
Road Safety Promotional Subcommittee

Date: January 21, 2022
Time: 1:00 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 Thursday, January 20, 2022 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>

1. **CALL TO ORDER**

2. **INDIGENOUS LAND STATEMENT**

“We acknowledge the lands which constitute the present-day City of Mississauga as being part of the Treaty and Traditional Territory of the Mississaugas of the Credit First Nation, The Haudenosaunee Confederacy the Huron-Wendat and Wyandotte Nations. We recognize these peoples and their ancestors as peoples who inhabited these lands since time immemorial. The City of Mississauga is home to many global Indigenous Peoples.

As a municipality, the City of Mississauga is actively working towards reconciliation by confronting our past and our present, providing space for Indigenous peoples within their territory, to recognize and uphold their Treaty Rights and to support Indigenous Peoples. We formally recognize the Anishinaabe origins of our name and continue to make Mississauga a safe space for all Indigenous peoples.”

3. **APPROVAL OF AGENDA**

4. **DECLARATION OF CONFLICT OF INTEREST**

5. **MINUTES OF PREVIOUS MEETING**

Road Safety Promotional Subcommittee DRAFT Minutes - September 21, 2021

6. **MATTERS TO BE CONSIDERED**

6.1. 2022 Spring Campaigns (Verbal)

6.2. Promotional Giveaways (Verbal)

6.3. Mascot (Verbal)

6.4. Road Safety Committee Work Plan (Verbal)

7. **INFORMATION ITEMS**

8. **OTHER BUSINESS**

9. **DATE OF NEXT MEETING - TBD**

10. **ADJOURNMENT**

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)

Absent Members	Tony Power	Citizen Member
-----------------------	------------	----------------

Staff Present

Colin Patterson, Supervisor Road Safety
Catherine Nguyen-Pham, Communications Advisor
Chelen Petrucci, Graphic Designer
Erica Warsh, Project Leader Vision Zero
Michelle Sanstra, Legislative Coordinator

1. CALL TO ORDER - 1:41 PM

2. APPROVAL OF AGENDA

Approved: T. Power

3. DECLARATION OF CONFLICT OF INTEREST - Nil

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 on June 22, 2021.*

Approved: Councillor S. Dasko

5. MATTERS CONSIDERED

5.1 Promotional Giveaway Items

Promotional Subcommittee Members discussed purchasing multi-purpose cleaning cloths as a promotional giveaway item as well as the pricing, creative design and messaging, quantity and distribution. Subcommittee Members agreed on placing an order for the amount of 2500.

Anna Phillips, Citizen Member inquired about signage re-ordering for the fall. Colin Patterson, Supervisor, Road Safety responded to Anna Phillips inquiry and ensured that adequate signage is available.

Councillor Saito suggested that the remaining money from the \$5000 Promotional Giveaway Items budget be carried over to the following year 2022.

DIRECTION: For the Graphics/Communications team to design the graphics for the promotional giveaway item, to send the draft graphics via email to the Promotional Subcommittee for review and to present the finalized graphics at the next Road Safety Committee meeting to be approved.

5.2 Pedestrian Safety Month Campaign

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

Ms. Nguyen-Pham provided an overview on the Fall Road Safety Campaigns and Pedestrian Safety Month and Ms. Petrucci presented the Pedestrian Safety Month Creative Concept.

Anne Marie Hayes, Citizen Member inquired if social media messaging could be shared with the Road Safety Committee for re-sharing. Ms. Nguyen-Pham responded that she would provide the social media messaging with the Committee.

Promotional Subcommittee Members provided comments and suggestions on the creative design and further discussed suggestions on the messaging, target market, colours, positioning of pedestrian, cyclists, vehicles, and logo use.

DIRECTION: Ms. Petrucci will make the necessary adjustments and Ms. Nguyen-Pham will present the graphics at the next Road Safety Committee.

6. **INFORMATION ITEMS**

Erica Warsh, Project Leader Vision Zero spoke to a campaign that Traffic Safety Council and Active Transportation team were working for October that will compliment Pedestrian Road Safety Month.

7. **OTHER BUSINESS**

Members of the Road Safety Promotional Subcommittee discussed having a joint Committee meeting with Mississauga Cycling Advisory Committee (MCAC) during October to present the creative for the November Campaign.

DIRECTION: Michelle Sanstra, Legislative Coordinator to coordinate with the Legislative Coordinator of MCAC to plan a joint meeting as well as canvas the Committee's availability.

Councillor Saito and Councillor Dasko spoke to creating a mascot for Road Safety Committee with an early launch in 2022. Anna Phillips, Citizen Member will benchmark other municipalities regarding mascots and its effectiveness and email the Legislative Coordinator with findings for discussion at the next Road Safety Promotional Subcommittee meeting.

8. **DATE OF NEXT MEETING - TBD**

9. **ADJOURNMENT - 3:12 PM**

(A.M. Hayes)