
Road Safety Committee

Date

2019/12/03

Time

9:30 AM

Location

Civic Centre, Committee Room A - Second Floor,
300 Civic Centre Drive, Mississauga, Ontario, L5B 3C1

Members

Councillor Pat Saito, Ward 9, (Chair)

Councillor Stephen Dasko, Ward 1

Councillor Karen Ras, Ward 2

Tony Power, Citizen Member, (Vice-Chair)

Anna Ramlakhan, Citizen Member

Anne Marie Hayes, Citizen Member

John Walmark, Citizen Member

James Fan, Citizen Member

Sunil Sharma, Citizen Member

Thomas Barakat, Citizen Member

Trevor Howard, Citizen Member

Laiq Siddiqui, Citizen Member (Mississauga Cycling Advisory Committee Representative)

Sushil Kumra, Citizen Member (Traffic Safety Council Representative)

Find it Online

<http://www.mississauga.ca/portal/cityhall/roadsafetycommittee>

Staff / Agency Representatives

Colin Patterson, Supervisor, Road Safety, Traffic Management

Will Wright, Road Safety Technologist, Traffic Management

Kimberly Hicks, Senior Communications Advisor

Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel

Inspector Navdeep Chhinzer, Peel Regional Police

Sergeant Greg Amoroso, Peel Regional Police

Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)

Constable Donna Maurice, Peel Regional Police

Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation

Raymond Chan, Government Relations Specialist, CAA

Donald Clipperton, President, Mississauga Insurance Brokers Association

Angela Partynski, Technical Analyst, Environmental Education

Joe Avsec, Manager, Traffic and Sustainable Transportation, Region of Peel

William Toy, Supervisor, Traffic Safety, Region of Peel

Contact

Allyson D'Ovidio, Legislative Coordinator, Legislative Services

905-615-3200 ext. 8587 allyson.dovidio@mississauga.ca

1. **CALL TO ORDER**

2. **APPROVAL OF AGENDA**

3. **DECLARATION OF CONFLICT OF INTEREST**

4. **MINUTES FROM PREVIOUS MEETING**

4.1. Road Safety Committee Minutes - November 5, 2019

5. **DEPUTATIONS - NIL**

6. **PUBLIC QUESTION PERIOD - 15 Minute Limit (5 Minutes per Speaker)**

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

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

1. The question must pertain to a specific item on the current agenda and the speaker will state which item the question is related to.
2. A person asking a question shall limit any background explanation to two (2) statements, followed by the question.
3. The total speaking time shall be five (5) minutes maximum, per speaker.

7. **MATTERS TO BE CONSIDERED**

7.1. Promotional Materials: Update on Status

7.2. Email from John Warwick dated November 27, 2019 Re: Digital billboards and driver distraction

7.3. Mid Block Crossing

7.4. Advanced Pedestrian and Bus Crossing

7.5. Sunil Sharma, Citizen Member, Request for Leave of Absence

8. **INFORMATION ITEMS**

8.1. Road Safety Committee Member Updates

8.2. Update on Citizen Member Outreach

9. **OTHER BUSINESS**

10. **DATE OF NEXT MEETING(S)** - January 28, 2020

11. **ADJOURNMENT**

City of Mississauga
Minutes



Road Safety Committee

Date

2019/11/05

Time

9:38 AM

Location

Civic Centre, Committee Room A - Second Floor,
 300 Civic Centre Drive, Mississauga, Ontario, L5B 3C1

Members Present

Councillor Karen Ras, Ward 2
 Councillor Pat Saito, Ward 9, **(Chair)**
 Councillor Stephen Dasko, Ward 1
 James Fan, Citizen Member
 Sushil Kumra, Citizen Member (Traffic Safety Council Representative)
 Thomas Barakat, Citizen Member
 Tony Power, Citizen Member, **(Vice-Chair)**

Members Absent

Anna Ramlakhan, Citizen Member
 Anne Marie Hayes, Citizen Member
 John Walmark, Citizen Member
 Laiq Siddiqui, Citizen Member (Mississauga Cycling Advisory Committee Representative)
 Sunil Sharma, Citizen Member
 Trevor Howard, Citizen Member

Agency Representatives/City Staff

Colin Patterson, Supervisor, Road Safety, Traffic Management
 Will Wright, Road Safety Technologist, Traffic Management
 Kimberly Hicks, Communications Advisor
 Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel
 Staff Sergeant Greg Amoroso, Peel Regional Police
 Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)
 Constable Donna Maurice, Peel Regional Police
 Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health
 Angela Partynski, Technical Analyst, Environmental Education
 Raymond Chan, Government Relations Specialist, CAA
 Donald Clipperton, President, Mississauga Insurance Brokers Association
 Allyson D'Ovidio, Legislative Coordinator, Legislative Services

Find it online

<http://www.mississauga.ca/portal/cityhall/roadsafetycommittee>

1. **CALL TO ORDER** 9:38 AM

2. **APPROVAL OF AGENDA**

Approved (T. Power)

3. **DECLARATION OF CONFLICT OF INTEREST** Nil

4. **MINUTES FROM PREVIOUS MEETING**

4.1. Road Safety Committee Minutes - September 24, 2019

Approved (Councillor Ras)

5. **DEPUTATIONS** Nil

6. **PUBLIC QUESTION PERIOD - 15 Minute Limit (5 Minutes per Speaker)** Nil

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:
The Road Safety Committee may grant permission to a member of the public to ask a question of the Road Safety Committee, with the following provisions:

1. The question must pertain to a specific item on the current agenda and the speaker will state which item the question is related to.
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7. **MATTERS TO BE CONSIDERED**

7.1. **Motion 0237-2019 - 30 km/h in School Zones**

Councillor Saito spoke regarding the motion and provided background information with respect to the recent events leading to the proposed reduction in the speed limit to 30km/h in school zones where the speed limit on the street will be reduced to 40km/hr. Staff will be reporting back to Council with recommendations. Councillor Ras noted that this change may not apply to all roads automatically and may be initiated by the ward Councillors.

Colin Patterson, Supervisor, Road Safety provided technical and procedural information regarding the potential changes; signage; timing for completion; budget considerations; automated speed enforcement in school zones and Bylaws that will be required.

Staff Sergeant Greg Amoroso, Peel Regional Police noted there will need to be a grace period during this transition to allow the community to acclimatize to the change and ensure proper signage is installed along the zone. Further, that staff ensure the public is well informed.

In response to Councillor Saito's comments about a pilot project in another community, Mr. Patterson spoke regarding whether or not there is a possibility to use barricades in school zones for pedestrian segregation and noted this would require further investigation.

Members of the Committee engaged in a discussion about how to educate the public about changing speed limits and noted possibilities include road painting and speed bumps. Mr. Patterson provided information regarding logistics.

Councillor Saito noted the Road Safety Promotional Subcommittee should work with Traffic Safety Council to assist in the development of education and awareness plans.

RECOMMENDATION

1. That Council Resolution 0237-2019, dated October 23, 2019, be received.
2. That the Road Safety Committee supports the coordinated implementation of 40 km/h Neighbourhood Area Speed Limits, 30 km/h school zone speed limits, and Community Safety Zones within the City of Mississauga.

(RSC-0037-2019)

Approved (S. Kumra)

7.2. Safe School Streets

Discussed as part of item 7.1.

7.3. Road Safety Promotional Subcommittee Minutes October 29, 2019

Tony Power, Citizen Member and Vice-Chair provided an update regarding the current status of promotional items and decisions made at the last meeting on October 29. Members of the Committee engaged in a discussion regarding the proposed materials; inclusion of both logos where possible and authorized the Road Safety Promotional Subcommittee to proceed with the design and purchase of reflective tote bags and reflective tags which will be distributed at upcoming events.

RECOMMENDATION

That the Road Safety Committee authorizes the Road Safety Promotional

Subcommittee to approve the design and purchase of promotional bags and reflective tags and that approval be obtained via email.
(RSC-0038-2019)

Approved (Councillor Dasko)

7.4. Road Safety Committee Work Plan and Social Media Calendar

Kimberly Hicks, Senior Communications Advisor provided an update with respect to the revisions on the work plan noting the Promotional Subcommittee had agreed to focus on two major campaigns in 2020; distracted driving and pedestrian safety month. Ms. Hicks reminded the Committee that there is also an opportunity to use social media messaging to promote smaller initiatives.

In response to Ms. Hicks' request for feedback about campaign formats and future ideas, Members of the Committee engaged in a discussion with respect to social media outlets used by the City; potential budget needs for 2020; revisions to the Road Safety handbook and 2020 - Vision Zero. Ms. Hicks will determine the cost associated with a promoted campaign on Facebook.

Councillor Saito requested that a media representative from the Peel Regional Police attend an upcoming meeting of the Road Safety Promotional Subcommittee to aid in discussions. Further, Councillor Saito noted the update of the Road Safety handbook will require a subcommittee as this is a project on its own. Sergeant Sean Cole will determine what if any promotional videos are available from the OPP.

RECOMMENDATION

That the Work Plan and Social Media Calendar reviewed by the Road Safety Committee at its meeting on November 5, 2019, be approved.
(RSC-0039-2019)

Approved (T. Power)

8. INFORMATION ITEMS

8.1. Website Update: Sushil Kumra, Traffic Safety Council Representative

Sushil Kumra, Citizen Member spoke regarding public feedback with respect to the content on the Road Safety website and noted the desire to maintain the present graphics.

8.2. Road Safety Committee Member Updates

Tony Power, Citizen Member, Vice-Chair spoke about the Port Credit Farmer's Market event, thanking staff for the set-up and stressed the need to have promotional items available to hand out at events to maintain awareness. Further, Mr. Power suggested there may be an opportunity to visit other markets in 2020.

Councillor Saito noted the importance of educating the public through the Mississauga Cycling Advisory Committee in addition to the Road Safety Committee.

8.3. Update on Citizen Member Outreach

Discussed as part of 8.2.

9. OTHER BUSINESS Nil

10. DATE OF NEXT MEETING(S) December 3, 2019

11. ADJOURNMENT 10:38 AM (T. Power)

From: [john](#)
Sent: 2019/11/27 9:55 AM
To: Allyson D'Ovidio <allyson.dovidio@mississauga.ca>
Subject: Fw:Digital billboards and driver distraction

----- Original Message -----
Subject: Digital billboards and driver distraction
From: [john](#)
To: allyson.dovido@mississauga.ca
CC: [john](#)

Hello Council members,
I'd like the Mississauga council to reconsider their position on the digital billboards that I see being erected on various overpasses in Mississauga. I believe that they are quite distractive to drivers, especially at night with their bright illumination, multicoloured light systems, and 10 second changes. I did some research and it has been noted by a variety of studies that they can be very distracting to drivers and I would add specifically that the ones located on overpasses that span roadways are especially distracting. One in particular is located basically at eye level when first encountered while driving before the road dips underneath it. The location I'm referring to is Cawthra Rd. where it dips under the Dundas overpass. Since that area of Cathraw Road is only lit with basic street lights the contrast of the digital billboard at night is quite distracting and can cause driver impairment. Research has noted concern of this in various studies. I understand that have been banned in Sweden for that very reason as well parts of the U.S.. One study I note was from the TRB (Transportation Research Board) annual meeting in January 2019 titled "Digital Advertising Billboards and Driver Distraction" I quote: "The results of the analyses indicated that billboards significantly impacted driver visual attention".

Thank you,
John C. Warwick

7.5.

From: Sunil Sharma
To: [Allyson D'Ovidio](#)
Subject: RSC: Citizen member Sunil Sharma - request for leave
Date: 2019/11/13 5:48:22 AM

Hello Allyson,

Due to personal matters, I have been absent from recent RSC meetings. [REDACTED]
for a few more weeks at least. If the Committee deems it acceptable to grant leave until
February 2020, it would be appreciated.

Thank you,
Sunil Sharma