississauga Cycling Advisory Committee to collaborate on a joint National Day of Remembrance campaign as a part of the Road Safety Committee's approved communication campaign for November 2021.

Carried

9.3 Cross Rides at Intersections (Group Discussion)

This item was discussed and voted on under Item 5.1.

9.4 Road Watch App (Constable Claudia Wells, Peel Regional Police)

Cst. Claudia Wells, Regional Police advised that she met with Melissa Brabant, Regional Marketing Planner, Ministry of Transportation and Dean Grossi, Citizen Member, Richmond Hill Road Watch Committee, who has been working on developing a Road Watch protocol and made a presentation on the concept for a Road Watch App.

Cst. Wells noted that the next steps are to present this concept to Peel Regional Police Inspector.

RECOMMENDATION RSC-0011-2021

Moved By A. Hayes

That the verbal update on the Road Watch App provided by Constable Claudia Wells, Peel Regional Police, be received for information.

Carried

10. INFORMATION ITEMS

10.1 Citizen Member Updates

Anne-Marie Hayes, Citizen Member announced that a sponsor for a team of two City of Mississauga High School students for the period of September 2021 to June 2022 has been obtained. Ms. Hayes advised that the students will work with the Vision Zero Network and policing partners to educate youths across the City of Mississauga and the Province.

Sushil Kumra, Citizen Member, Traffic Safety Council Representative, advised that due to COVID-19 Regulations which may require schools to go into virtual learning only, the Traffic Safety Council's Walk to School Program is unlikely to take place this spring and that the program for the fall would have to be reviewed based on the COVID-19 Regulations at that time.

10.2 Road Watch Statistics - March 18, 2021

Cst. Claudia Wells, Peel Regional Police, explained the data captured on the Road Watch Statistics for the period ending March 18, 2021.

RECOMMENDATION RSC-0012-2021

Moved By A. Hayes

That the Road Watch Statistics for the period up to and including March 18, 2021, be received for information.

Carried

10.3 Ontario Traffic Council – Vision Zero Guide (Verbal Update - Erica Warsh, Project Leader, Vision Zero)

Erica Warsh, Project Leader, Vision Zero, advised that the Ontario Traffic Council has secured funding to move ahead with the development of a Vision Zero Guide for the Province, and that she will be forming part of group made up of representatives from other Municipalities to develop a province wide guide. Ms. Warsh advised that she would provide updates to the Road Safety Committee as information is available.

RECOMMENDATION RSC-0013-2021

Moved By A. Phillips

That the verbal update relating to the Ontario Traffic Council Vision Zero Guide, provided by Erica Warsh, Project Leader be received for information.

Carried

10.4 Response from Province with respect to Stakeholder Task Force For A Provincial Vision Zero Strategy

Referred to the Road Safety Committee by Council on March 3, 2021

Councillor Saito, commented on the response from the Ministry of Transportation which is approximately one year from the date of the Mayor's letter to them; and that the response failed to indicate the Province's commitment to establishing a Vision Zero strategy task force.

Thomas Barakat, Manager, Public Policy & Government Relations, Ontario Good Roads, agreed on renewing a call to the province to establish a Vision Zero strategy task force.

Councillor Saito advised that she and Councillor Dasko will present at the next Council meeting a Motion that is in support of the Road Safety Committee's recommendation to request the Province committee to a Province-wide Vision Zero strategy.

RECOMMENDATION RSC-0014-2021

Moved By A. Phillips

1. That the correspondence dated February 23, 2021 from the Ministry of Transportation, with respect to the Stakeholder Task Force For A Provincial Vision Zero Strategy be received for information.
2. That the Road Safety Committee, in consultation with the Ontario Good Roads Association, renew their request to the Province of Ontario to commit to a Province-wide Vision Zero strategy.

Carried

10.5 Promotional Subcommittee Minutes - March 19, 2021

Anna Phillips, Citizen member noted that the Promotional Subcommittee approved an amendment to the lawn signs. Councillor Saito suggested, Colin Paterson, Supervisor, Road Safety, circulate via email, the newly approved lawn signs to the Road Safety Committee.

RECOMMENDATION RSC-0015-2021

Moved By A. Phillips

That the Road Safety Promotional Subcommittee Minutes for the meeting on March 19, 2021 be received for information.

Carried (8 to 0)

11. OTHER BUSINESS

Catherine Nguyen-Pham, Communications Coordinator, advised of the tight timelines for the approval of the Speeding Awareness Campaign, and inquired on the process to obtain approval.

Anna Phillips, Citizen Member, suggested that approvals could be obtained by email. Councillor Saito suggested that the Communications Plan on the Speeding Awareness Campaign be sent, via email, to the entire Committee for feedback and approval.

12. DATE OF NEXT MEETING - April 27, 2021

13. ADJOURNMENT - 11:11 AM (Councillor S. Dasko)

# Speeding Awareness Campaign

Road Safety Committee

April 27, 2021



## Overview

The Road Safety Committee, in partnership with Peel Regional Police and the Region of Peel, is rolling out a speeding awareness campaign throughout May to encourage drivers to slow down and comply with posted speed limits.

The campaign run time: Monday, May 3 to Monday, May 31.

*According to the Peel Regional Police, speeding is driving any amount over the posted speed limit or driving too fast for certain road conditions including bad weather and road construction.*

## Speeding Campaign | Goals

Road Safety Committee goals:

- Help reduce the number of drivers who speed in Mississauga
- Help create safer roads for pedestrians, cyclists, passengers, transit users and drivers

# Speeding Campaign | Goals

Communications goal:

- Raise awareness about speeding and why it's important for drivers to slow down
- Educate drivers about road safety in Mississauga



# Speeding Campaign| Objectives

COMMUNICATIONS OBJECTIVES	OUTPUT
<b>Objective One: Awareness</b> From May 3-31, 2021, raise awareness about speeding in Mississauga using a number of communications tools by achieving at least 500 social media engagements and 2 media stories.	<ul style="list-style-type: none"> <li>• Achieve a total of 200,000 social media impressions and 500 social media engagements</li> <li>• Achieve at least 2 media stories in local media outlets</li> </ul>
<b>Objective Two: Educate</b> From May 3-31, 2021, drive Mississauga drivers to the website to learn more about road safety by getting at least 200 webpage views.	<ul style="list-style-type: none"> <li>• Have at least 200 visits to the webpage (<a href="https://Mississauga.ca/roadsafety">Mississauga.ca/roadsafety</a>)</li> </ul>
<b>Objective Three: Awareness (Internal)</b> Raise awareness about speeding with City of Mississauga staff by gaining at least 75 views on the Inside Mississauga story.	<ul style="list-style-type: none"> <li>• Have at least 75 total views on Inside Mississauga stories</li> </ul>

## Speeding Campaign | City Key Messages

- Speeding is a serious problem on Mississauga roads.
- Speeding is a choice. Speed limits are the law.
- Driving within the speed limit will keep Mississauga streets safe for everyone
- People speed for different reasons, safety isn't one of them
- Public safety on our roads is our number one priority.
- The City of Mississauga has implemented a variety of measures, initiatives, programs to help reduce speed on roadways.

## Speeding Campaign | Region of Peel Key Messages

- Slow down. Reduce your speed when driving. Let's move towards Zero deaths on our roads.
- Slow down when driving. Do your part to help reach zero road fatalities.
- Vision Zero means safer roads and no deaths on our roads. Slow down and help get us there!
- Slow down when driving. Let's commit to road safety.
- Slow down. Stick to the speed limit, It's easy and may save a life.
- Choose to save a life today. Drive the speed limit.
- In a rush? Take a breath before driving. Choose safety over speed.

## Speeding Campaign | Tactics

Tactic	Cost
Social media	\$750
Media relations (News release)	\$0
Mobile signs	\$3,500
Creative design	\$750
Digital screens (Mississauga Celebration Square, Gateway)	\$0
Employee messaging (Inside Mississauga)	\$0
Total Budget	\$5,000

## Speeding Campaign | URL & Hashtag

URL:

- The campaign will drive residents to learn more at [Mississauga.ca/roadsafety](https://Mississauga.ca/roadsafety)

Hashtag:

- #VisionZeroSauga will be used on social media and Creative

# Speeding Campaign | Creative Concept



# Speeding Campaign | Social Media Creative



Twitter



Instagram

## Speeding Campaign | Mobile Sign Creative

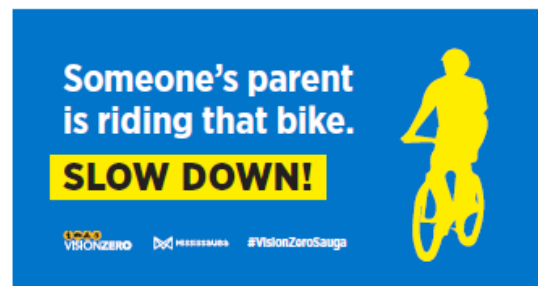




## Speeding Campaign | All Creative Messaging

- The Creative concept includes a total of 5 messages that will be used on social media and mobile signs (please see next screen).
- This variety will help ensure at least one of these signs will personally affect the driver and encourage them to slow down.
- On Digital screens, internal and newsletter messaging, we will only use the main message of “Somebody’s family is out for a walk. Slow down!”

## Speeding Campaign | All Creative Messaging



thank you!

Questions?



# let's move mississauga

May 18–24

## Congratulations!

Chelen Petrucci  
moved 12 km from  
May 18–24, 2021.

**From:** [James Fan](#)  
**To:** [Pat Saito](#)  
**Cc:** [Angie Melo](#)  
**Subject:** Notice of Resignation - Road Safety Committee Citizen Member  
**Date:** Saturday, April 17, 2021 11:54:15 AM

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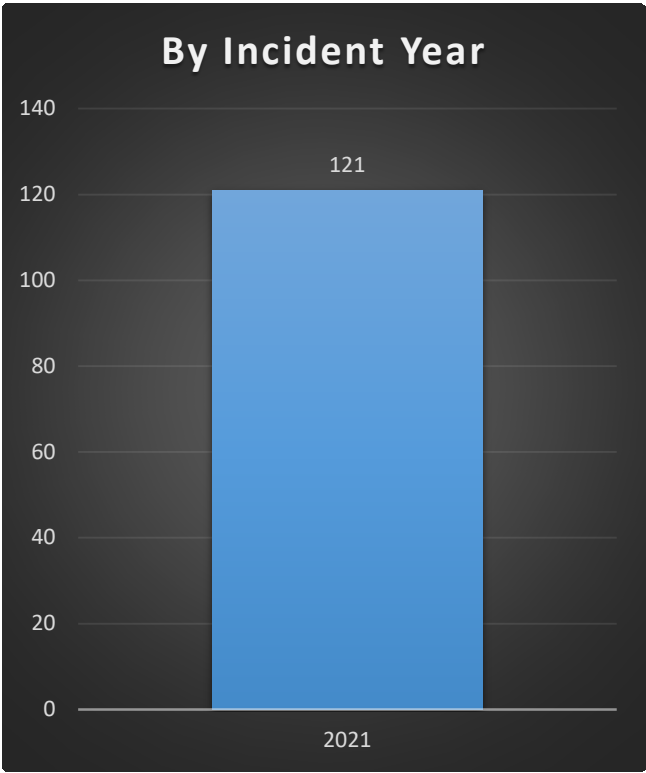
Dear Councillor Satio

I regret to inform you that I will resign my role as Citizen Member of the Road Safety Committee with immediate effect.

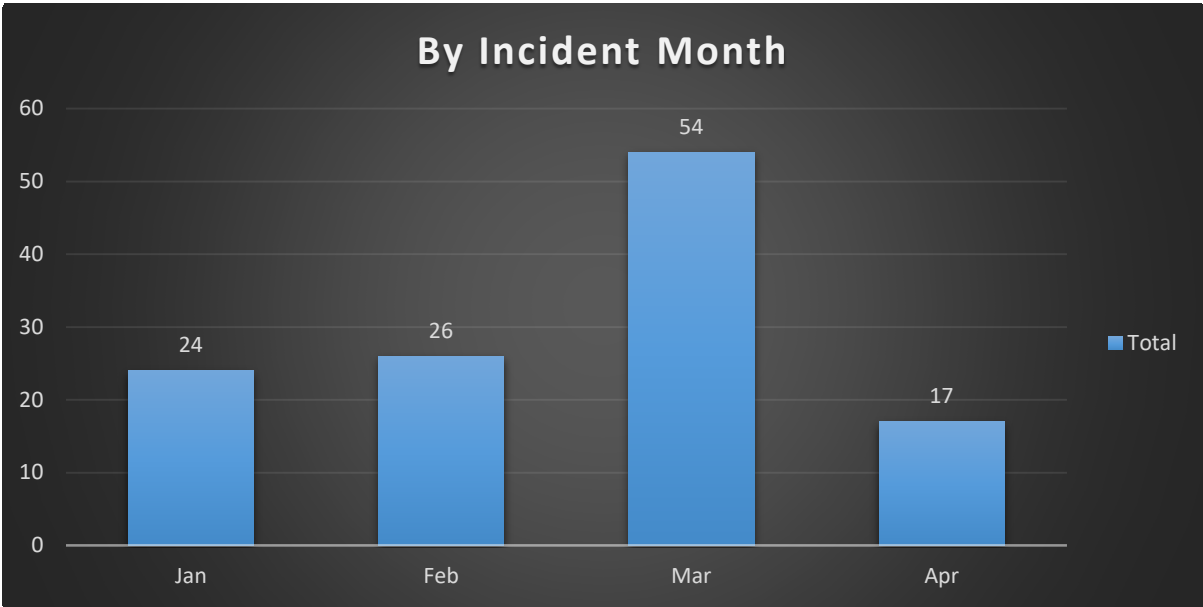
Thank you very much.

James Fan

Road Watch Statistics  
Mississauga (Inc. April 16th)



Project Noise Maker submissions via Road Watch [5](#)



Top 5 Alleged Violations A	Count	Top 5 Actions	Count
Excessive Speed	27	First Letter	118
Speeding	25	Second Letter	1
Change lane – Not in safety	10	(blank)	
Making Unsafe Lane Change(s)	10	<b>Grand Total</b>	<b>119</b>
Other Driving	6		
<b>Grand Total</b>	<b>78</b>		

Top 30 Main Street	Count
Mavis Road	8
Dundas Street	6
Dixie Road	5
Winston Churchill Blvd	5
Eglinton Avenue	5
Burnhamthorpe Road	4
Britannia Road	4
Derry Road	4
Erin Mills Pkwy	4
Mississauga Road	4
Ninth Line	3
McLaughlin Road	3
Hurontario Street	3
Bloor Street	2
Matheson Blvd	2
Glen Erin Drive	2
Abruz Blvd	2
Bancroft Drive	2
Lakeshore Road	2
Queensway	2
Central Pkwy	2
Tenth Line West	2
Heatherleigh Avenue	2
Queen Street	2
Unity Drive	1
Herbal Lane	1
Cawthra Road	1
Mcdowell Drive	1
kennedy Road	1
Embleton Road	1
Remebrance Road	1