
Road Safety Promotional Subcommittee

Date: September 21, 2021
Time: 1:30 PM
Location: Online Video Conference

Members

Councillor Stephen Dasko	Ward 1
Councillor Pat Saito	Ward 9
Anne Marie Hayes	Citizen Member (Co-Chair)
Anna Phillips	Citizen Member (Co-Chair)
Tony Power	Citizen Member

Participate Virtually and/or via Telephone

Advance registration is required to attend, participate and/or make a comment in the virtual meeting. Questions for Public Question Period are required to be provided to Clerk's staff at least 24 hours in an advance of the meeting. Any materials you wish to show the Committee during your presentation must be provided as an attachment to the email. Links to cloud services will not be accepted. Comments submitted will be considered as public information and entered into public record. **Please note the Road Safety Promotional Subcommittee will not be streamed or video posted afterwards.**

To register, please email michelle.sanstra@mississauga.ca and for Residents without access to the internet via computer, smartphone or tablet, can register by calling Michelle Sanstra at 905-615-3200 ext. 5411 **no later than Friday, September 17, 2021 before 4:00PM.** You will be provided with directions on how to participate from Clerks' staff.

Contact

Michelle Sanstra, Legislative Coordinator, Legislative Services
905-615-3200 ext. 5411
Email michelle.sanstra@mississauga.ca

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

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
Angela Partynski, Technical Analyst, Environmental Education, Region of Peel
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel Staff
Sgt. Allan Villers, Peel Regional Police Constable

Donna Maurice, Peel Regional Police

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation

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 Promotional Subcommittee DRAFT Minutes - June 15, 2021

- *Recommendation RSPS-0001-2021 and RSPS-0002-2021 were approved at the previous Road Safety Committee Meeting of June 22, 2021.*

5. MATTERS TO BE CONSIDERED

5.1. Promotional Giveaway Items

5.2. Pedestrian Safety Month Campaign

- *Catherine Nguyen-Pham, Communications Coordinator*
- *Chelen Petrucci, Graphic Designer - Creative Presentation*

6. INFORMATION ITEMS

7. OTHER BUSINESS

8. DATE OF NEXT MEETING - TBD

9. ADJOURNMENT

Road Safety Promotional Subcommittee

Date: June 15, 2021
Time: 2:14 PM
Location: Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1
	Councillor Pat Saito	Ward 9
	Anne Marie Hayes	Citizen Member (Co-Chair)
	Anna Phillips	Citizen Member (Co-Chair)
	Tony Power	Citizen Member

Staff / Agency Representatives Present
Colin Patterson, Supervisor, Road Safety, Traffic Management
Catherine Nguyen-Pham, Communications Coordinator
Erica Warsh, Project Leader, Vision Zero
Martha Cameron, Legislative Coordinator, Legislative Services

1. CALL TO ORDER – 2:14 PM2. APPROVAL OF AGENDA

Approved – (Councillor P. Saito)

3. DECLARATION OF CONFLICT OF INTEREST - Nil4. MINUTES OF PREVIOUS MEETING4.1 Road Safety Promotional Subcommittee Draft Minutes - March 19, 2021

Approved - (A.M. Hayes)

5. MATTERS CONSIDERED5.1 Stop Sign Driver Behaviour

Committee Members discussed options and budgeting for the campaign, including the cost of portable signs. A recommendation will go to Council to request funding for portable signs to facilitate the campaign.

Erica Warsh, Project Leader, Vision Zero proposed that the first campaign in 2022 focus on stop sign compliance and a discussion was held whether the Pedestrian Safety Campaign could tie in with this larger campaign.

Committee members discussed the placement of portable signs on arterial roads as well as lawn signs to accompany the slow down signs. Colin Patterson, Supervisor, Road Safety, Traffic Management advised the Committee that the lawn signs contravene the sign bylaw and would require Council approval.

Anna Marie Hayes, Co-Chair, asked if the Committee could link with the Peel Police Take the Pledge campaign.

Catherine Nguyen-Pham, Communications Coordinator informed the Committee that they could use the creative from last year at no cost for the Pedestrian Safety Month.

RECOMMENDATION - RSPS-0001-2021

(Moved by Councillor P. Saito)

That the amount of up to \$5,000.00 from the 2021 Road Safety Committee budget be allocated for the expansion of the Pedestrian Safety Campaign for the provision of portable signs, be approved.

Approved

5.2 Promotional Giveaway Items

Committee Members discussed various promotional items for Pedestrian Safety month and suggested linking the item(s) to the City website.

The Committee requires Council approval of a budget of \$5,000 for the promotional items for the fall Pedestrian Safety program.

RECOMMENDATION - RSPS-0002-2021

(Moved by Councillor S. Dasko)

That the amount of up to \$5,000 from the 2021 Road Safety Committee budget be allocated for promotional items for the Pedestrian Safety Program, be approved.

Approved

5.3 2021 Road Safety Campaign Calendar

Committee members discussed the impact of lawn signs.

Received – (A.M. Hayes)

5.4 Let's Move Mississauga Campaign Update - Catherine Nguyen-Pham, Communications Coordinator

Catherine Nguyen-Pham, Communications Coordinator presented the results of the Mississauga Lets Move Campaign. Committee Members commended the success of campaign and asked in future that campaign signs be in colour.

Received - (A.M. Hayes)

6. INFORMATION ITEMS - Nil

7. OTHER BUSINESS

Colin Patterson, Supervisor, Road Safety, Traffic Management, advised the committee of the increase in communication regarding the next phase of the Speed Enforcement Campaign.

8. DATE OF NEXT MEETING

The Promotional Subcommittee meeting to be scheduled for late August or early September, to discuss the Fall Pedestrian Safety Campaign and promotional item give away.

9. ADJOURNMENT – 3:15 PM

(A.M. Hayes)

Pedestrian Safety Month

Road Safety Committee

September 21, 2021



Fall Road Safety Campaigns 2021

Back to School – August to September

Rail Safety Week – September 20-26

Pedestrian Safety Month – October 1-31

Speeding Consequences/World Day of Remembrance Road Traffic Victims – November 1-31

Holiday Road Safety – December

Overview

The Road Safety Committee, in partnership with Peel Regional Police and the Region of Peel, is rolling out a pedestrian safety campaign throughout October.

The campaign will **raise awareness** on safety concerns for all road users to help **prevent the risk of collisions** and help **keep all road users safe** on Peel Region and Mississauga roads.

The campaign run time: October 1 to 31.

Pedestrian Safety Campaign | Goals

Road Safety Committee goals:

- Help create safer roads for pedestrians, cyclists, passengers, transit users and drivers
- Reduce the risk of collisions on Mississauga roads to keep all road users safe

Pedestrian Safety Campaign | Goals

Communications goal:

- Raise awareness about pedestrian safety to all Mississauga residents and road users
- Encourage Mississauga road users including pedestrians, cyclists and drivers to follow the rules of the road to help create safer roadways
- Remind road users to be aware, stay alert and pay attention to their surroundings

Pedestrian Safety Campaign | Key Messages

- Collisions continue to happen every year in Mississauga. No loss of life on Mississauga roadways is acceptable.
- Road safety is a shared responsibility between all road users. Paying attention to surroundings is important.
- As we move into fall and shorter daylight hours the risk for pedestrian collisions increases.
- The City has implemented a variety of measures, initiatives, programs to continue to keep Mississauga roads safe.

Pedestrian Safety Campaign | Tactics

Tactics

Social media (paid and organic)

Media relations (News release)

eNewsletter (Corporate)

Mobile signs

Creative design

Digital screens

Employee messaging (Inside Mississauga and Paul Mitcham's message)

Pedestrian Safety Campaign | Metrics

MEASUREMENTS	TARGETS
Webpage visits (mississauga.ca/pedestrian-safety)	175 visits
Social media engagements	2,000 social media engagements
Social media impressions	250,000 social media impressions
Media stories pick up	2 media stories (local and ethnic)
Inside Mississauga	180 views
AHO sign (2 weeks)	300,000 impressions
Corporate eNewsletter	50 clicks
Older Adult eUpdate	35 Older Adult Provider groups

Pedestrian Safety Campaign | URL & Hashtag

URL:

- The campaign will drive residents to learn more at Mississauga.ca/pedestrian-safety

Hashtag:

- #VisionZeroSauga and #PedestrianSafetyPeel will be used on social media

thank you!

Questions?