

REVISED

Road Safety Committee

Date: June 28, 2022
Time: 9:30 AM
Location: Online Video Conference

Members

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
Abrarul Haq	Citizen Member
Sushil Kumra	(Traffic Safety Council Representative)
Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
Mark Jablonski	Citizen Member
Pauline Caballero	

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 Committee 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, June 24, 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**

5.1. Road Safety Committee DRAFT Minutes - May 24, 2022

6. **PRESENTATIONS - Nil**

7. **DEPUTATIONS**

*7.1. Rachel Pennington, Curator, Public Art, regarding a presentation on the Vision Zero Memorial Update

8. 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. 5411 or by emailing michelle.sanstra@mississauga.ca by **Friday, June 24, 2022 before 12:00 PM.**

Pursuant to Section 58 of the Council Procedure By-law 0044-2022, 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 may 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 speaking time shall be five (5) minutes maximum, per speaker, unless extended by the Mayor or Chair; and
4. Any response not provided at the meeting will be provided in the format of a written response.

9. MATTERS TO BE CONSIDERED

9.1. Road Safety Committee Mascot (Verbal Discussion)

9.2. Appreciation Breakfast/Lunch for Committee Members (Verbal Discussion)

10. INFORMATION ITEMS

10.1. Road Safety Committee Mascot Memorandum

10.2. CARSP Conference Update (Verbal)

10.3. Road Watch Statistics

10.4. Citizen Member Updates (Verbal)

11. OTHER BUSINESS

12. DATE OF NEXT MEETING - TBD

13. ADJOURNMENT

Road Safety Committee

Date: May 24, 2022
Time: 9:30 AM
Location: Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1
	Councillor Pat Saito	Ward 9 (Chair)
	Anna Phillips	Citizen Member
	Anne Marie Hayes	Citizen Member
	Sunil Sharma	Citizen Member
	Abrarul Haq	Citizen Member – left at 10:46AM
	Sushil Kumra	(Traffic Safety Council Representative)- left at 10:38AM
Members Absent	Tony Power	Citizen Member (Vice-Chair)
	Trevor Howard	Citizen Member
	Pauline Caballero	Citizen Member
	Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
	Mark Jablonski	Citizen Member

Staff/Agency Representatives

Colin Patterson, Manager Traffic Services & Road Safety
 Erica Warsh, Project Leader, Vision Zero
 Catherine Nguyen-Pham, Communications Advisor
 William Wright, Road Safety Technologist
 Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel
 Angela Partynski, Technical Analyst, Environmental Education, Region of Peel
 Constable Claudia D'Aimco, Peel Region Police
 Thomas Barakat, Senior Policy Advisor, OGRA
 Michelle Sanstra, Legislative Coordinator

1. CALL TO ORDER - 9:32AM

2. INDIGENOUS LAND STATEMENT

Councillor Saito, Chair recited the Indigenous Land Statement.

3. APPROVAL OF AGENDA

Councillor Saito, Chair requested to add an item to the agenda regarding having an appreciation breakfast/lunch for the Committee Members under Matters to be Considered Item 10.2.

Approved as Amended (A. Phillips)

4. DECLARATION OF CONFLICT OF INTEREST- Nil

5. MINUTES OF PREVIOUS MEETING

5.1 Road Safety Committee DRAFT Minutes - March 22, 2022

Approved (A. Phillips)

6. PRESENTATIONS - Nil

7. DEPUTATIONS

7.1 Rachel Pennington, Curator, Public Art, regarding a presentation on the Vision Zero Memorial

Erica Warsh, Project Leader Vision Zero provided a brief introduction regarding the Vision Zero Memorial and introduced Rachel Pennington.

Ms. Pennington provided a presentation on the Vision Zero Memorial and spoke to the Background, Public Art Program, Memorials and Proposed Project Plan.

Members of the Committee engaged in discussion and inquired about costs, site location, installation, accessibility, virtual memorial celebration and/or event(s), interaction, name and information plaque. Ms. Warsh and Ms. Pennington responded to the Committee's inquires and will take the Committee's comments into consideration and will provide an update at the June meeting.

DIRECTION: Councillor Saito directed staff to present the deputation at the next AAC (Accessibility Advisory Committee) meeting for their comments and feedback.

RECOMMENDATION RSC-0015-2022

Moved By A. Hayes

1. That the deputation and associated presentation from Rachel Pennington, Curator, Public Art regarding the Vision Zero Memorial, be received.
2. That the comments made regarding the Vision Zero Memorial provided by the Road Safety Committee members be considered.

Received7.2 Catherine Nguyen- Pham, Communications Advisor, regarding a presentation on the Let's Move Mississauga Campaign Update

Ms. Nguyen provided an overview on the Let's Move Mississauga Campaign and spoke to Goals, Tactics, Creative, Measurement, Mobile Signs, Social Media and the Certificate.

Members of the Committee engaged in discussion and applauded Ms. Nguyen-Pham on the creative design and the campaign success.

RECOMMENDATION RSC-0016-2022

Moved By Councillor S. Dasko

That the deputation and associated presentation from Catherine Nguyen-Pham, Communications Advisor regarding the Let's Move Mississauga Campaign Update, be received.

Received8. PUBLIC QUESTION PERIOD - 15 Minute Limit

No members of the public registered to speak.

9. CONSENT AGENDARECOMMENDATION RSC-0017-2022

Moved By A. Hayes

That the following item(s) were approved on consent agenda:

- 11.1 - Traffic Calming - Gooderham Estate Boulevard (Ward 11)
- 11.2 - Pedestrian Crossover Locations
- 11.3 - Traffic Calming - Ward 10
- 11.5 - Road Watch Statistics
- 11.6 - Road Safety Committee Work Plan
- 11.7 - Traffic Calming - Ward 2

Approved10. MATTERS TO BE CONSIDERED10.1 Road Safety Committee Mascot (Verbal Discussion)

Anna Phillips, Citizen Member provided an update regarding the RSC (Road Safety Committee) mascot.

Anne Marie Hayes, Citizen Member spoke to the students from the Vision Zero Youth Network Ambassador and the Teens Learn to Drive that contributed to the creative.

Members of the Committee engaged in discussion and made comments regarding the mascot designs.

Sushil Kumra departed the meeting at 10:38AM during the discussion of Item 10.1.

Abrar Haq departed the meeting at 10:46AM during the discussion of Item 10.1.

At 10:46AM., during Item 10.1 - Road Safety Mascot (Verbal Discussion), the meeting failed for lack of quorum. The remaining items on the agenda; Item 10.1 Road Safety Committee Mascot (Verbal Discussion), Item 10.2 - Appreciation Breakfast/Lunch for Committee Members (Verbal Discussion) and Item 11.4 – Citizen Member Updates will be included on the June 28, 2022 Road Safety Committee Agenda.

10.2 Appreciation Breakfast/Lunch for Committee Members (Verbal Discussion)

11. INFORMATION ITEMS

11.1 Traffic Calming - Gooderham Estate Boulevard (Ward 11) (CONSENT)

This matter was adopted by Council on April 6, 2022 and was referred to Road Safety Committee for information only.

RECOMMENDATION GC-0184-2022

1. That the report from the Commissioner of Transportation and Works, dated March 15, 2022 and entitled "Traffic Calming - Gooderham Estate Boulevard (Ward 11)" be approved.
2. That the report from the Commissioner of Transportation and Works, dated March 15, 2022 and entitled "Traffic Calming - Gooderham Estate Boulevard (Ward 11)" be referred to the Mississauga Traffic Safety Council, Cycling Advisory Committee and the Mississauga Road Safety Committee for information.

11.2 Pedestrian Crossover Locations (CONSENT)

This matter was adopted by Council on March 23, 2022 and was referred to Road Safety Committee for information only.

11.3 Traffic Calming – Ward 10 (CONSENT)

This matter was adopted by Council on May 4, 2022 and was referred to the Road Safety Committee for information only.

RECOMMENDATION GC-0274-2022

1. That the report from the Commissioner of Transportation and Works, dated April 12, 2022 and entitled "Traffic Calming – Ward 10" be approved.
2. That the report from the Commissioner of Transportation and Works, dated April 12, 2022 and entitled "Traffic Calming – Ward 10" be referred to the Mississauga Traffic Safety Council, Cycling Advisory Committee and the Mississauga Road Safety Committee for information.

11.4 Citizen Member Updates

11.5 Road Watch Statistics (CONSENT)

11.6 Road Safety Committee Work Plan (CONSENT)

11.7 Traffic Calming – Ward 2 (CONSENT)

This matter was adopted by Council on May 18, 2022 and was referred to the Road Safety Committee for information only.

RECOMMENDATION GC-0316-2022

1. That the report from the Commissioner of Transportation and Works, dated April 26th, 2022 and entitled "Traffic Calming – Ward 2" be approved.
2. That the report from the Commissioner of Transportation and Works, dated April 26th, 2022 and entitled "Traffic Calming – Ward 2" be referred to the Mississauga Traffic Safety Council, Cycling Advisory Committee and the Mississauga Road Safety Committee for information.

12. OTHER BUSINESS

13. DATE OF NEXT MEETING - June 28, 2022

14. ADJOURNMENT

At 10:46AM., during Item 10.1 - Road Safety Mascot (Verbal Discussion), the meeting failed for lack of quorum.

Vision Zero Memorial

Public Art Program, Culture Division
Road Safety Committee – June 2022

Background

- The [Transportation Master Plan](#) and [Vision Zero Action Plan](#) recommend a Vision Zero memorial for victims of fatal collisions in Mississauga.
- We are reporting back to Road Safety Committee, after speaking with the Accessibility Advisory Committee.



Insights from Road Safety Committee

- **Collective healing:** seats and vigils
- **Remembrance and recognition:** plaques, names, or virtual memorial with photos
- **An opportunity to build a positive future:** education and prevention
- **Central location:** easily accessed and found
- **Inclusive:** all forms of motor vehicle collisions and accidents, including fatalities or injuries to pedestrians and cyclists
- **Accessible:** barrier-free for all, and no economic barriers and access via car, bike, walking, and transit



Insights from Accessibility Advisory Committee

- **Memorial design:** consult FADS during design development
 - Consider Beacon Technology for Visually Impaired
- **Seats:** three different heights
- **Location:** natural shade, green space, accessible to different modes of transportation
 - Bicycle racks
 - Micromobility parking
 - Wheelchair and walker accessible
 - Service animal relief station
 - Near a bus stop and parking



Insights from Accessibility Advisory Committee

- **Sound of water:** if possible, include a water feature because flowing sound is soothing
- **Links:** provide on-site resources through a QR code that links to a website
 - Mental health support services
 - Video with ASL interpreter
 - Consider different language translations (such as Hindi/Punjabi, Cantonese)
- **Jubilee Garden?**



Questions, ideas, chat?



Rachel Pennington (*she/her*)

Public Art Curator

416-669-4257

rachel.pennington@mississauga.ca

City of Mississauga | Community Services Department,
Culture Division

#1 Fox

Reasoning:

- Foxes are native to Mississauga
- They are often seen crossing the road
- They are not as scary as wolves or coyotes



Mascot 2: Blackbird

Reasoning:

- Red-winged blackbirds are native to Mississauga
- By adding green to the wing, it resembles a traffic light
- Birds are common mascot animals



Mascot 3: Raccoon

Reasoning:

- Raccoons are very common in Mississauga
- The tail looks like a crosswalk
- It is a different version of the common *Zebra [Crossing]* mascot



City of Mississauga Memorandum



Date: 2022/06/21

To: Road Safety Committee

From: Rob Trewartha – Director, Strategic Communications and Initiatives
Susan Tanabe – Acting Director, Infrastructure Planning and Engineering Services

Meeting Date: 2022/06/28

Subject: City of Mississauga Road Safety Committee Mascot Request

Context

The Road Safety Committee has been in discussion about the development of a mascot concept. The discussions have focused on some preliminary concept ideas, but presently, no formal concept has been established. In advance of the upcoming municipal election and the term for Road Safety Committee coming to a close, there has been some discussion about staff taking the lead on the development of the Committee's mascot.

The following memo outlines considerations for the development of a City mascot and the complexity of the logistics of both a digital and physical mascot, especially one dedicated to a serious and sensitive subject like road safety and Vision Zero.

Concept

Image – The image used for the mascot needs to reflect typical messaging shared with the public by the Road Safety Committee. Road safety is a serious topic and therefore, any mascot developed to represent the Road Safety Committee should be done with careful and serious consideration on how the public will receive it.

Tone – In the past, campaigns and messaging shared with the public regarding road safety have been serious in nature and targeted all road users with specific emphasis on driver responsibility. Mascots tend to be an animated version of a static object, which can often read as cartoonish. Mascots have typically been used to cater messaging to children by catching their attention. Consideration needs to be given for how and if these goals can work together.

Target Audience – As stated above, mascots tend to be used for campaigns and messaging targeted to children and their families. Currently, the Road Safety Committee and Road Safety and Vision Zero staff at the City do not focus their messaging and content to children. A mascot for the Committee should resonate with an older audience. Based on the target audience, a calendar or schedule of events that are appropriate to that audience would need to be developed.

Design Considerations

Professional Services – The City’s Creative Services team has limited capacity to develop a mascot concept and artwork prior to the close of the Road Safety Committee. There are a number of factors that need to be taken into consideration and the existing preliminary concepts would need to be refined prior to developing the concept for the mascot. The development of a formal mascot concept will also require consultations and assistance from an external vendor who specializes in mascot design, especially if the intention is to ultimately purchase a costume of the same likeness.

Digital Presence

There has been some discussion regarding this mascot having its own digital presence on social media. City practice is to focus messaging to the City’s corporate social media accounts for maximum reach. It takes significant time and effort to build a social media following for a new account. As an example, the City of Mississauga’s corporate Twitter account has more than 84,000 followers. In comparison, the current Traffic Management mascot for the Town of Newmarket (Safety Cone Sam) has approximately 190 followers for an account that was initiated in May of 2012. That Twitter account last posted road safety messaging in March 2022.

A dedicated social media channel would also require an individual or multiple people to manage and schedule frequent posts to build and maintain that following. Responding to any comments or replies on social media posts also requires a large time commitment. This would also require capacity from the City’s graphic design staff to consistently develop content using the mascot’s image.

Logistics

Development of Policy and Procedures – Existing mascots used by the City have a Policy and Procedures document developed that outlines the process for booking the costume, the type of training that needs to be completed before someone is permitted to use the costume, procedures for borrowing the costume and what each borrower is responsible for while in possession of the costume.

Storage – Mascot costumes are large and typically very heavy. They need to be stored appropriately to ensure they are not damaged and at a secure location that is also accessible for pick-up and drop-off. At the moment, no plan for storage of a costume has been developed. The City’s transition away from dedicated work spaces and a hybrid model of staff work locations also adds a new level of complexity to where and how a costume could be stored.

Transportation – Mascot costumes can be large and heavy. For example, the Parks, Forestry and Environment tree mascot and its accessories are stored in a bag that weighs approximately 35 pounds and is so large that it can only be transported in a flat-bed pick-up truck or a large cargo van. Appropriate transportation to and from any event or photo session needs to be arranged for each use.

Cleaning – There are many levels to keeping a mascot costume clean and each has its own financial implications. For example, the Parks, Forestry and Environment costume has an undergarment that is used that must be dry cleaned every time someone wears the costume (sweat) (\$75+); however, with COVID-19 – the recommendation would be to have the entire unit

cleaned for hygiene and safety measures. Alcohol wipes would also need to be used near the mouth area as there would often be a spit/breath smell from the previous user.

In addition, a rug company in Etobicoke has been used to fully clean the costume (\$400) – it is time consuming to co-ordinate transport and delivery. This is even more complicated during a busy time of year with several events within close timeframes.

Specific costs for a Road Safety Committee mascot would need to be determined based on the final design and costume.

Staffing – Each mascot appearance would require one individual to be inside of the costume as well as a handler to help them navigate around the event and also speak to people. Mascots do not speak and rely significantly on their handler. The more frequently the mascot makes appearances at public events, the more human resources will be required – to wear the costume, be a handler and transport the costume.

Training – The individual inside of the costume as well as the handler need to go through appropriate training, which also needs to be developed before a mascot could be deployed at public events. Training includes information about how to interact with the public, how to be a handler, how to put on and take off the costume, etc. This training exists for the Parks , Forestry and Environment mascot, but a specific session related to the ultimate Road Safety Committee Mascot needs to be developed.

Waiver – If the individuals in the mascot costume are not employed City staff, there may be a need for a waiver to be completed. This is something that would require consultation with the City's legal and risk management department.

Events – A plan is required for which events the mascot will attend. Allowance for costume cleaning between events and appropriate transportation is also required.

Mascot appearances are limited to 30 minutes to avoid the person inside from overheating and suffering from exhaustion while wearing the costume. The individual inside also needs to be provided with cooling packs and a fan to ensure they do not overheat.

Financial Implications

Cost of design – As stated above, the City of Mississauga's Creative Services team does not have the capacity or in-house expertise to take on the sole responsibility of developing a concept and design for a mascot. This means that the City will need to seek assistance from external vendors to develop a concept and graphic for the Road Safety Committee mascot. At this time, staff do not have an estimate of what that cost would be.

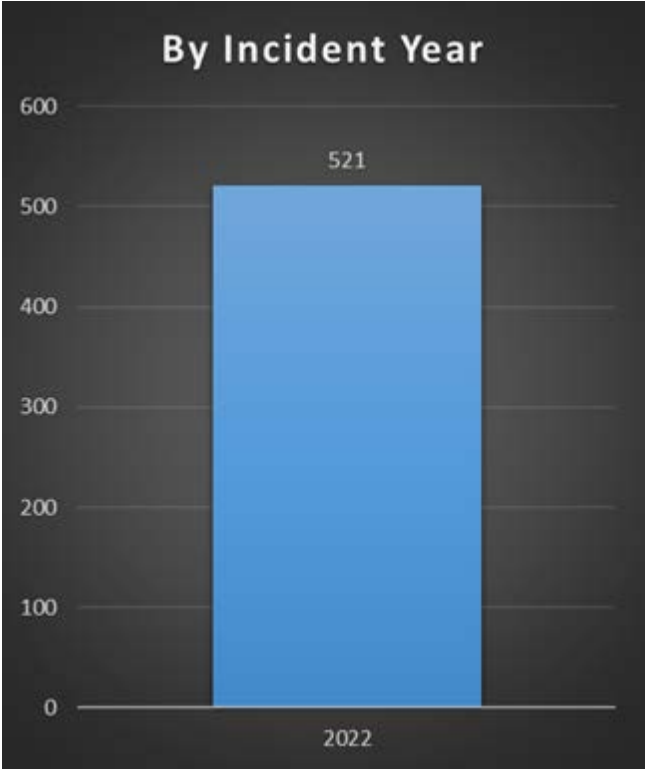
Cost of costume – The cost of purchasing a costume is also something that staff need to research further. Staff have been advised that previous mascot costume purchases cost between \$3,000 - \$8,000. Given current inflation, those costs have likely risen to approximately \$5,000 - \$15,000. It should also be noted that if a custom costume needs to be made to align with the ultimate mascot design, this cost would likely be significantly higher. At this time, staff do not have an estimate of that cost.

Operational costs – In addition to costs for designing and purchasing of a physical costume, staff have been advised about the operational costs associated with a physical mascot. As stated above, there are potential costs for staffing both the individual inside the costume and the handler for each event the mascot is scheduled to attend. There are also storage, cleaning, transportation and other miscellaneous costs that must be accounted for. Staff would need to develop a plan for each of these requirements to determine an estimated annual operation costs.

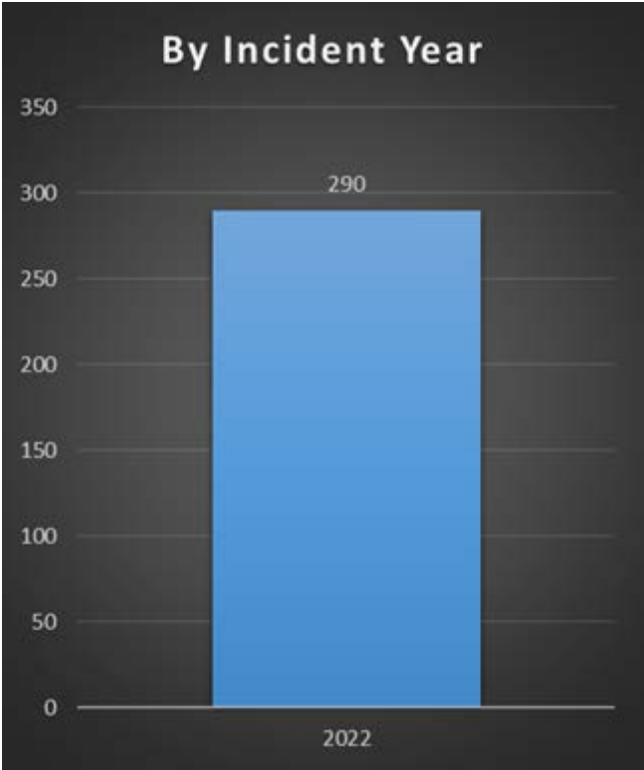
Based on consultation with Clerks Division staff, **it is estimated that the funds allocated for all of the City's Advisory Committees would not be sufficient or appropriate to cover the costs of designing and purchasing a mascot costume.** Annual operational costs also need to be accounted for when moving forward with mascot development.

Recommendations:

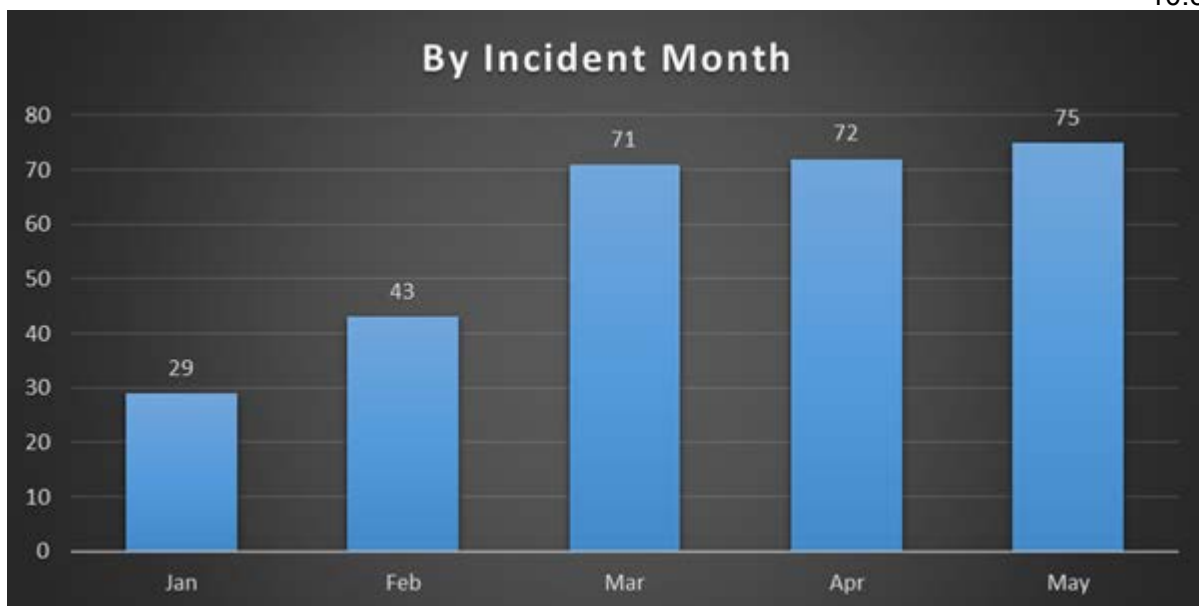
1. That staff take a phased approach to mascot concept and design by costing out the development of a digital concept that is appropriately branded with the assistance of City of Mississauga's Marketing and Creative Team and an external vendor who specializes in mascot development, to be used in future Road Safety Committee communication campaigns.
2. That based on availability of funds in the Committee Support budget (Clerk's Division), staff be directed to commence the first phase by having a digital mascot concept developed.
3. That staff explore the start-up and operational costs and logistics of transitioning a digital mascot into a physical costume to be used at future events by the Road Safety Committee.
4. That staff report back providing the ultimate estimated cost of a physical mascot and that a formal budget request be brought to Council for consideration.



RW stats (Mississauga & Brampton) to date



Mississauga RW stats



Top 30 Main Street	Count
BRISTOL RD	23
Kenmuir Ave	21
DUNDAS ST	14
burnhamthorpe rd	12
Winston Churchill Blvd	10
Erin Mills Pkwy	9
Britannia Rd	8
Mavis Rd	8
EGLINTON AVE	7
Cawthra Rd	6
Thomas St	5
McLaughlin Rd	5
Lakeshore Rd	4
Derry Rd	4
Mississauga Rd	4
Hurontario St	4
Wildfern Dr	4
Ninth Line	4
Airport Rd	3
Battleford Rd	3
South Sheridan Way	3
Tannery St	3
Dixie Rd	3
Rathburn Rd	2
Confederation Pkwy	2
Aspen Ave	2
SOUTH SERVICE RD	2
Alexandra Ave	2
Palmetto Pl	2
SHELFORD TERRACE	2
Courtneypark Dr	2

Top 5 Actions	Count
First Letter	263
Second Letter	7
THIRD LETTER	1
(blank)	
Grand Total	271

Top 5 Alleged Violations A	Count
Speeding	97
Change lane-Not in safety	25
Disobey stop sign-Fail to stop	23
Careless Driving	21
Disobey sign	21
Grand Total	187

In the month of May we received a total of **287** driving complaints via our online portal. The highest to date.