
Road Safety Promotional Subcommittee

Date: November 3, 2020
Time: 10:00 AM
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

Attend Virtually

Advance registration is required to participate and/or to make comments in the virtual public meeting.

Any member of the public interested in attending the meeting must register at allyson.dovidio@mississauga.ca by Monday, November 2, 2020 before 12:00 PM.

Residents without access to the internet, via computer, smartphone or tablet, can attend and/or participate in the meeting via telephone. To register, please call Allyson D'Ovidio 905-615-3200 ext. 8587 no later than Monday, November 2, 2020 before 12:00 PM.

Comments submitted will be considered as public information and entered into public record.

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

Contact

Allyson D'Ovidio, Legislative Coordinator, Legislative Services
905-615-3200 ext. 8587

Email: allyson.dovidio@mississauga.ca

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
5. MATTERS TO BE CONSIDERED
 - 5.1. Take the Pledge – Peel Police Campaign – RSC Participation
 - 5.2. Vision Zero Youth Network TL2D
 - 5.3. Please Slow Down lawn sign design
6. INFORMATION ITEMS - Nil.
7. OTHER BUSINESS
8. DATE OF NEXT MEETING - TBD
9. ADJOURNMENT

SHARE:

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August 2020



Will You Take The Pledge?



How To Take The Pledge

The purpose of our campaign is to help reduce the speed on our roads.

Lets Take The Pledge Together

Platoon Chief Gordon Fowler of the City of Brampton Fire Department takes the pledge.



We Challenge You To Take The Pledge

Paramedic Amanda takes the pledge.

Do Your Part And Take The Pledge

Erin is a lead Ambassador and Community activist for Road Safety.

Charities & Community
Partnerships

Engaging Youth

Road Safety

Keeping Our Community
Safe



Allyson D'Ovidio

Subject: RE: Take the pledge/police reports concerning fatalities

From: Maurice, Donna [<mailto:Donna.Maurice@peelpolice.ca>]

Sent: Thursday, October 8, 2020 12:30 PM

To: Pat Saito

Subject: Take the pledge/police reports concerning fatalities

The Take The Pledge Peel road safety campaign is about the community taking ownership of road safety and also making a commitment to participate in the process of driving safer by slowing down.

The community has expressed great concern for the driving behaviour that they have been witnessing in Peel – and it is and continues to be a policing priority.

The Take the Pledge Peel campaign is about:

1. Awareness
2. Social Development (drivers, cyclists and pedestrians)
3. Prevention (including Vision Zero – Peel Region's commitment to reduce fatalities and serious injury motor collisions across Peel)

The partners are Brampton Fire, Peel Paramedics, and the William Osler Health Foundation.

The campaign is ongoing...

Sent from my iPhone

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Where Do Teens & Young Adults Fit in Mississauga's Vision Zero Plan?

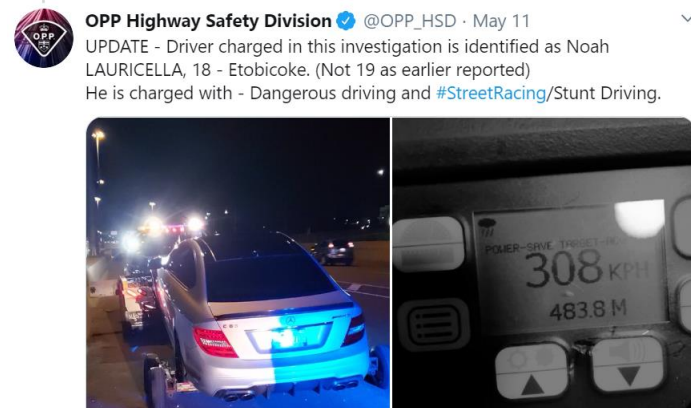
VISION ZERO YOUTH



NO MORE DEATHS ON THE ROAD



Young People are High Risk to Themselves and Others*



They:

- lack experience
- tend toward risky behaviors
- connect primarily through cell phones

*5 years of ORSAR (Ontario Road Safety Annual Report) data

Hard to Reach through traditional media because they:



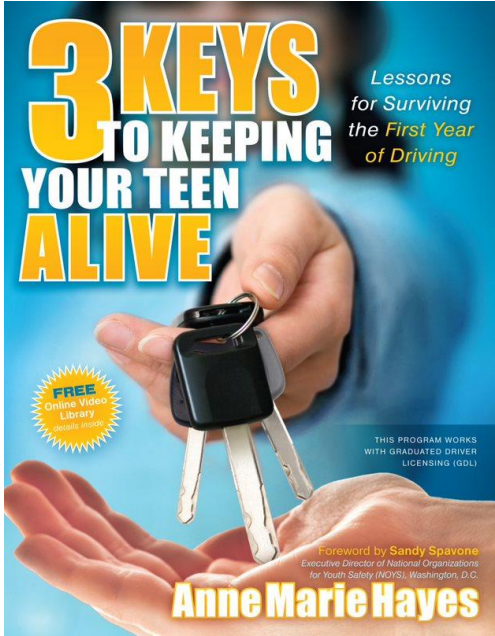
DON'T READ MAGAZINES OR
NEWSPAPERS



DON'T LISTEN TO THE RADIO
AS MUCH AS PREVIOUS
GENERATIONS



DON'T WATCH LIVE TV



200+ Events across Ontario





VISIONZERO
Peel



CARSP-ACPSR

Mississauga Road Safety Committee

IRSMC

NOYS
National Organizations for Youth Safety

Plus 7



TL2D

TEENS LEARN to DRIVE

5 Es of Traffic Safety

- ✓ Engineering – better designed roads and vehicles (roundabouts, separated cycle lanes...)
- ✓ Engagement – collaboration with health care and other partners to understand why injuries/ deaths occur and create countermeasures
- ✓ Enforcement - speed warning systems, photo radar, dedicated officers
- ✓ Evaluation - collection and review of crash data to determine interventions and assess whether or not they're working
- X Education – online resources, ad-hoc safety advice from police and volunteers

Vision Zero: Sweden vs. Ontario

Driver Training



Mandatory Driver Training:

100% of students require formal training

Including a 3.5 Hour Course
about how drugs, alcohol,
drowsiness and excessive speed
affect driving.



Driver Training Is NOT Mandatory.

In 2019 **LESS THAN 40%** of new
drivers took a Beginner Driver
Education Course (BDE)*

There are more than 40 approved BDE
curriculums in Ontario. They focus on
maneuvering and not the behaviours that
affect driving.

*MTO Data

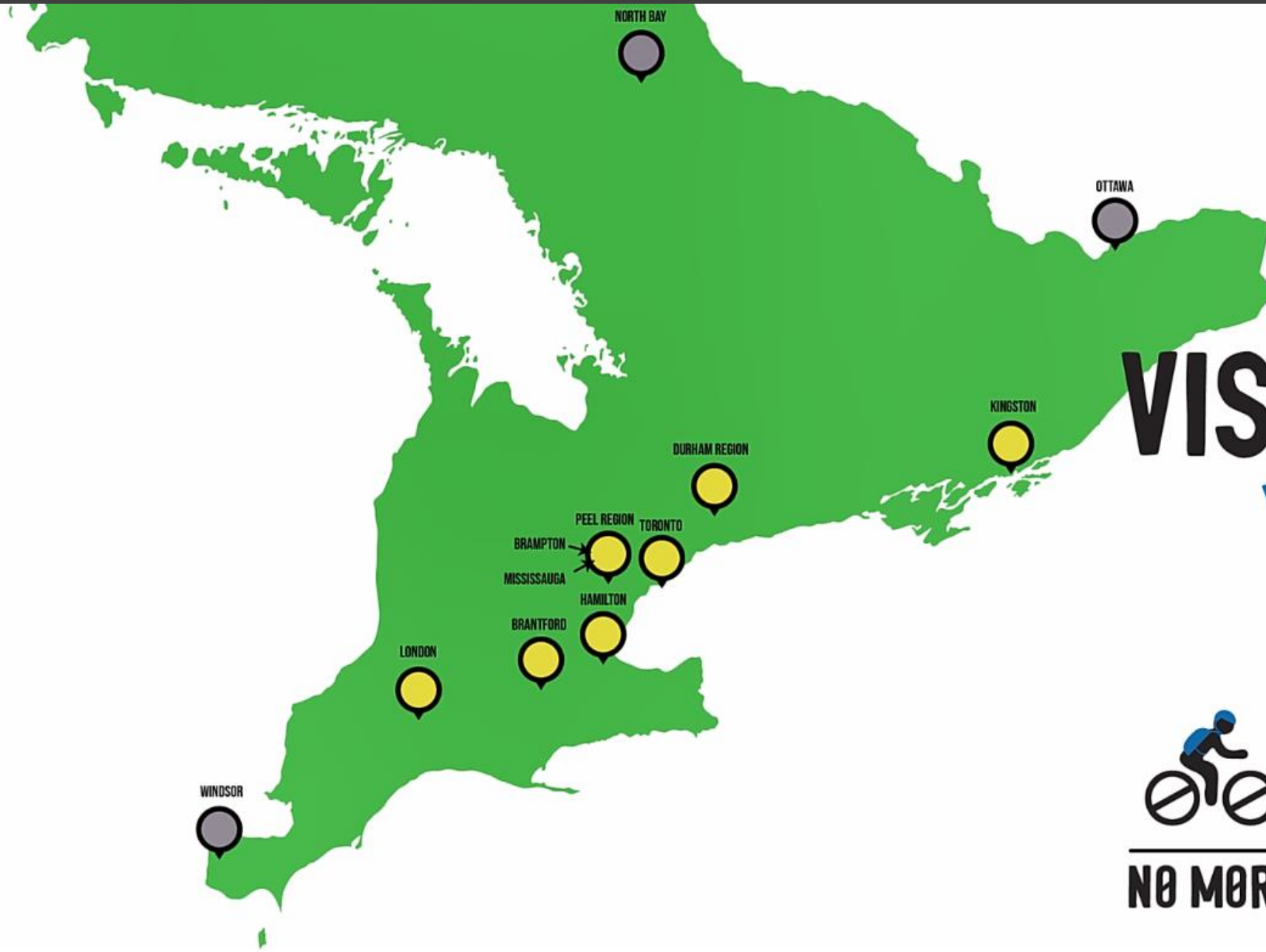
Practical Road Test



- In Sweden, Driver's Licence is **probationary** for 2 years.
- licence is forfeited for any infractions.



- In Ontario, an 18 year-old G2 driver sped down the QEW at **208 km/hr** **OVER** the speed limit.
- His licence was suspended for 7 days and his car was impounded for 7 days.



VISION ZERO YOUTH NETWORK



NO MORE DEATHS ON THE ROAD

VZYNETWORK AMBASSADOR

12 High School Student Ambassadors

- 2 from each MTO Region
- Volunteer Position
- Commitment - Min 5 Hrs/ Month plus 1-hour Zoom Meeting with Full Team
- Sponsored by Vision Zero Groups and Corporate Sponsors



Responsibilities

- Collaborate with police & community partners
- Create & share road safety messages via Social Media
- Create a video of 2 to 5 minutes about a safety topic they choose
- Run a 1-hour version of the Sweet Life Road Show at their high school (with the permission of their principal).
- Run a 10-minute safety segment at each of 4 high school assemblies (with the permission of their principal)
- Be available to provide feedback on other campaigns and resources – from the ‘youth perspective’ to partners



TEENS LEARN to DRIVE





Program Mentors

- TL2D Team
- OPP and Local Policing Partners
- Ministry of Transportation
- Subject Matter Expert Partners



Ontario Federation of ATV Clubs

A not-for-profit ATV Organization for ATV Clubs in Ontario

Contact Me

Anne Marie Hayes



647-227-4220



AMHayes@TeensLearntoDrive.com

**TEENS
LEARN
to DRIVE**

Mississauga's Version

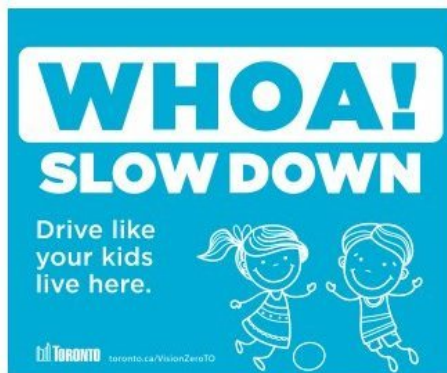


2016 - 2018



2019 & 2020

Other Local Examples



Next Steps

Do we want a new version for 2021?

If so, direction is required on:

- **Message**- continue with 'Slow Down'?
- **Colours** – Suggested a maximum of 2 colours plus the bag (either yellow or white)
- **Logos** - recent versions included 311, Vision Zero, and Corporate logos
- **Additional graphics and creative direction**

Desired timeline is a finalized and approved design by **March 1** to allow for procurement and distribution in Spring 2021