
Road Safety Committee

Date: January 28, 2020
Time: 9:39 AM
Location: Civic Centre, Committee Room A
300 City Centre Drive, Mississauga, Ontario, L5B 3C1

Members	Councillor Stephen Dasko	Ward 1
	Councillor Karen Ras	Ward 2
	Councillor Pat Saito	Ward 9 (Chair)
	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
	Sushil Kumra	(Traffic Safety Council Representative)
	Members Absent	Trevor Howard
	Laiq Siddiqui	(Mississauga Cycling Advisory Committee Representative)

Staff/Agency Representatives Present

Colin Patterson, Supervisor, Road Safety, Traffic Management
Will Wright, Road Safety Technologist, Traffic Management
Kimberly Hicks, Senior Communications Advisor
Karen Flores, Supervisor, Department Communications
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel
Acting Inspector Greg Amoroso, Peel Regional Police
Constable Donna Maurice, Peel Regional Police
Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)
Matthew Aymar, Analyst, Research and Policy Region of Peel Public Health
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation
Michael Stewart, Government Relations Specialist, CAA
Angela Partynski, Technical Analyst, Environmental Education
Thomas Barakat, Ontario Good Roads Association
Allyson D'Ovidio, Legislative Coordinator, Legislative Services

1. CALL TO ORDER: 9:39

2. APPROVAL OF AGENDA

Councillor Saito spoke to the Canadian Association of Road Safety Professionals (CARSP) group subscription, adding the matter to the budget discussion under 8.1. Members are to Advise Allyson D'Ovidio, Legislative Coordinator if they are already a member as well as a preferred email address.

Approved as amended (A. M. Hayes)

3. DECLARATION OF CONFLICT OF INTEREST - NIL

4. MINUTES OF PREVIOUS MEETING

Road Safety Committee Minutes - December 3, 2019

Approved (T. Barakat)

5. PRESENTATIONS - NIL

6. DEPUTATIONS

6.1 Donald (Murray) Scott, Resident regarding letters received from by the Road Safety Committee on February 5, 2019

Mr. Scott spoke to his experiences in Mississauga over 40 years; the evolution of the City; road safety concerns; enforcement of rules of the road; misuse of accessible parking permits and suggested possible solutions.

Councillor Saito spoke to accessible parking enforcement across the City. Acting Inspector Greg Amoroso, Peel Regional Police spoke to allocating resources; prioritizing calls; streamlining in targeted areas based on statistics, noting a reduction in traffic tickets and a future campaign to address respectful road sharing. Acting Inspector Amoroso noted that enforcement locations are determined based on higher volume of accidents rather than radar patrol. Sergeant Sean Cole, OPP spoke to their similar practice of using statistics to prioritize calls.

Members of the Committee engaged in a discussion with respect to Mr. Scott's comments and noise ticketing; road markings and road conflict. Acting Inspector Amoroso spoke to the current program in place to prevent street racing. Councillor Saito spoke to a review underway through the Accessibility Advisory Committee regarding concerns over illegal use of Accessible Parking permits and an upcoming Automated Traffic System pilot program

John Walmark spoke to lighting concerns and road markings causes conflict on the roads. Councillor Saito spoke to these concerns being addressed in the Vision Zero strategy.

RECOMMENDATION

RSC-0001-2020

That the deputation on January 28, 2020 by Murray Scott, resident with respect to Road Safety concerns be received.

Received (A. M. Hayes)

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

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. 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.

8. **MATTERS CONSIDERED**

8.1 **2019 Region of Peel Vision Zero Road Safety Strategic Plan Update**

Matthew Aymar, Analyst, Research and Policy Region of Peel Public Health spoke to the report and provided a summary with respect to the overview of countermeasures; statistics from the year; priorities; planning initiatives for 2020. Mr. Aymar spoke to the development of a Fatal Collision Review Committee with the Region of Peel, Peel Public Health Unit and the Peel Regional Police Major Collision Bureau noting the first meeting to take place on February 7, 2020. Mr. Aymar spoke to the Road Safety Audit of Public Works, looking at specific intersections to address safety as well as internally doing gap analysis to determine what is required by staff to implement Vision Zero.

RECOMMENDATION

RSC-0002-2020

That the 2019 Region of Peel Vision Zero Road Safety Strategic Plan Update dated January 23, 2020 be received.

Received (A. M. Hayes)

8.2 **Budget Discussion: Distracted Driving and Pedestrian Safety Campaigns, Kimberly Hicks, Senior Communications Advisor, Communications**

Ms. Hicks presented the Distracted Driving Campaign, paid advertising concepts providing the Committee with statistics, a cost breakdown; targeted age range (17-35 male); a social media kick-off event and next steps. Ms. Hicks noted once the plan is approved, Creative Services can begin to develop the social media advertisements.

Councillor Ras and Sunil Sharma, Citizen Member spoke to necessity develop “edgy” advertisements to draw the attention of the target group; hosting the kick-off event at a local high school and educating the passengers of the target groups. Councillor Saito suggested seeking input on advertisements from Sheridan College students.

Members of the Committee engaged in a discussion with respect to coordinating Campaigns with the Region of Peel during Distract Driving Month; partnering with Sheridan College; developing a video; utilizing available resources to broadcast messages such as technology companies; insurance companies and overpass signs. Councillor Dasko spoke to the disregard of youth for penalties.

The Road Safety Promotional Subcommittee was directed work with Ms. Hicks to develop the Distracted Driving Campaign and report to the Road Safety Committee in February.

RECOMMENDATION

RSC-0003-2020

1. That the 2020 Distracted Driving Campaign paid advertising strategy as presented by Kimberly Hicks, Senior Communications Advisor on January 28, 2020 be approved.
2. That the Road Safety Promotional Subcommittee work with Communications Staff to develop the 2020 Distracted Driving Campaign and return to the Road Safety Committee for final approval; and
3. That funds in the amount of up to \$10,500.00 from the 2020 Committee budget be allocated to the Road Safety Committee for the purposes of developing the 2020 Distracted Driving Campaign and obtaining a group subscription to the Canadian Association of Road Safety Professionals (CARSP).

Approved (A. M. Hayes)

8.4 Mid Block Crossing

Councillor Saito spoke to the original concerns of mid-block crossing and noted this is being address by the Vision Zero strategy. Sunil Sharma, Citizen Member spoke to investigating barricade placements to prevent mid-block crossing. Councillor Saito responded noting this has been suggested in the past and noting that it could pose further danger.

8.5 Implementation of the 40km speed limits: Update

Colin Patterson, Supervisor, Road Safety provided an update on the matter noting Council approved the budget to complete the project by the end of 2020.

8.3 Intersection Lane Markings

Councillor Saito addressed concerns about the distance between the painted stop bar at intersections and the pedestrian crosswalk and requested that staff and the Region of Peel look at moving stop bars to create a larger space between the marking and the pedestrian crossing. Colin Patterson, Supervisor, Road Safety and Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel spoke to matter and will report back to the committee on findings at a later date.

In response to Tony Power, Citizen Member and Vice Chair, Mr. Patterson noted staff are working on documenting the before and after areas that have undergone traffic calming and Vision Zero.

9. **INFORMATION ITEMS**

9.1 "Sounds of Texting": OPP Distracted Driving Video.

Members of the Committee viewed the OPP Distracted Driving Video. Acting Inspector Greg Amoroso spoke to the Peel Regional Police Video also available on their website.

9.2 OPP - Statistics regarding speeding and careless driving offences from 2014-2019

Sergeant Sean Cole spoke to the statistics provided noting they include Milton, Brampton and Mississauga, the entire detachment in Port Credit. Sergeant Cole spoke to the decrease in careless driving charges and changes in collision reporting.

RECOMMENDATION

RSC-0004-2020

That the email dated December 18, 2019 from Sergeant Sean Cole, OPP regarding "Safe Streets" statistics be received.

Received (J. Walmark)

10. **OTHER BUSINESS**

10.1 Resignation of Thomas Barakat, Citizen Member and appointment as an Agency Representative of the Ontario Good Roads Association

In response to his resignation, members of the Committee agreed to appoint Thomas Barakat, Citizen Member as an agency representative of the Ontario Good Road Association.

RECOMMENDATION

RSC-0005-2020

1. That the email dated January 21, 2020 from Thomas Barakat, Citizen Member with respect to his resignation from the Road Safety Committee be received.
2. That due to the resignation of Thomas Barakat, a vacancy exists on the Road Safety Committee, and that the City Clerk be directed to fill the vacancy in accordance with

the Corporate Policy #02-01-01 on Citizen Appointments to Committees, Boards and Authorities.

Approved (J. Walmark)

10.2 2020 Road Safety Committee Terms of Reference: Housekeeping and update

Allyson D'Ovidio, Legislative Coordinator provided an update regarding the matter.

RECOMMENDATION

RSC-0006-2020

That the 2020 Road Safety Committee Terms of Reference dated January 28, 2020 be approved as amended.

Approved (A. M. Hayes)

10.3 2020 Road Safety Committee Meeting Dates

Subcommittee dated to be determined. No discussion took place.

RECOMMENDATION

RSC-0007-2020

That the memorandum dated January 21, 2020 from Allyson D'Ovidio, Legislative Coordinator with respect to 2020 Road Safety Committee meeting dates be received.

Approved (A. M. Hayes)

10.4 Road Safety Committee Member Updates

Sunil Sharma, Citizen Member spoke to his Leave of Absence and thanked the Committee for their approval; requested an update at the next meeting regarding the Road Watch Program; enquired about the installation of flexible posts on cycle paths; enquired about the Visio Zero website and timing on digital signage. Councillor Saito spoke to a pending Environmental Assessment for the cycle paths noting it has yet to be completed.

Colin Patterson, Supervisor, Road Safety spoke to the City website updates noting a temporary solution has been put in place and further changes will be made once the Corporation has completed the entire Mississauga webpage update.

Members of the Committee engaged in a discussion with respect to upcoming conferences and their interest in participating.

RECOMMENDATION

RSC-0008-2020

That funds in the amount of up to \$1,200.00 from the Committee budget be allocated to the Road Safety Committee for the purposes of attending conferences.

Approved (A. Ramlakhan)

10.5 Update on Citizen Member Outreach

Members of the Committee were directed to discuss where information can be distributed at a future meeting.

11. DATE OF NEXT MEETING

February 25, 2020

12. ADJOURNMENT – 11:45 AM

Approved (S. Sharma)