
Road Safety Committee

Date: February 25, 2020
Time: 9:30 AM
Location: Civic Centre, 2nd Floor
Committee Room A
300 City Centre Drive, Mississauga, Ontario, L5B 3C1

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| Members | Councillor Stephen Dasko | Ward 1 |
| | Councillor Karen Ras | Ward 2 |
| | Councillor Pat Saito | Ward 9 (Chair) |
| | Tony Power | Citizen Member (Vice-Chair) |
| | Anne Marie Hayes | Citizen Member |
| | John Walmart | Citizen Member |
| | Sunil Sharma | Citizen Member |
| | Trevor Howard | Citizen Member |
| | Sushil Kumra | (Traffic Safety Council Representative) |
| | Suzanne Doyle | (Mississauga Cycling Advisory Committee Representative) |
| Members Absent | Anna Ramlakhan | Citizen Member |
| | James Fan | Citizen Member |
| | Thomas Barakat | Citizen Member |

Staff/Agency Representatives Present

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
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
Don Clipperton, Mississauga Insurance Brokers Association
Thomas Barakat, Ontario Good Roads Association
Allyson D'Ovidio, Legislative Coordinator, Legislative Services

1. CALL TO ORDER

9:35 AM

2. APPROVAL OF AGENDA

Approved (T. Power)

3. DECLARATION OF CONFLICT OF INTEREST

Nil

4. MINUTES OF PREVIOUS MEETING

4.1 Road Safety Committee Minutes - January 28, 2020

Approved as amended

(S. Sharma)

5. PRESENTATIONS - Nil

6. DEPUTATIONS - Nil

7. PUBLIC QUESTION PERIOD

Nil

8. MATTERS CONSIDERED

8.1 Distracted Driving Campaign Creative Concepts, Communications (1 Hour)

Councillor Saito advised the Campaign launch at Sheridan College is scheduled to take place immediately following the March 31st meeting.

Kimberly Hicks, Senior Communication Advisor, presented the asks, goals, objectives, key messages and communication tactics for the Distracted Driving Campaign. Some of the tactics include: social media messages, media advisory, news release, kickoff event at Sheridan College, digital overpass signs, Mississauga Celebration Square and Library signs as well as mobile signs.

In response to Sushil Kumra, Traffic Safety Council Representative, Greg Amoroso, Acting Inspector, Peel Region Police spoke to the distracted driving criteria and noted examples; use of stereo, docked versus held phone etc.

Ms. Hicks and Inspector Amoroso spoke to the targeted group and the focus of the campaign. Ms. Hicks noted there will be guest speakers and a distracted driving virtual reality experience at the campaign launch.

Ms. Hicks provided sample messaging and noted they will avoid using the term "accident" in the messages.

Members of the Committee discussed the distracted driving fines and using the messaging in the organic component of the campaign.

Don Clipperton, Mississauga Insurance Brokers Association spoke to the drivers insurance penalties due to minor convictions. In response, Melissa Brabant, Marketing Planner, Ministry of Transportation spoke to the levels of licensing.

Members of the Committee engaged in a discussion with respect to the use of mobile signs and addressed concerns about them being a distraction. Ms. Brabant spoke to a study that found it is best to reach drivers while committing the offence for example; electronic messages on highway overpass signs. Councillor Saito suggested using the Councillor's sign locations for advertisement space. In response to Anne Marie Hayes, Citizen Member, Ms. Hicks noted the organic messages are not intended specifically for sign use.

Wanda Day, Supervisor, Marketing spoke to the Creative Marketing piece of the campaign, and to the proposed paid marketing strategy. Ms. Day explained how the tactics will be used on instagram and facebook with a specific target audience of males aged 17 to 35 as identified through research. The adds will only run to those inside the target audience group. Ms. Day spoke to the results of a focus group at Sheridan College where they tested the response to the proposed concepts and noted the strongest results from concept "A".

Tina Mackenzie, Manager, Creative Services and Eder Saos, Graphic Designer spoke to and provided visual examples of still screen and animated views of the campaign messages and images.

Members of the Committee engaged in a discussion regarding the proposed advertisements. Matthew Aymar, Analyst, Peel Public Health, suggested adding 3 periods after the statement "be there soo" to indicate the sentence is incomplete. Tony Power, Citizen Member and Vice-Chair spoke in support and requested that the Vision Zero and or Road Safety Committee logos be added to the Mississauga logo. Ms. Mackenzie spoke to the rationale behind not including the additional logos in an effort to make the messages quick to read with a clean appearance but noted they could be added on the organic messages.

Ms. Day spoke to the corporate brand noting using it as the primary logo is the best practice. Mr. Kumra spoke to the lack of shock value in the proposed campaign. In response to Sunil Sharma, Citizen Member, Ms. Hicks advised there were no comments from the focus group regarding the use of abbreviations for the words "are" and "you".

In response to Trevor Howard, Citizen Member, Ms. Mackenzie spoke to the preferred colouring and illustrative technique used to resonate with the target audience.

Members of the Committee engaged in a discussion regarding the use of logos on the final products of the campaign; length of messages on VHO signs. The Committee agreed to amend the campaign to add the Vision Zero logo to all items and to add the Road Safety Committee logo to only the static images. Mr. Aymar spoke to the Region

using the Vision Zero logo regularly and that it is consistent messaging which demonstrates alignment with the City.

RECOMMENDATION RSC-0009-2020

Moved By A. Hayes

That the Distracted Driving Campaign Strategy as presented by Communications staff on February 25, 2020 be approved as amended to include both the City of Mississauga logo and the Vision Zero logo on all creative tactics.

YES (10): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Hayes, J. Walmart, S. Sharma, T. Howard , S. Doyle, and S. Kumra

ABSTAIN (1): T. Barakat

ABSENT (2): A. Ramlakhan, and J. Fan

Carried (10 to 0)

9. INFORMATION ITEMS

9.1 Road Safety Committee Member Updates

Sunil Sharma, Citizen Member spoke to his plans for an upcoming community outreach booth at Rivergrove Community Centre and invited fellow Committee Members to attend if available.

9.2 Update on Citizen Member Outreach

Nil

9.3 Email from Jojo Chua, resident dated December 19, 2019 titled "A letter to the mayor" regarding Pedestrian Education

Councillor Saito spoke to the email noting many of the suggestions are already being considered as part of the Road Safety Committee's mandate and Vision Zero plan. Councillor Saito will respond directly to the resident as Chair of the Committee.

RECOMMENDATION RSC-0010-2020

Moved By J. Walmart

1. That the email from Jojo Chua, resident dated December 19, 2019 titled "A letter to the mayor" regarding Pedestrian Education be received; and
2. That Councillor Saito, Chair of the Road Safety Committee respond via a formal letter regarding the work of the Committee as it relates to the request.

YES (9): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Hayes, J. Walmart, S. Sharma, T. Howard , and S. Kumra; S. Doyle.

ABSENT (2): A. Ramlakhan, and J. Fan

Carried (9 to 0)

9.4 Vision Zero Task Force Update, Region of Peel (Verbal)

Matthew Aymar, Analyst, Peel Public Health provided a synopsis of the recent Vision Zero Task Force meeting noting a consultant was hired to facilitate a workshop with the group. The task force discussed what the committee should do for 2020 and what worked well. Mr. Aymar noted staff will be reviewing the results from the workshop provided by the consultant to determine what can be prioritized in 2020. Mr. Aymar to circulate a follow up to the Road Safety Committee.

In response to Tony Power, Citizen Member and Vice-Chair, Angela Partynski, Technical Analyst, Region of Peel spoke to the status of the Pedestrian Safety brochure and noted it is in the final stages of completion.

Greg Amoroso, Inspector, Peel Regional Police spoke to strategic enforcement and targeting spots that are known to be dangerous for pedestrians and noted a reduction of fatalities which is attributed to this approach.

In response to Mr. Power, Colin Patterson, Road Safety Supervisor, spoke to the ongoing processing of the speed sign installation; photo radar update; and noted the speed limit change program has a significant impact on how an automated speed limit program would operate. Mr. Patterson spoke to a robust report coming forward in the coming months to seek funding for the Automated Speed Enforcement Program, phases one and two. In response to John Walmark, Citizen Member, Mr. Patterson confirmed the cameras used in Mississauga are the same cameras used in the City of Toronto as part of the provincial wide style of automated enforcement.

Members of the Committee engaged in a discussion with respect to the increase in fines; impacts on the court system; challenges with camera location; school zone and neighbourhood speed limits; timing of speed zones; and communication of the changes. In response, Mr. Patterson noted the public desire to have more enforcement rather than education to reduce the occurrence of incidents. Mr. Patterson was directed to provide an update to Council regarding the Automated Speed Enforcement Program.

10. OTHER BUSINESS

10.1 Ministry of Transportation Road Safety Achievement Awards

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation spoke to the Road Safety Achievement awards, the nomination deadline, criteria and qualifications and noted the award ceremony is scheduled for June 18th.

Ms. Brabant, spoke in support of the Road Safety Committee submitting an application that includes campaigns, events and other initiatives and based on the partnership with the Region of Peel. Sunil Sharma, Citizen Member, suggested that the Committee keep a record of relevant information specifically to be prepared for the application in 2020. Councillor Saito and Tony Power, Citizen Member and Vice-Chair were appointed to work on the application once provided with a list of events and initiatives by Allyson D'Ovidio, Legislative Coordinator.

RECOMMENDATION RSC-0011-2020

Moved By T. Power

That Councillor Saito, Chair, Road Safety Committee and Tony Power, Vice-Chair, Citizen Member, Road Safety Committee be directed to prepare an application for submission to the Ministry of Transportation to nominate the Road Safety Committee for the Road Safety Achievement Awards.

YES (9): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Hayes, J. Walmart, S. Sharma, T. Howard , and S. Kumra, S. Doyle.

ABSENT (2): A. Ramlakhan, and J. Fan

Carried (9 to 0)

10.2 Peel Region Police Road Watch Program update (Verbal)

Inspector Greg Amoroso, Peel Region Police spoke in support of the campaign, criteria of distracted driving.

Inspector Amoroso spoke to the status of the Road Watch program in Peel and noted many frivolous calls are received which results in officers being dispatched inappropriately, limiting resources in more needed calls. Constable Donna Maurice, Peel Regional Police spoke to issues with conflicting calls and the excessive volume of frivolous road watch reports.

Inspector Amoroso spoke to the future of the road watch program noting the Peel Regional Police are collecting relevant data to determine how to utilise the information to enhance enforcement where it is needed. In response to Councillor Saito, Inspector Amoroso noted the program is no longer enforced by Caledon; critical calls are sent to the appropriate division for investigation; road rage calls are now being investigated. Councillor Saito suggested the Committee could provide recommendations if the opportunity exists.

John Walmark, Citizen Member spoke to promoting neighbourhood speed watch; recording license plates of drivers in excess of 55 km/hr in residential areas. Councillor Saito spoke to the matter noting residents don't want to participate. In response Inspector Amoroso spoke to the use of the crime stoppers hotline.

In response to Councillor Saito, the Committee engaged in a discussion with respect to the design of the "Please Slow Down" lawn signs including graphics, colour, considering different images, changing the design regularly to keep them fresh. Members of the Committee agreed to continue to maintain the design approved in 2019 and have the Road Safety Promotional Subcommittee review the design for change in 2021. Colin Patterson, Supervisor, Road Safety will investigate steel signs.

RECOMMENDATION RSC-0012-2020

Moved By Councillor S. Dasko

That Transportation and Works staff be directed to order additional "Please Slow Down" lawn signs as approved in 2019 and that the Road Safety Promotional Subcommittee review the design of the signs for approval in 2021.

YES (9): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Hayes, J. Walmart, S. Sharma, T. Howard , and S. Kumra, S. Doyle.

ABSENT (2): A. Ramlakhan, and J. Fan

Approved

11. DATE OF NEXT MEETING

March 31, 2020.

12. ADJOURNMENT

11:42 AM (A. M. Hayes)