
Road Safety Promotional Subcommittee

Date: October 31, 2024
Time: 9:30 AM
Location: Online Video Conference

Members

Councillor and Chair Stephen Dasko	Ward 1
Councillor and Vice-Chair Sue McFadden	Ward 10
Councillor Martin Reid	Ward 9
VACANT	Citizen Member
Robert Fluney	Citizen Member
David King	Citizen Member

To Request to Speak on Agenda Items - Advance registration is required. To make a Deputation please email Allyson D'Ovidio, Legislative Coordinator at allyson.dovidio@mississauga.ca or call 905-615-3200 ext. 8587 no later than Tuesday, October 29, 2024 before 4:00 PM.

Questions for Public Question Period - Questions for Public Question Period should be provided to the Legislative Coordinator at least 24 hours in advance of the meeting. Comments submitted will be considered as public information and entered into the public record.

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/councilcommittees>

An asterisk (*) symbol indicates an Item that has been either Revised or Added

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 Draft Road Safety Promotional Subcommittee Minutes - June 13, 2022

5.2 Draft Road Safety Promotional Subcommittee Minutes - September 15, 2023

6. **MATTERS TO BE CONSIDERED**

6.1 Slow Down Lawn Signs - Update 2025

7. **INFORMATION ITEMS - Nil.**

8. **OTHER BUSINESS - Nil.**

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

10. **ADJOURNMENT**

Road Safety Committee

Date: June 13, 2022
Time: 9:34 AM
Location: Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1
	Councillor Pat Saito	Ward 9
	Anne Marie Hayes	Citizen Member (Co-Chair)
	Anna Phillips	Citizen Member (Co-Chair)
Members Absent	Tony Power	Citizen Member

Staff Representatives

Erica Warsh, Project Leader, Vision Zero
Catherine Nguyen-Pham, Communications Advisor
Seema Ansari, Technical Analyst, Region of Peel
Angela Partynski, Technical Analyst, Region of Peel
Michelle Sanstra, Legislative Coordinator

DRAFT

Road Safety Promotional Subcommittee 13 06 2022

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1. CALL TO ORDER

Anne Marie Hayes, Co-Chair called the meeting to order at 9:34 AM.

2. INDIGENOUS LAND STATEMENT

Anne Marie Hayes, Co-Chair cited the Indigenous Land Statement.

3. APPROVAL OF AGENDA

Approved (Councillor Saito)

4. DECLARATION OF CONFLICT OF INTEREST

5. MINUTES OF PREVIOUS MEETING

5.1 Road Safety Promotional Subcommittee DRAFT Minutes - January 21, 2022

Approved (Councillor Dasko)

6. MATTERS TO BE CONSIDERED

6.1 Road Safety Committee - Mascot (Verbal)

Anne Marie Hayes, Citizen Member spoke about the mascot creative designs from her students at Teens Learn to Drive. Members of the Committee discussed the designs and decided not to use any of the designs.

Members of the subcommittee engaged in discussion regarding:

- Branding
- Tactics
- Concepts
- Creative Design
- Messaging
- Costs

Angela Partynski, Technical Analyst, Region of Peel will provide the Legislative Coordinator with the vendor information that Region of Peel used.

DIRECTION: For staff to come up with a creative design to be used as the Road Safety Committee mascot and present it at the next meeting.

RECOMMENDATION RSPS-0005-2023

Moved By A. Hayes

That the discussion regarding a Road Safety Committee Mascot creative design, be received.

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Received

6.2 Road Safety Committee - Appreciation Breakfast/Lunch (Verbal)

Councillor Saito spoke to having an appreciation lunch and tour of the ATMS for the Road Safety Committee Members during the summer.

Michelle Sanstra, Legislative Coordinator will follow-up with Colin Patterson, Manager Traffic Services and Road Safety regarding a tour for the Citizen Members.

RECOMMENDATION RSPS -0006-2023

Moved By A. Hayes

That the discussion regarding a Road Safety Committee appreciation breakfast/lunch, be received.

Received

6.3 Road Safety Committee - Promotional Item(s) Update (Verbal)

Michelle Sanstra, Legislative Coordinator advised the Committee Members of the promotional items that are available.

Members of the Committee discussed upcoming events throughout the City and volunteering.

RECOMMENDATION RSPS-0007-2023

Moved By Councillor P. Saito

That the discussion regarding Road Safety Promotional Item Update, be received.

Received

7. INFORMATION ITEMS - Nil

8. OTHER BUSINESS

Erica Warsh, Project Leader, Vision Zero spoke to the upcoming Peel Regional Police Road Safety open house on June 18, 2022.

Anne Marie Hayes, Co-Chair enquired if anyone would be attending the upcoming Canadian Association of Road Safety Professionals (CARSP) conference.

9. DATE OF NEXT MEETING - TBD

10. ADJOURNMENT

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Road Safety Promotional Subcommittee 13 06 2022

10:25AM (Councillor Saito)

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Road Safety Promotional Subcommittee

Date: September 15, 2023
Time: 9:34 AM
Location: Online Video Conference

Members	Councillor Stephen Dasko	Ward 1
	Councillor Sue McFadden	Ward 10
	Councillor Martin Reid	Ward 9
	Brant Thompson	Citizen Member
	Councillor Robert Fluney	Citizen Members
	David King	Citizen Member

Staff Present

Seema Ansari, Technical Analyst, Region of Peel
Don Clipperton, President, Mississauga Insurance Brokers Association
Jennifer Andrade, Special, Public Programs, Region of Peel
Melissa Brabant, Team Lead, Transportation Safety Division, Ministry of Transportation
Colin Patterson, Manager, Traffic Services & Road Safety
Catherine Nguyen-Pham, Communications Advisor
Laura Zeglen, Project Leader, Vision Zero
Allyson D'Ovidio, Legislative Coordinator

1. CALL TO ORDER

Pursuant to the section 28 of the Council Procedure By-law #0044-2022, Allyson D'Ovidio, Legislative Coordinator called the meeting to order at 9:34 AM and called for nominations for a Chair and Vice-Chair of the Road Safety Promotional Subcommittee.

1.1 Appointment of Chair

Councillor S. McFadden nominated Councillor S. Dasko to be Chair of the Road Safety Promotional Subcommittee.

RECOMMENDATION RSPS-0001-2023

Moved By R. Fluney

That Councillor Stephen Dasko (Ward 1) be appointed Chair of the Road Safety Promotional Subcommittee for the term ending November 14, 2026 or until a successor is appointed.

(RSPS-0001-2023)

Approved

1.2 Appointment of Vice-Chair

Councillor S. Dasko nominated Councillor S. McFadden as Vice-Chair of the Road Safety Promotional Subcommittee.

RECOMMENDATION RSPS-0002-2023

Moved By R. Fluney

That Councillor Sue McFadden (Ward 10) be appointed Chair of the Road Safety Promotional Subcommittee for the term ending November 14, 2026 or until a successor is appointed.

(RSPS-0002-2023)

Approved

2. INDIGENOUS LAND STATEMENT

Councillor S. Dasko, Chair recited the Indigenous Land Statement.

3. APPROVAL OF AGENDA

Approved (Councillor M. Reid)

4. DECLARATION OF CONFLICT OF INTEREST

Nil.

5. MINUTES OF PREVIOUS MEETING

5.1 Road Safety Promotional Subcommittee Minutes - January 21, 2022

Approved (Councillor S. McFadden)

6. MATTERS CONSIDERED6.1 Road Safety Committee Promotional Subcommittee Terms of Reference Review

Members of the Subcommittee engaged in a discussion with respect to the revised Road Safety Promotional Subcommittee Terms of Reference and approved changes with respect to the agency representatives.

RECOMMENDATION RSPS-0003-2023

Moved By R. Fluney

That the Road Safety Promotional Subcommittee Terms of Reference be approved as amended.

(RSPS-0003-2023)

6.2 Slow Down Lawn Sign, Catherine Nguyen-Pham, Communications Advisor

C. Nguyen-Pham presented previous iterations of the "Slow Down" lawn signs. Members of the Subcommittee engaged in a discussion with respect to designs for a new sign including:

- Colour (white, red, green, brown, blue and yellow);
- Images of children playing;
- logos to include (Mississauga, 3-1-1, Vision Zero)

Colin Patterson, Manager, Road Safety spoke to the rationale behind previous designs and noted they need to be visible in the evening.

RECOMMENDATION RSPS-0004-2023

Moved By Councillor M. Reid

That Catherine Nguyen-Pham, Communications Advisor be directed to work with Creative staff to prepare mock designs of a new "Slow Down" lawn sign and return to the Road Safety Promotional Subcommittee for approval and next steps.

(RSPS-0004-2023)

Approved

7. INFORMATION ITEMS

Nil.

8. OTHER BUSINESS

Nil.

9. DATE OF NEXT MEETING - TBD

10. ADJOURNMENT

10:26 AM (Councillor S. McFadden)

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SLOW

DOWN

3-1-1



VISIONZERO



MISSISSAUGA