
Road Safety Committee

Date: November 17, 2020
Time: 9:30 AM
Location: Online Video Conference

Members

Councillor Stephen Dasko	Ward 1
Councillor Karen Ras	Ward 2
Councillor Pat Saito	Ward 9 (Chair)
Tony Power	Citizen Member (Vice-Chair)
Anna Phillips	Citizen Member
Anne Marie Hayes	Citizen Member
John Walmark	Citizen Member
James Fan	Citizen Member
Sunil Sharma	Citizen Member
Trevor Howard	Citizen Member
Sushil Kumra	(Traffic Safety Council Representative)
Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
Mark Jablonski	Citizen Member

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 at angie.melo@mississauga.ca by Monday, November 16, 2020 before 12:00 PM.

Residents without access to the internet, via computer, smartphone or tablet, can participate and/or make comment in the meeting via telephone. To register, please call Angie Melo 905-615-3200 ext 5423 no later than Monday, November 16, 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
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel Staff Sgt. Allan Villers, Peel Regional Police
Constable Donna Maurice, Peel Regional Police

Sgt. Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit) Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health Matthew Aymar, Analyst, Research and Policy, Region of Peel

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation

Michael Stewart, Government Relations Specialist, CAA

Donald Clipperton, President, Mississauga Insurance Brokers Association

Angela Partynski, Technical Analyst, Environmental Education

Sean Carrick, Manager, Traffic Engineering, Region of Peel

William Toy, Supervisor, Traffic Safety, Region of Peel

Contact

Angie Melo, Legislative Coordinator, Legislative Services

905-615-3200 ext. 5423

Email: angie.melo@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**

4.1. Road Safety Committee Minutes - October 27, 2020

5. **PRESENTATIONS**

- 5.1. Community Safety and Well-Being Vision Zero PowerPoint – Inspector Peter Danos, Peel Regional Police
- 5.2. Pedestrian Safety Month – Campaign Results, Amy Camara, Communications Coordinator
- 5.3. Automated Speed Enforcement (ASE), Samantha Gileno, Senior Communications Advisor
- 5.4. Peel Regional Police– “Take the Pledge” Campaign, Catherine Nguyen-Pham, Communications Coordinator
- 5.5. 2021 Work Plan and Campaign Options, Karen Flores, Supervisor, Communications Department

6. **DEPUTATIONS - Nil**

7. MATTERS TO BE CONSIDERED

- 7.1. Recommendations from the Road Safety Promotional Subcommittee, November 3, 2020 for Approval

RECOMMENDATION

RSC-0026-2020

Moved By Councillor. P. Saito

1. That Council endorse the Peel Regional Police “Take the Pledge” campaign; and
2. That the sign produced by Peel Regional Police with respect to the “Take the Pledge Campaign” be permitted for use in the City of Mississauga; and
3. That Communications staff work with the Peel Regional Police with respect to investigating the potential for a joint promotional lawn sign as well as new concepts for the City of Mississauga lawn sign.

RECOMMENDATION

RSC-0027-2020

Moved By Councillor. P. Saito

That the Road Safety Committee Promotional Subcommittee be permitted to approve design concepts related to the new “Please Slow Down” lawn signs via email.

8. PUBLIC QUESTION PERIOD - 15 Minute Limit

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.

9. INFORMATION ITEMS

- 9.1. Citizen Member Updates
- 9.2. Minutes from Road Safety Promotional Subcommittee – November 3, 2020
- 9.3. 2021 Road Safety Committee Meeting Dates

10. OTHER BUSINESS

- 10.1. “Take the Pledge Photo Op”

11. DATE OF NEXT MEETING - January 26, 2021

12. ADJOURNMENT

Road Safety Committee

Date: October 27, 2020
Time: 9:30 AM
Location: Online Video Conference

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

Staff / Agency Representatives Present

Colin Patterson, Supervisor, Road Safety, Traffic Management
William Wright, Road Safety Technologist, Traffic Management
Catherine Nguyen-Pham, Communications Coordinator
Karen Flores, Supervisor, Department Communications
Erica Warsh, Project Leader, Vision Zero
Staff Sgt. Allan Villers, Peel Regional Police
Constable Donna Maurice, Peel Regional Police
Inspector Peter Danos, Peel Regional Police
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation
Thomas Barakat, Manager, Public Policy & Government Relations, OGRA
Michael Steward, Community Relations Specialist, CAA
Donald Clipperton, President, Mississauga Insurance Brokers Association
Angela Partynski, Technical Analyst, Environmental Education
William Toy, Supervisor, Traffic Safety, Region of Peel
Allyson D'Ovidio Legislative Coordinator, Legislative Services

1. CALL TO ORDER

1.1 Introduction, New Citizen Member Mark Jablonski

2. APPROVAL OF AGENDA

RECOMMENDATION

Moved By Councillor S. Dasko

Approved

3. DECLARATION OF CONFLICT OF INTEREST

Nil

4. MINUTES OF PREVIOUS MEETING

4.1 Road Safety Committee Minutes - September 29, 2020

RECOMMENDATION

Moved By Councillor K. Ras

Received

5. PRESENTATIONS

5.1 Audrey Holt, Senior Communications Advisor to present the Strategic Communications strategy for Neighbourhood Speeds (10 Minutes)

Ms. Holt presented on the subject matter, spoke to background information, business goals, strategy and communications tactics.

In response to Suzanne Doyle, Mississauga Cycling Advisory Representative, Ms. Holt spoke to the Interactive GIS system similar to others already used in the City. In response to Sunil Sharma, Citizen Member, Ms. Holt spoke to the diverse communications plan and intention to ensure their is outreach in print and digital media in the top 10 languages in Mississauga.

In response to Councillors' enquiries, Colin Patterson, Supervisor, Road Safety spoke to the notice process for implementing speed changes, signage, By-Law and Council endorsement requirements, noting a 4-6 week lead time between communication to ward offices and any implementation.

Councillor Saito enquired about the involvement of the Road Safety Committee and requested that Audrey work with the Road Safety Promotional Subcommittee to determine if there is a place for them in the strategy.

RECOMMENDATION RSC-0021-2020

Moved By Councillor K. Ras

That the presentation by Audrey Holt, Senior Communications Advisor with respect to the Strategic Communications Strategy for Neighbourhood Speeds, be received.

YES (11): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Fan, S. Sharma, T. Howard , S. Doyle, and Mark Jablonski

ABSENT (2): J. Walmark, and S. Kumra

Carried (11 to 0)

5.2 Erica Warsh, Project Leader, Vision Zero to present the proposed Vision Zero work plan (15 minutes)

Ms. Warsh spoke to the short term Vision Zero work plan, provided background information on the vision; fundamental principles; her role and position as a subject matter expert; collaboration with Traffic Safety Council, Accessibility Advisory Committee and Mississauga Cycling Advisory Committee, Vision Zero task force and RSC membership. Ms. Warsh spoke to the work plan time lines; returning to the Road Safety Committee and moving forward with a Vision Zero memorial. Ms. Warsh spoke to the planned cross departmental support on future projects.

Councillor Ras spoke to the necessity of collaboration amongst departments; an example of confusing signage from different departments along the 9 creeks trail and the need for consistency to be truly connected between all trails.

Suzanne Doyle, Mississauga Cycling Advisory Committee representative spoke in support of Councillor Ras' comments, noting a former request to Active Transportation staff through MCAC to review signage for inconsistencies on multi use trails.

RECOMMENDATION RSC-00222-2020

Moved By J. Fan

That the presentation by Erica Warsh, Project Leader, Vision Zero with respect to the proposed Vision Zero work plan, be received.

YES (11): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Fan, S. Sharma, T. Howard , S. Doyle, and Mark Jablonski

ABSENT (2): J. Walmark, and S. Kumra

Carried (11 to 0)

5.3 Matthew Sweet, Manager, Active Transportation to present an update on e-Scooters (10 minutes)

Mr. Sweet presented on the subject matter and spoke to e-scooter rationale and designs; micromobility definition and examples such as bike share, e-bikes and scooters to provide more transportation options in the City. Mr Sweet spoke to the background of

other City masterplans and their recommendations such as the Cycling Master Plan 2018, Transportation Master Plan, and research to date.

Mr. Sweet noted "Micromobility" is a 3 phase project and spoke to the timelines, taking place in the bulk of 2021 into 2022. Mr. Sweet spoke to phase 1 of the interim strategy and addressed the City's current By-Law does not include the use of e-scooters. Mr. Sweet spoke to the City's process, timing for interim by-law, regulating personal use of e-scooters is expected to go to Council for the end of the year.

Councillor Saito addressed concerns about location usage, noting internal park trails should not permit use of e-scooters; proposed speed limits are high (24 km/hr). Mr. Sweet requested feedback from the Committee on what should be acceptable use and where, noting side-walk use is currently prohibited in Ontario.

Tony Power, Vice-Chair and Citizen Members enquired about Community engagement and encouraging intersection safety. In response, Mr. Sweet spoke to the feedback collection process through pilot programming and advised that signage and education is part of a larger communications plan that is ongoing.

Staff Sergeant Allan Villers, Peel Regional Police spoke to the definition of the e-scooter in the Highway Traffic Act and noted injuries as a result of an incident are covered under the criminal code. As per Mr. Sweet, City Legal staff's interpretation is that e-scooters are not considered vehicles through the provincial regulations. Staff Sergeant Villers advised the public can always express concerns to the police with respect to dangerous conduct at intersections. Mr. Sweet to connect with Staff Sergeant Villers to discuss enforcement and the Highway Traffic Act.

RECOMMENDATION RSC-0023-2020

Moved By Councillor S. Dasko

That the presentation by Matthew Sweet, Manager, Active Transportation with respect to an update on e-Scooters, be received.

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Fan, S. Sharma, T. Howard , S. Kumra, S. Doyle, and Mark Jablonski

ABSENT (1): J. Walmark

Carried (12 to 0)

6. DEPUTATIONS - Nil

7. PUBLIC QUESTION PERIOD - 15 Minute Limit

Nil

8. MATTERS CONSIDERED

8.1 Update on the Region of Peel Vision Zero Task Force and Education and Awareness, Angela Partynski, Region of Peel (and task force member TBD, tentatively Matthew Aymar) (10 Minutes)

Ms. Partynski presented an update on the subject, spoke to social media campaigns; previous education campaigns; provided sample communications; current projects underway at the Region of Peel such as the Road Safety Community Survey coming soon, the Ambassador Program; Best Foot Forward and resume Education and Awareness working group once resources allow.

Ms. Partynski spoke to an update at the task force meeting received from Transportation Safety Staff; hot topics; tactics; supporting campaigns and a summary of support in Peel. Councillor Saito spoke to masks not being included in the new Pedestrian Safety brochure and requested Ms. Partynski determine if it can be updated.

William Toy, Supervisor, Traffic Safety, Region of Peel spoke to the recent Task Force meeting, presented on Road Safety Strategic Plan, provided a summary of how to move forward in implementing Vision Zero which contains 100 countermeasures/fixes to roads and is a living document. Mr. Toy advised the Task Force is returning to Regional Council on Nov 26 with a report outlining developments from the 2019 year. Mr. Toy spoke to the Vision and Goal of Vision Zero, provided examples of implemented countermeasures such as; red light cameras, cross-rides, mid-block crossing signals, Automated Speed Enforcement, and discussed collision statistics and trends in areas of fatal and injury collisions in the Region of Peel.

Councillor Saito spoke in support of the work being done by Councillor Ras in Ward 2.

In response to Sushil Kumra, Traffic Safety Council Representative, Mr. Toy advised the threshold for Automated Speed Enforcement is located on the Ontario website and further that the posted speed limits are regulatory and not negotiable.

RECOMMENDATION RSC-0024-2020

Moved By A. Phillips

That the verbal update and associated presentation by Angela Partynski, Technical Analyst, Region of Peel and William Toy, Supervisor, Traffic Safety, Region of Peel with respect to an update on the Region of Peel Vision Zero Task Force and Education and Awareness, be received.

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Fan, S. Sharma, T. Howard, S. Kumra, S. Doyle, and Mark Jablonski

ABSENT (1): J. Walmark

Carried (12 to 0)8.2 Vision Zero Youth Network TL2D is launching in 2021, Anne Marie Hayes (5 Minutes)

Ms. Hayes spoke to the new program launch through "Teens Learn to Drive" regarding an education program for Vision Zero and young people. Ms. Hayes spoke to the challenges with reaching youth due to communication formats; to her background and the focus on the 5 e's; engineering, engagement, evaluation, enforcement, education. Ms. Hayes spoke to differing drivers' education requirements, noting it is not mandatory in Ontario. Ms. Hayes spoke to the program, the youth ambassadors and their responsibilities, noting the benefits of having a team Mississauga.

Ms. Hayes requested any comments and feedback from the Committee be sent to her attention. Members of the Committee engaged in a discussion with respect to working inside the Road Safety Committee Promotional Subcommittee to determine how the Committee and the City can get involved.

RECOMMENDATION RSC-0025-2020

Moved By Councillor S. Dasko

That the verbal update and associated presentation by Anne Marie Hayes, Citizen Member, with respect to the 2021 launch of "TL2D Vision Zero Youth Network", be received and referred to the Road Safety Committee Promotional Subcommittee for further review.

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Fan, S. Sharma, T. Howard, S. Kumra, S. Doyle, and Mark Jablonski

ABSENT (1): J. Walmark

Carried (12 to 0)8.3 Take the pledge – Peel Police campaign – RSC Participation

Staff Sergeant Allan Villers, Peel Regional Police spoke to the campaign and provided background information noting the focus for community ownership over safety; a 3 pronged approach that is aligned with Vision Zero. Staff Sergeant Villers spoke to the current partnerships to date, such as Brampton Fire, Peel Paramedics, William Osler Health Foundation, use of their social media platforms as well as a recent partnership with the Insurance Bureau of Canada.

Councillor Saito referred the campaign to the Road Safety Promotional Subcommittee to determine engagement strategy and how the Road Safety Committee can get involved. Sushil Kumra, Traffic Safety Council Representative spoke in support of the program.

RECOMMENDATION RSC-0026-2020

Moved By A. Phillips

The verbal update by Staff Sergeant Allan Villers, Peel Regional Police with respect to the "Take the pledge", Peel Regional Police campaign be received and referred to the Road Safety Committee Promotional Subcommittee for further review.

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Fan, S. Sharma, T. Howard, S. Kumra, S. Doyle, and Mark Jablonski

ABSENT (1): J. Walmark

Carried (12 to 0)

8.4 Discussion on 2021 RSC Campaigns / Meetings for the Promotional Subcommittee

Councillor Saito enquired about budget requests for 2021, noting the Committee needs an idea of what campaigns they want to move forward with for 2021. Councillor Saito requested that this be discussed at the Promotional Subcommittee.

9. INFORMATION ITEMS

9.1 Citizen Member Updates

Councillor Dasko requested the discussion on a new design for the "Please Slow Down" lawn signs be brought forward at a future meeting.

10. OTHER BUSINESS

11. DATE OF NEXT MEETING

November 17, 2020 at 9:30 AM - Online Video Conference

12. ADJOURNMENT – 11:32 AM (A. Phillips)

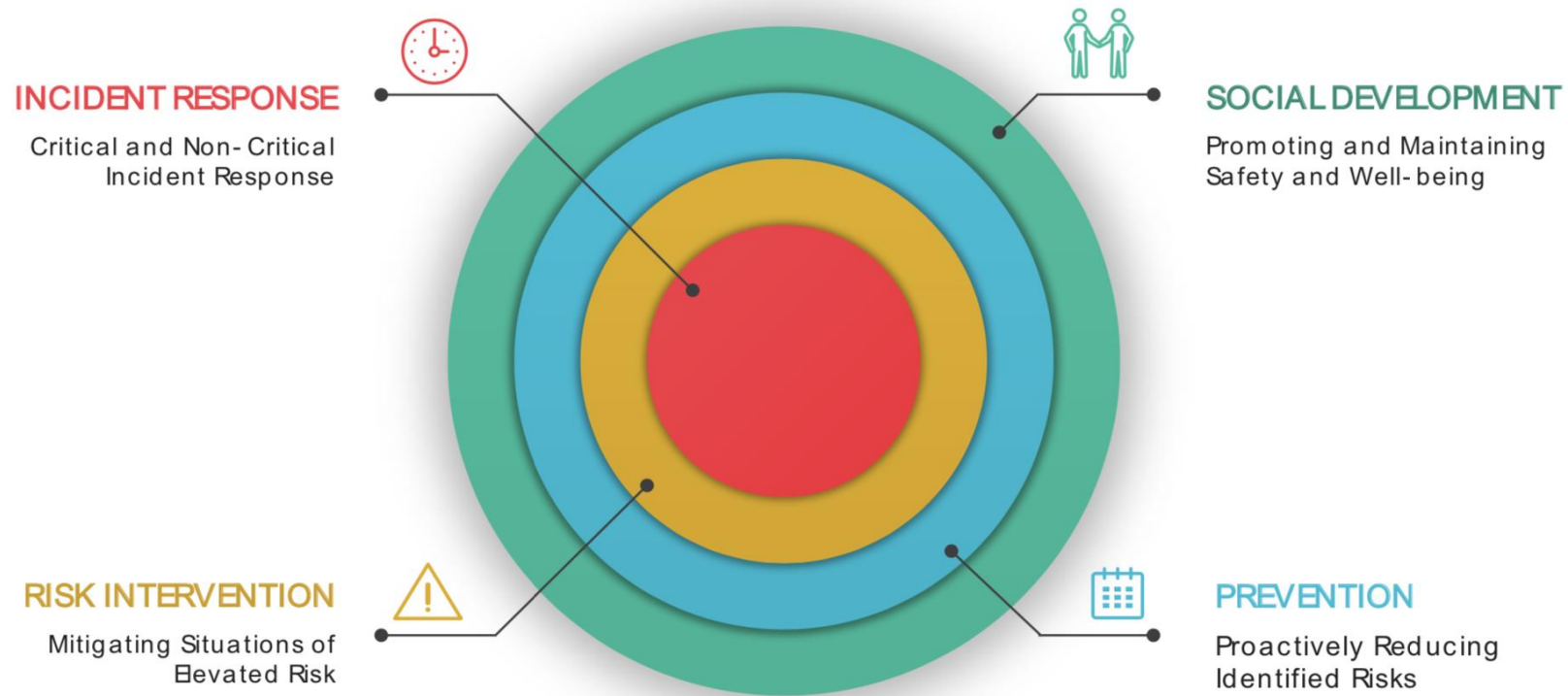
COMMUNITY SAFETY AND WELL-BEING

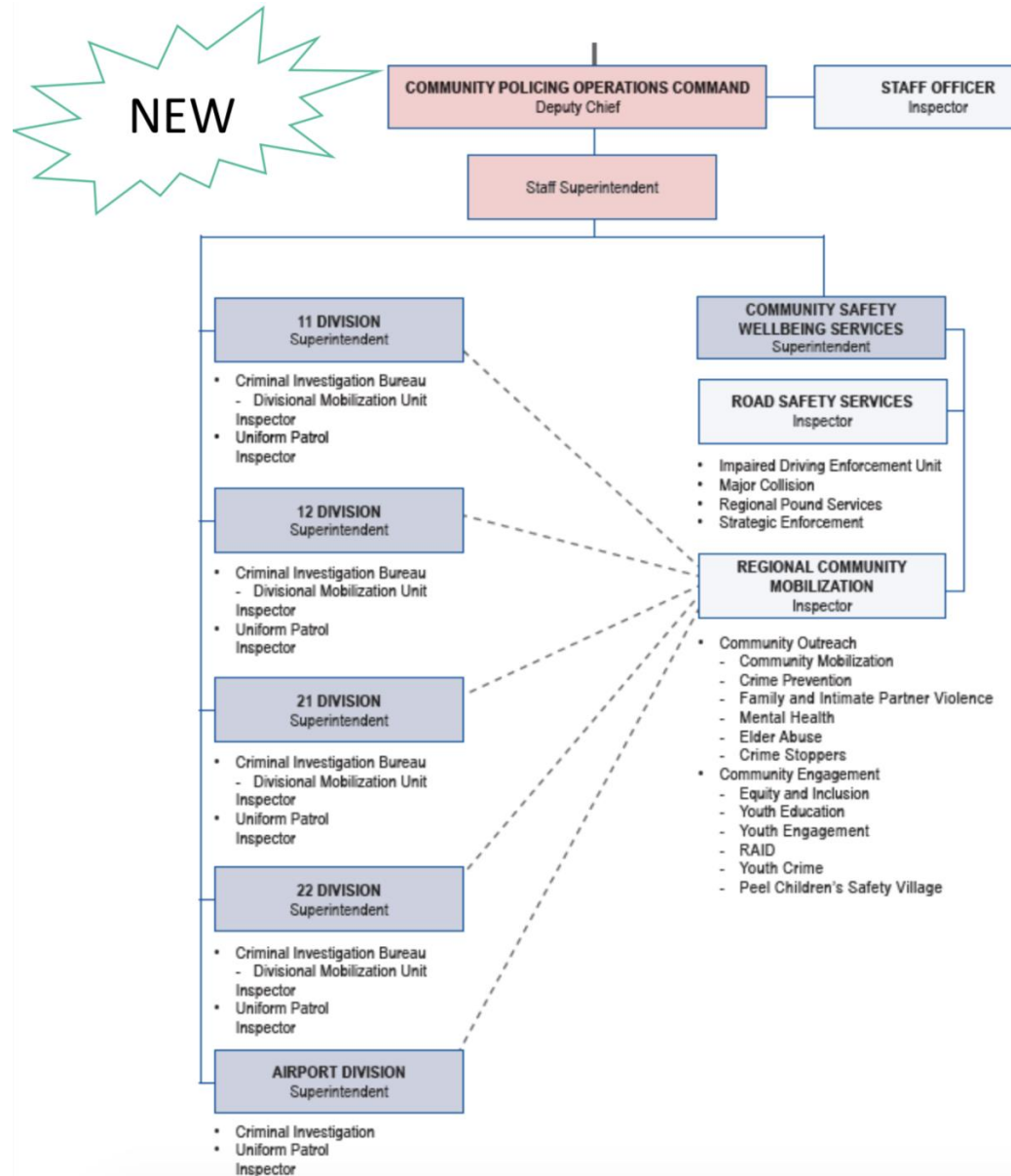
Road Safety Services

- Superintendent Hubie Hiltz
- Inspector Pete Danos



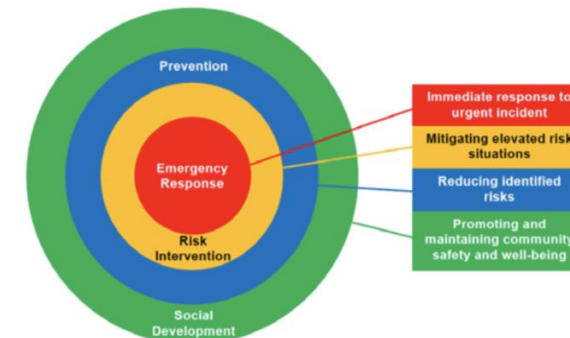
COMMUNITY SAFETY & WELL-BEING FRAMEWORK





Mobilization / Community Policing Operations

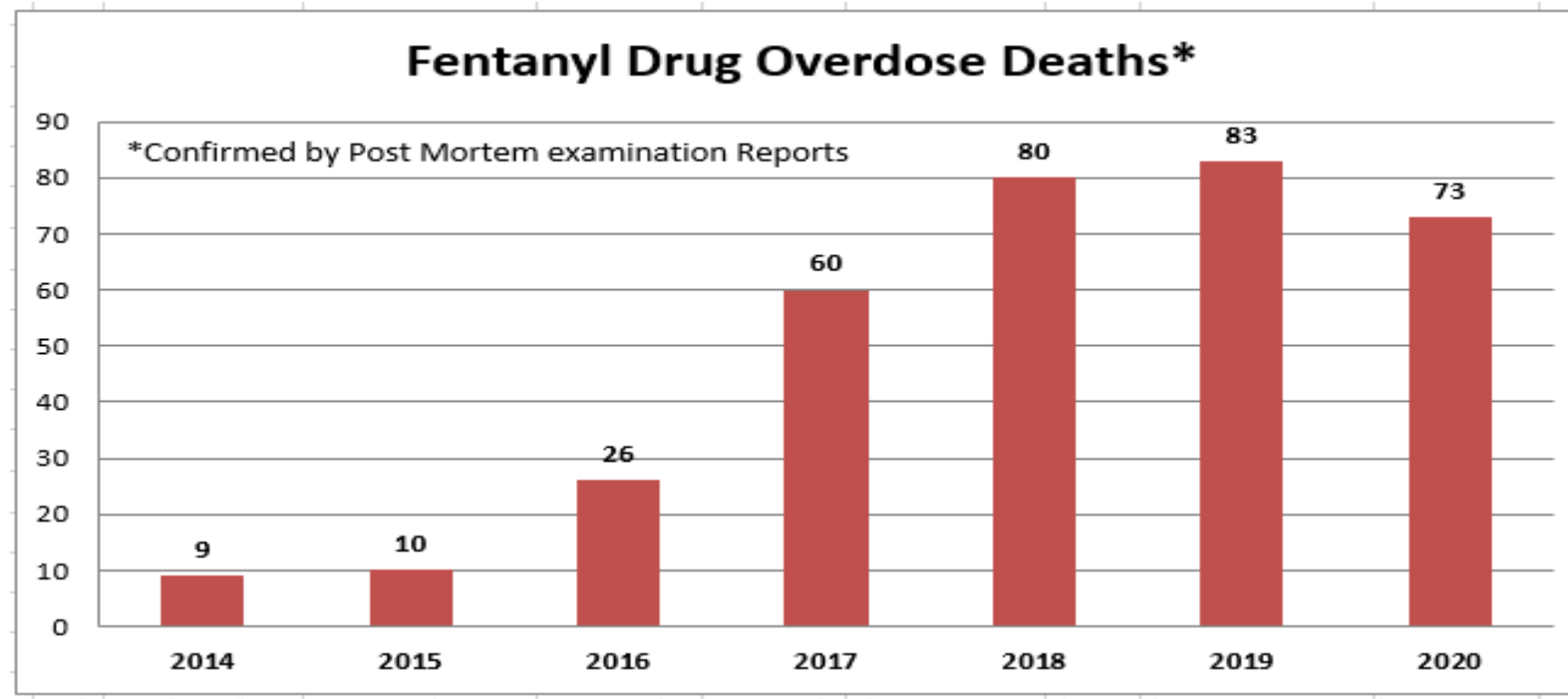
- Connection across organization
- Integration with operations
- Coordinated activities:
 - E.g. Crisis Response
 - E.g. Schools
- CSWB Activities
 - Situation Tables



Community Safety and Well-Being

- https://www.youtube.com/watch?v=14y_RfNc-fs&feature=youtu.be

Public Heath Addiction



FATALITIES & LIFE-ALTERING INJURIES

- 2020 (YTD) - 32 Fatalities 51 Serious Personal Injury
- 2019 - 23 Fatalities 73 Serious Personal Injury
- 2018 - 41 Fatalities 74 Serious Personal Injury

2000

CSWB20 born and placed in his father's care due to mother's mental instability
CSWB20's father had alcohol substance abuse issues

24-December-2012
 File 2014-3836
 (Ladysmith RCMP)



CSWB20 carded as SOC (Subject of complaint)
 - 3 boys called Ladysmith RCMP to report they were threatened by **CSWB20** for accusing him of stealing liquor

30-January-2015
 File 2015-320
 (Ladysmith RCMP)



CSWB20 carded as YTH-REC CHG (recommended charges)
 - Police were made aware of a fight among a group of kids
 - **CSWB20** stated he was taunted by one of the Nanaimo kids to fight by calling him "fag", said he was only trying to scare them
 - **CSWB20** arrested (with another youth) and released to his mother, given a curfew and condition not to contact victim and the other arrested youth
 - this file was referred to RESTORATIVE JUSTICE (RJ).

18-June-2015
 File 2015-2003
 (Ladysmith RCMP)



B.C.C.A.S. becomes involved in **CSWB20**'s life

CSWB20 carded as YTH-SUS-CHG
 - Police were called for a group of youth who lit a shirt on fire then threw it in the garbage
 - group included **CSWB20** who was "vocal and grandstanding" toward officer
 - **CSWB20** told the other youth they didn't have to answer officer's questions
 - **CSWB20** arrested for obstruction, police query found 2 unendorsed warrants out of Alberta
 - **CSWB20** transported to his mother at 1-1195 Stuart Place, Ladysmith.
 - Police learned **CSWB20** had no longer been residing there for 5 weeks, had dropped out of school, failing Grade 9
 - Police contacted MCFD (Ministry of Children & Family Development)

24-June-2015
 File 2015-2068
 (Ladysmith RCMP)



CSWB20 carded as YTH Suspect Chargeable
 - **CSWB20**'s mother refused to take care of him
 - arrested for public intoxication
 - placed in Ladysmith cells
 - Ministry of Children and Family Development (MCFD) made aware
 - released when sober with no charges

CSWB20 identified as a ***HIGH-RISK YOUTH***

January-April 2013

***5 interactions with Edmonton Police * 5.1**

9-January-2013

CSWB20 arrested, charged for Theft Under for stealing a friend's mother's cell phone and selling it.

29-January-2013

CSWB20 subject of "Trouble with Person" after challenging another youth via Facebook to a fight

25-April-2013

CSWB20 subject of Theft Under after a fellow student alleged he stole his cell phone; no charges laid.

27-April-2013
2 involvements with Edmonton Police on same day

➤ **13:35**
 Police responded to a Poss'n of Stolen Property after a complainant bought an iPhone from **CSWB20** via Kijiji & believed it to be stolen. When Police contacted **CSWB20**'s home, Police was informed **CSWB20** has moved to Ontario to live with his aunt and uncle.
 ➤ **15:15**
 12-yr-old **CSWB20** reported Missing to police by his mother. Subject apprehended by mall security for "causing trouble" with another teenager, police returned **CSWB20** to mother's custody on same day.

2013-2015

CSWB20 moves back and forth between BC & Ontario
Interactions with OPP starting in 2014

Driving offences with OPP

29-October-2017

▪ Fail to produce driver's license
 ▪ Speeding 75km/hr in a 60km/hr zone

CONVICTION DATE:
 12-January-2018

11-December-2017

▪ Fail to share road when overtaking

CONVICTION DATE:
 15-October-2018

26-February-2018

▪ Fail to produce driver's license

CONVICTION DATE:
 13-April-2018*

10-May-2018

▪ Racing/contest/stunt

CONVICTION DATE:
 28-November-2018

16-November-2018

▪ Driving while license is suspended
 ▪ No validation on plate

CONVICTION DATE:
 27-February-2019

15-May-2019

▪ Driving while license is suspended (H.T.A.)
 ▪ Fail to have insurance card (C.A.I.A.)
 ▪ Permit use plate not authorized for vehicle

CONVICTION DATE:
 10-January-2020

25-July-2019

▪ Driving while license is suspended
 ▪ Permit use plate not authorized for vehicle
 ▪ Fail to surrender permit for motor vehicle
 ▪ Fail to have insurance card
 ▪ Careless driving

CONVICTION DATE:
 2-December-2019

Criminal offences with OPP

16-February-2016

☐ Theft over \$5000
 Sentence: Probation 1 yr

27-September-2016

☐ Criminal harassment
 Sentence: Probation 18mos & discretionary weapons prohibition
 ☐ Fail to comply with sentence
 Sentence: Probation 18mos

8-August-2017

☐ Take motor vehicle without consent
 ☐ Mischief under \$5000
 ☐ Fail to comply with sentence
 Sentence: Probation 2 yrs

4-December-2018

☐ Uttering threats
 ☐ Possession of a prohibited device or ammunition
 Sentence: Conditional discharge, probation 12 mos & discretionary weapons prohibition for 5 yrs

4-December-2018

☐ Uttering threats
 WITHDRAWN

Occurrences with Peel Regional Police

Prior to June 18, 2020

14-September-2018

▪ Drive while under suspension
 PR180347681

15-May-2019

▪ Drive while under suspension
 ▪ Use plate not authorized for vehicle
 ▪ Fail to have insurance card
 PR190176355

7-November-2019

▪ Breach of Probation
 PR190407707

16-June-2020
 CALEDON, ON



Civilian dash-cam video of **CSWB20** asleep in his car, high on drugs and, when woken up, fled the scene almost injuring bystanders. OPP received complaint but no active investigation into the incident.

18-June-2020
 PR200188649



****FATAL MOTOR VEHICLE COLLISION****
 Torbram Road & Countryside Drive, BRAMPTON
CSWB20 charged with:
 - Dangerous operation causing death x 4
 - Impaired operation causing death x 4

2000

CSWB20 born and placed in his father's care due to mother's mental instability



CSWB20's father had alcohol substance abuse issues

24-December-2012
File 2014-3836
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- released when sober with no charges

CSWB20 identified
as a ***HIGH-RISK
YOUTH***

2012-2015
*Between 2014 & 2015, **CSWB20** had 14 interactions with Ladysmith RCMP (while living with his mother)*

January-April 2013
*5 interactions with Edmonton Police *

9-January -2013

CSWB20 arrested, charged for Theft Under for stealing a friend's mother's cell phone and selling it.

29-January -2013

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Interactions with OPP starting in 2014

5.1.

Driving offences with
OPP

29-October-2017

- Fail to produce driver's license
- Speeding 75km/hr in a 60km/hr zone

CONVICTION DATE:
12-January-2018

21-December-2017

- Fail to share road when overtaking

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OPP

16-February-2016

- ☐ Theft over \$5000
- Sentence:**
Probation 1 yr

27-September-2016

- ☐ Criminal harassment
 - ☐ Fail to comply with sentence
- Sentence: Probation 18mos & discretionary weapons prohibition**
Sentence: Probation 18mos

8-August-2017

- ☐ Take motor vehicle without consent
 - ☐ Mischief under \$5000
 - ☐ Fail to comply with sentence
- Sentence: Probation 2 yrs**

4-December-2018

- ☐ Uttering threats
 - ☐ Possession of a prohibited device or ammunition
- Sentence: Conditional discharge, probation 12 mos & discretionary weapons prohibition for 5 yrs**

4-December-2018

- ☐ Uttering threats
- WITHDRAWN**

Occurrences with Peel Regional Police
Prior to June 18, 2020

14-September -2018

- Drive while under suspension
PR180347681

15-May -2019

- Drive while under suspension
- Use plate not authorized for vehicle
- Fail to have insurance card
PR190176355

7-November -2019

- Breach of Probation
PR190407707

16-June-2020
CALEDON, ON



Civilian dash-cam video of **CSWB20** asleep in his car, high on drugs and, when woken up, fled the scene almost injuring bystanders. OPP received complaint but no active investigation into the incident.

18-June-2020
PR200188649



****FATAL MOTOR VEHICLE COLLISION****
Torbram Road & Countryside Drive,
BRAMPTON
CSWB20 charged with:
- Dangerous operation causing death x 4
- Impaired operation causing death x 4

A Better Way Forward

**Incident
Response**
Tragic Collisions

**Risk
Intervention**
P.A.A.R.C

**Social
Development**
Take The Pledge
Peel

Prevention
**Dangerous
Driving Team**



**Collision
Fatalities**

Take the pledge Peel

Is a Social Development strategy meant to connect all community leaders (Police, Fire, Medical/School Administrations, Elected Officials etc.)

TTPP will act as an umbrella for all annual safe driving campaigns

Dangerous Driving Team

Proactively address dangerous driver (i.e. repeat impaired offender, racers, stunt drivers, prohib/disqualified drivers)

Develop and maintain top 20 high-risk offenders list

Proactively address seasonal ERASE (Eliminating Racing Activities on Streets Everywhere)

Addictions Strategy

RSS Officers are now referring impaired accused parties to Peel Addiction Referral Centre (PAARC) at time of arrest

Road Safety DMU Liaison Officer

Cst. Justin Robinson will liaise between RSS and RCM

Subjects will be provided assistance through partnering agencies (Situation Table)

Dangerous Driving Team to ensure compliance

Main GOALS

Enhance PRP's response to road safety.

Identify individuals who may benefit from CSWB without compromising enforcement-related community safety commitments

Effectively deal with individuals making dangerous driving decisions due to mental health & addictions issues while ensuring the safety and well-being of all individuals and communities.

Future Milestones

Develop a CSWB working protocol with Vision Zero

Declare vehicular deaths a public health issue

Recognize Vision Zero as a “Situation Table” for the Big Four (Speeding, Distracted, Aggressive and Impaired Driving)

REGIONAL SITUATION TABLES

Risk Tracking Database

Housed by the Ministry of the Solicitor General

Data entered by PRP Community Mobilization

Referrals from divisions and community partners

In 2018 entered 124 situations

In 2019 entered 228 situations, 81% increase from 2018.

Support Regional Situation Table

Establishment of a multi-agency, multi-sectoral collaboration with a focus on enhancing community safety

Focus on elevated risk and the prevention of victimization or risk of committing a crime

Regional response to complex high risks situations improvement of protective factors and a reduction of associated risk factors

Allow for the sharing of knowledge and information among community and governmental partners, to facilitate community capacity building

Support Regional Situation Table

Assist individual/families to navigate a complex system

Inclusive of all ages and a wide variety of issues

Flexibility to integrate across other situation tables creating an opportunity to work alongside established tables to have a coordinated response to complex situations.

Creation and collection of reliable and valid data

THANK YOU

Pedestrian Safety Month Campaign

Road Safety Committee

November 2020



Overview

Pedestrian Safety Month

- Raise awareness and proactively address pedestrian safety issues and dangers for all road users

Pedestrian Safety | Overview

- Partnership with Region of Peel and the Ministry of Transportation
- Campaign ran from October 1-31, 2020
- Goal: to raise awareness and proactively address pedestrian safety issues and dangers for all road users

Pedestrian Safety | Goal

Communications Goal:

- Inform all road users in Mississauga about the importance of **practising safe habits** when using roadways and to **avoid distractions** (such as distracted driving or texting when crossing the road, **being aware of your surroundings**, jaywalking, etc.).

Pedestrian Safety Month | October Launch

Communications Tactics – Budget \$4,000

Media <ul style="list-style-type: none"> • News release 	City eNewsletter <ul style="list-style-type: none"> • October edition
Social Media <ul style="list-style-type: none"> • Organic • Paid 	Inside Mississauga (Staff story)
Mobile Signs	Council Corner article
Digital Signs <ul style="list-style-type: none"> • VHO • Mississauga Celebration Square • Gateway • Libraries • Community Centres 	

Pedestrian Safety | Creative



City of Mississauga @citymis... • Just now
We're all pedestrians. Whether you're a resident, parent, caregiver or neighbour, we all need to do our part to ensure everyone shares roadways safely in our community. Learn more: <http://ow.ly/ikCB50wyk3X>
#PedestrianSafetyPeel @regionofpeel @ONtransport



Mobile signs



Social media

Pedestrian Safety Month | Mobile Signs

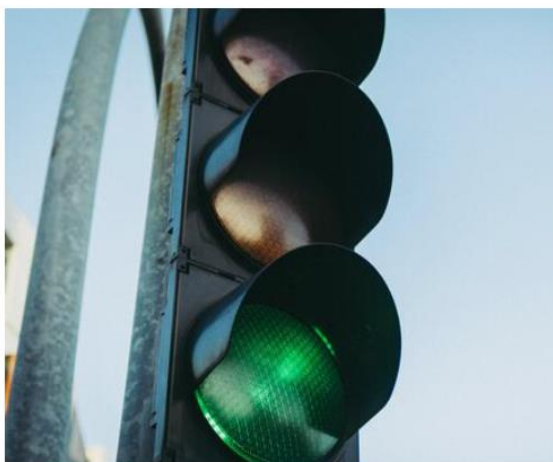


Pedestrian Safety Campaign | Media

Speed limits being lowered on busy road in Mississauga

by Ashley Newport on October 6, 2020
in News, Hot Topics

Like Share Tweet



If you regularly drive down one of Mississauga's busiest you should be careful to watch your speed.

MODERN
mississauga

LOCAL / ARTS / LIFESTYLE / TRAVEL / FOOD & DRINK / INTERACTIVE MAGAZINE



Modern Mississauga presents Ask The City - What can we do as a community to help prevent collisions in Mississauga?

October 14, 2020 / Modern Mississauga

Modern Mississauga and the City of Mississauga have come together to present an ongoing series called "Ask the City." We'll share relevant information here and answer your questions about our city. Today's question is about safety tips everyone can follow when using roadways.

What can we do as a community to help prevent collisions in Mississauga?



Pedestrian Safety Month: Be Aware and Follow The Rules

October is Pedestrian Safety Month in Peel – a community partnership involving the City of Mississauga's Road

y Committee, on of Peel and stry of Transition. s provincially-gnized month s awareness tproactively adles pedestrian y issues for all users. The ulti goal is to pre-collisions and is on the road ississauga. e know from Police that 47 ent of all coll between pedestrians and ves happen when rs are making

at intersec while pedes s are crossing the right-of This is not only ceptable but entable. We to put an end reeding and dised, impaired areless driving r roads and in community," Mayor Bonnie

Crombie. "In collaboration with our communities and partners like Peel Regional Police, we're taking action to keep all road users safe to reduce injuries and collisions on Mississauga roadways. We're committed to achieving Vision Zero, which means no pedestrian fatalities on our roadways. Period."

In addition to this data, this year, there have been 31 collisions that occurred in Peel Region between a vehicle and pedestrian, resulting in death or serious injury – 16 of which happened in Mississauga.

As of Sep. 1, 2018, penalties have increased for drivers who endanger pedestrians in Ontario. This includes higher fines and more demerit points for drivers who fail to yield to pedestrians at crossings and any crosswalk with a school crossing

guard present, as well as new penalties for drivers who are convicted of careless driving causing death or bodily harm.

"Due to the COVID-19 pandemic, many of us are driving less, but walking or cycling more in our neighbourhoods. As services begin reopening, people are heading back to work and students are going back to school. This means increased traffic and busier streets with more road users. We want to remind the community that it is up to all of us to ensure that Mississauga's roadways are safe at all times – regardless of how you choose to travel," said Pat Saito, Ward 9 Councillor and Chair of the City's Road Safety Committee.

"In Mississauga, we want to protect everyone's right to safe mobility. Through campaigns

like Pedestrian Safety Month, the Region, City and Road Safety Committee are committed to raising awareness and educating all road users."

By adopting Vision Zero, the City has already begun implementing many road safety initiatives.

These include reducing speed limits in all neighbourhoods, implementing more traffic calming measures, installing additional pedestrian crossings, ensuring more crossing guards are stationed

in school zones and building new pedestrian and cycling facilities to improve connectivity.

"Our responsibility is to enable residents to move freely, safely, easily and efficiently throughout Mississauga by implementing the actions identified in the City's Transportation Master Plan that was approved in 2019," said Geoff Wright, Commissioner, Transportation and Works.

"In partnership with the Region of Peel, we are continuing to invest in safety initiatives,

identifying and addressing barriers to make our roadways safer, lowering speed limits and installing traffic calming to address speeding, making improvements to infrastructure and using data to make informed decisions."

For more information about pedestrian safety, tips for pedestrians, drivers and cyclists or other City road safety initiatives, visit mississauga.ca/services-and-programs/transportation-and-streets/traffic/.



Pedestrian Safety | Tactics

Communications Results (November 6)

Tactic – Budget \$4,000	Goal	Actual
Media stories	1	3
Organic Social Media: Impressions	8,000	48,251
Organic Social Media: Engagements	100	917
Paid Social Media: Impressions	80,000	105,229
Paid Social Media: Engagement	5,000	8,031
Inside Mississauga	50 views	62 views

thank you!

Questions?

Automated Speed Enforcement - Phase One Communications Strategy

Presentation to Road Safety Committee

November 17, 2020

Background

Automated Speed Enforcement (ASE) is a tool all Ontario municipalities can now use to help manage speed compliance

2017 Bill 67

Highway Traffic Act
amended to allow ASE
in school and
community safety zones

Early 2020

Toronto becomes the
first municipality to
install ASE cameras and
begin issuing tickets

2019 Reg. 398/19

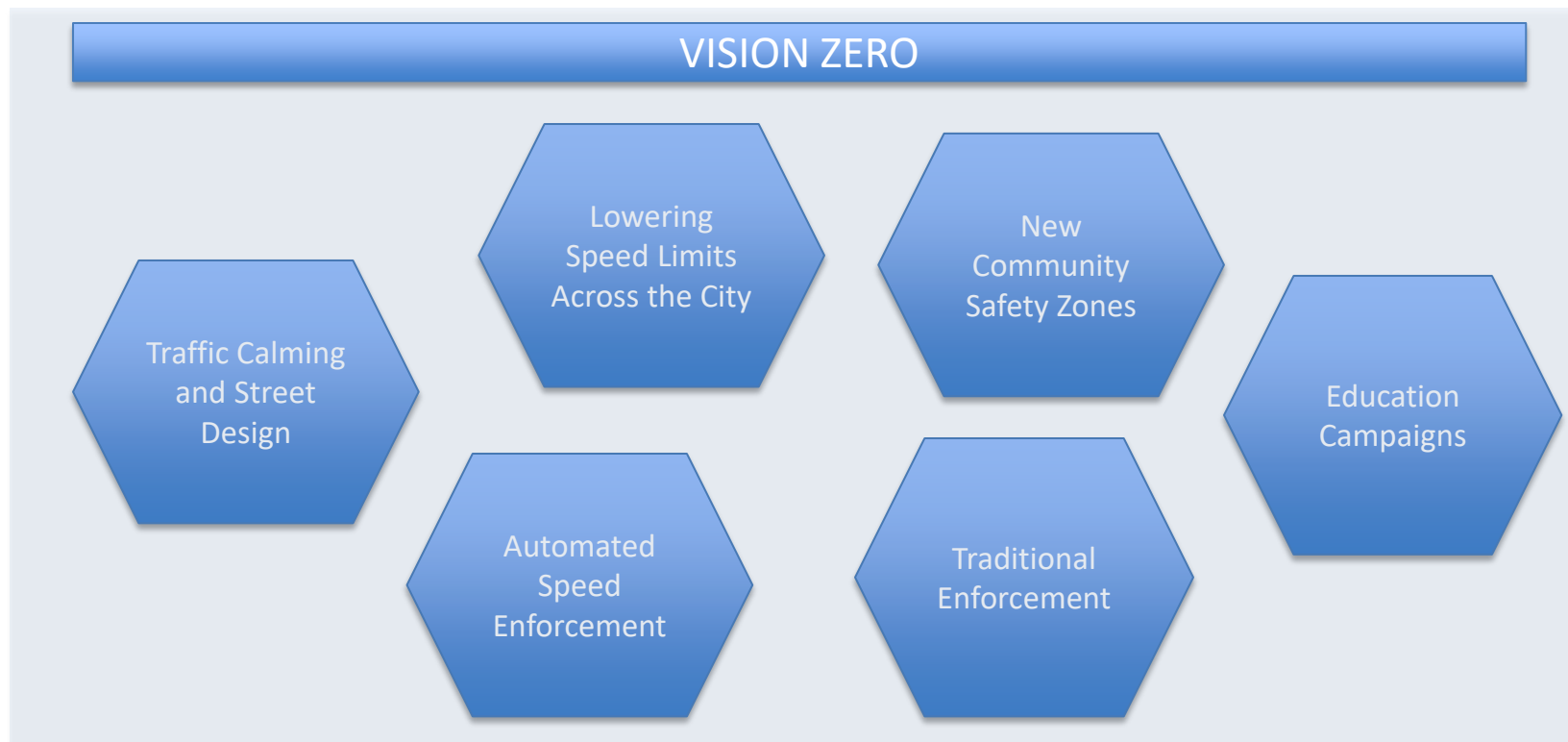
Safer School Zones
Act provides a
framework for
municipalities to
implement ASE

2020 / 2021

Mississauga joins other
municipalities in
planning for/rolling out
ASE

Context

Mississauga is serious about getting drivers to slow down – ASE is just one of the tools we have to keep our streets safe.



Business Goals

A successful ASE program will...

- Result in **lower operating speeds** in the areas where cameras have been installed.
- **Improve speed compliance** in neighbourhoods and school area community safety zones city-wide.
- Be implemented in a **transparent manner**.
- Provide the insights and data required to **expand the program** to all wards as appropriate.

Communication Goals

Successful ASE communications will...

- Demonstrate that the City of Mississauga is **serious about speed compliance** and **taking action** to move towards Vision Zero.
- **Educate residents** about what ASE is, how it works and its role in keeping our communities safe.
- Use data to highlight the severity of the speeding problem across the City and help residents understand the consequences of speeding to **encourage them to slow down**.
- Position ASE as **one of several important tools** the City is using to manage speed while dispelling myths about ASE as a revenue tool.
- Manage expectations by **setting the stage** for future phases of the project.
- Encourage stakeholders and Road Safety advocates to **act as champions** for the program.

Consistency Across the Province

An 'Ontario-wide' ASE communications plan is in place to ensure consistent and accurate messaging is used by all municipalities.

- Strategic Communications joined an Ontario Traffic Council-led working group to develop standardized ASE messaging

- Key themes include:
 - ASE description in Ontario
 - Danger of speed
 - ASE helps protect the vulnerable
 - Program is about safety not revenue
 - Speed limits are the law



- Our strategy adopts this messaging while ensuring the campaign is targeted to Mississauga residents and commuters

Staged Communication Approach

The first public signal that ASE is rolling out in Mississauga will occur when the City installs provincially-required advance notice signage.

Stage1: Build Awareness



ASE is coming soon to Mississauga: explain the program, its goals and timelines.

Launch in line with the initial 90-day advance notice signs and continue leading up to program/ticketing start.

Stage 2: Program Start



Ticketing is starting; reinforce ASE's role in keeping vulnerable road users safe; tickets only issued for those who break the law.

Launch 2-weeks prior to program/ticketing start. Provide updates on short-term results in changing behaviour.

Stage 3: Program Continues / Cameras Move

Announce camera moves; reminders to check the interactive map; use data to communicate program effectiveness; set stage for next phase

Launch prior to installation of second set of advance notification signs and continue through the end of ASE Phase One

Target Audiences

AWARENESS & TRANSPARENCY

Mississauga drivers

- Residents and non-resident commuters
- Professional drivers (e.g., taxis, Uber, bus, shipping and delivery)

Mississauga residents/vulnerable road users

- Families with school-age children
- People living in community safety zones
- Older adults
- Pedestrians and cyclists
- Media

SUPPORT & CHAMPION ASE

Partners

- Ontario Traffic Council
- Peel Regional Police
- School Boards
- Road Safety Committee; Traffic Safety Committee, Cycling Committee

Supporters

- Community groups/associations (parents networks, ratepayer associations)
- Neighbourhood schools (principals, parents advisory committees)
- Road safety advocates (pedestrian groups, cycling groups,)

Strategy and Tactics

Create broad program awareness using multiple channels while encouraging partners and stakeholders to champion ASE and encourage long-term behaviour change.

AWARENESS & TRANSPARENCY

Media photo-ops and regular releases

Broad signage program (mobile signs, VHO, community centres and libraries)

Paid advertising program (targeted digital ads including multicultural networks and selected print ads for non-digitally savvy residents)

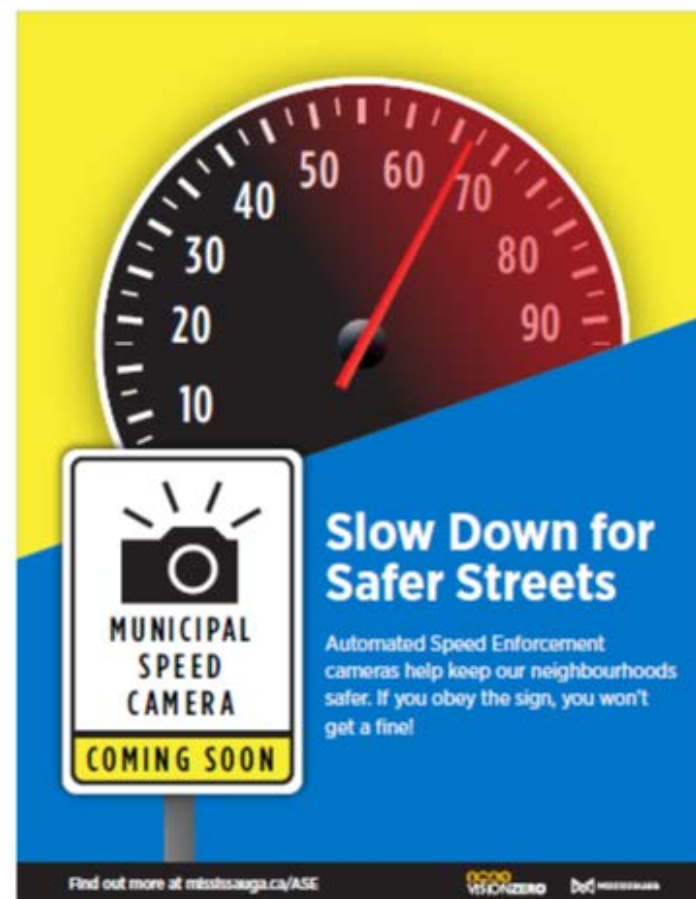
SUPPORT & CHAMPION

Outreach to partners and road safety advocates for support in amplifying our messaging

Build community champions (e.g., letters to neighbourhood schools, ratepayer associations where cameras will be installed)

Councillor and community toolkits

Creative



Evaluation

Ongoing campaign monitoring and evaluation helps ensure we are reaching our target audiences and meeting communication objectives.

Examples of what we will be evaluating:

- How are target audiences are engaging with our online communications (e.g., overall engagement rate, applause rate, click-throughs to interactive map, responses to online polls/surveys)
- Is the media picking-up our stories (number of news stories including reach to multicultural outlets)
- Are our champions amplifying our messages (promoting social media posts, sharing messaging on their channels including newsletters, etc.)
- How effective is signage and geo-targeted social media ads in helping to change behaviour (compare speed data results in areas with a camera and targeted signage and geo-targeted social media ads vs. areas with a camera alone)

thank you!

Questions?

Take the Pledge Communications Plan

Presentation to Road Safety Committee

November 17, 2020



#TakeThePledgePeel

https://www.youtube.com/watch?v=3iBlf0A2ok4&feature=emb_title

Collision Statistics

***5 per cent** of all collisions in Mississauga involve pedestrians or cyclists. These collisions account for **30 per cent** of all collisions with injuries or fatalities.

***13 per cent** of all collisions result in injuries or fatalities

- *based on collision data from 2014-2018 on COM roadways – excluding Regional Roads and 400 series highways.

#TakeThePledgePeel pledge supports Vision Zero

No loss of life is acceptable

Background | #TakeThePledgePeel

- Peel Regional Police-led program
- Encourages drivers to reduce their speeds and road users to be aware of their surroundings on the roads
- The #TakeThePledgePeel campaign addresses three concerns on our roads:
 - Aggressive Driving
 - Impaired Driving
 - Pedestrian Safety



Who Can #TakeThePledge

The pledge can be made by any road user in Peel Region, specifically Mississauga:

- Drivers
- Cyclists
- Pedestrians

Business Goals | #TakeThePledgePeel

A successful campaign will help:

- Create a safer community by encouraging road users to slow down and be aware of their surroundings
- Increase the number of Mississauga road users who take the pledge

Communication Goals | #TakeThePledgePeel

A successful campaign will help:

1. Raise awareness about the #TakeThePledgePeel program to all road users in Mississauga
2. Encourage Mississauga road users to take the pledge
3. Inform Mississauga road users about road safety

Target Audiences

INTERNAL

MC, LT and ExLT

Staff

- All City staff
- Targeted City Staff
 - Fire & Emergency
 - Parks
 - Recreation
 - Library
 - Facilities & Property Management
 - Works Operations & Maintenance

EXTERNAL

Audience

Mississauga road users:

- Drivers
- Cyclists
- Pedestrians
- Micromobility users (eScooters, eBikes)
- Mobility device users

Visitors/Tourists

General Public


Partners

- Peel Regional Police
- Peel Paramedics
- Trillium Health Partners
- Region of Peel
- Town of Caledon
- City of Brampton

Communications Tactics

External	Internal
Organic Social Media	Photo Opportunity
eNewsletter	Email to ExLT encouraging targeted City staff to take the pledge
Media Pitch/Updated Content	Email to social media groups within the City (Parks and Forestry, Fire and Emergency) on their social media channels
	Council Corner story
	Inside Mississauga and Potpourri story

Evaluation

Measurement	Goal	Actual
Organic Social Media Impressions	80,000 	
Organic Social Media Engagement	150	
eNewsletter Story	30 clicks	
Website Visits	200 visits	
Inside Mississauga	25 clicks	
Potpourri story	25 clicks	
Media Story Pickup	2 local stories	

#TakeThePledgePeel



Your safety is our priority. As one of the first municipalities in Ontario to introduce Automated Speed Enforcement cameras, with five currently live in community safety zones, ASE is a reminder that we all need to slow down.

Join us with [@PeelPolice](#) and [#TakeThePledgePeel](#)!



Patrick Brown and 9 others

thank you!

Questions?

Road Safety 2021 Campaigns

Presentation to the
Road Safety Committee

November 17, 2020



2021 Road Safety Campaigns

Awareness + Education + Reinforcement = Behaviour
Change

Top Road Safety Concerns Mississauga Roads

Aggressive driving

Impaired driving

Speeding

Distracted driving

Pedestrian safety

Peel Regional Police 2020

Speeding?

Driving faster than posted speed limit

Racing

Stunt driving

Aggressive driving

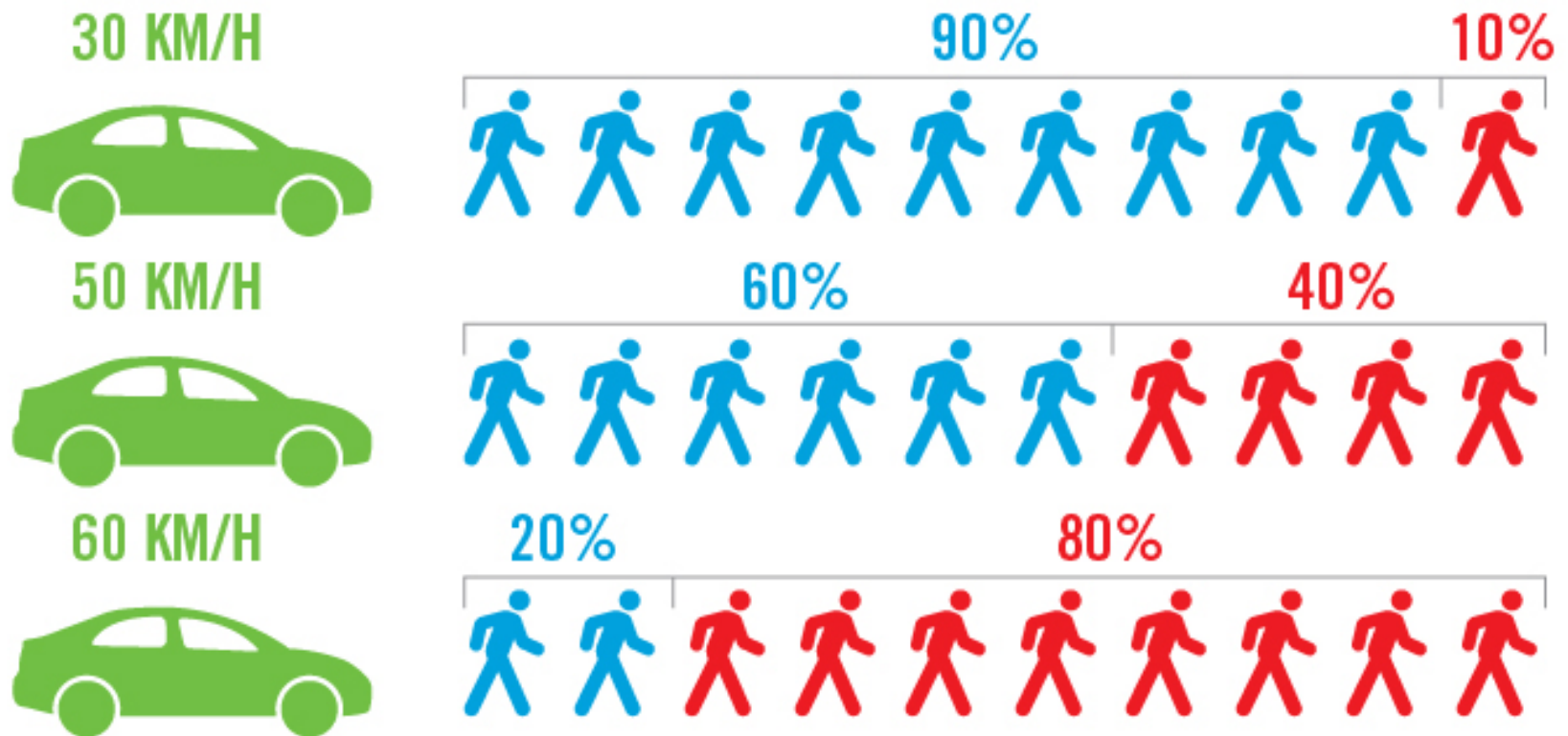
Why speeding? (Awareness)

The faster a vehicle travels, the less control a driver has reducing reaction time.

■ If hit by a person driving at:

■ Person Survives the Collision

■ Results in a Fatality



York Regional Police

Speeding statistics (Awareness)

27% of traffic fatalities on Canadian roads are the direct result of speeding.

Carsurance.net, 2020

Speeding statistics (Awareness)

40% of speeding drivers involved in fatal crashes were 16 to 24 years of age.

The Canadian Association of Chiefs of Police

Speeding and Vision Zero (Education)

...the difference of just 5 or 10 km an hour can literally mean life or death in a crash.

Vision Zero Network

Speeding Management + Mississauga (Reinforcement)

Traffic calming measures (crossovers, speed humps)

Lower neighbourhood speed limits

Automated Speed Enforcement

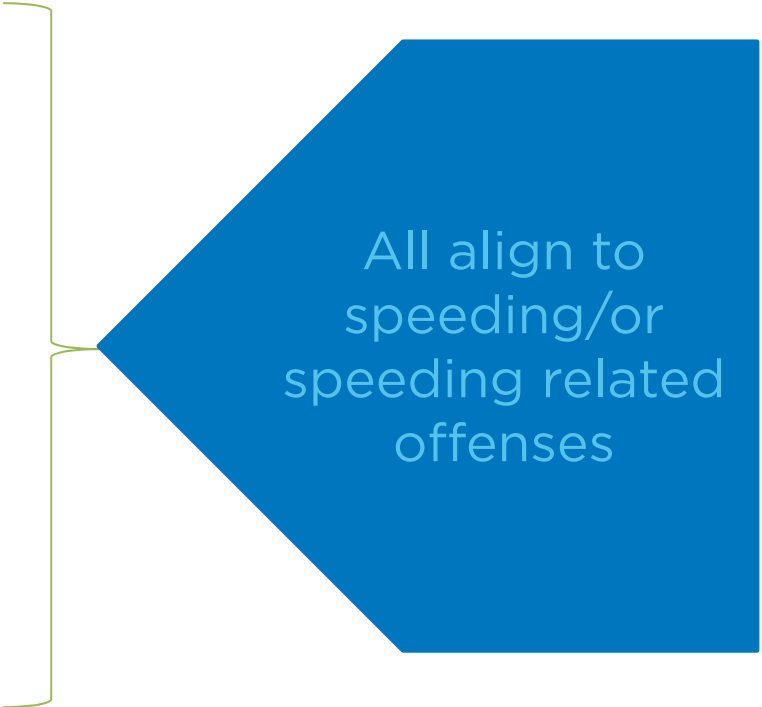
Traffic management

Laws/By-laws

Consequences/Fines

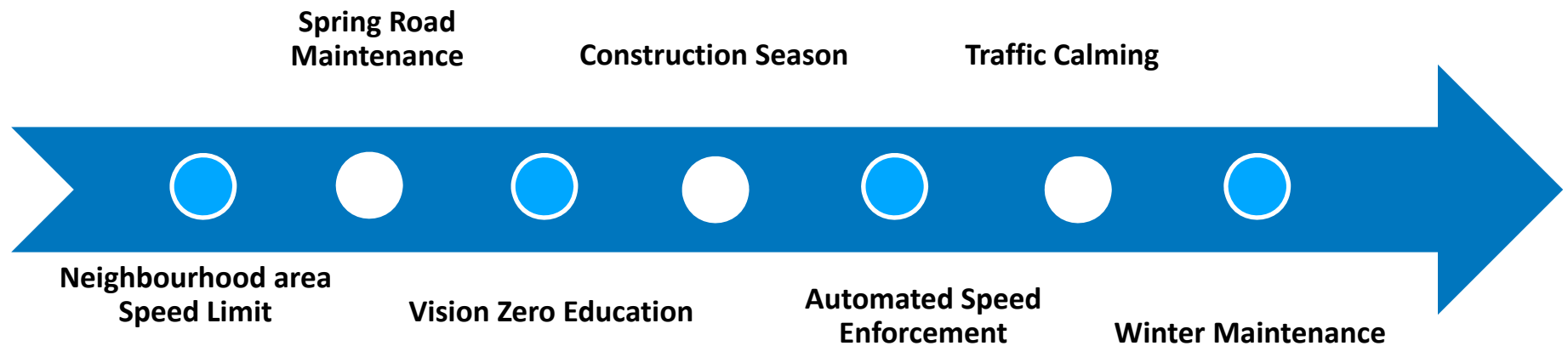
2021 Community Campaigns (Reinforcement)

#SlowDown campaign
Stunt driving
#TakeThePledgePeel campaign
Watch Your Speed Program
National Road Safety Week
Back to School
Pedestrian Safety Month
National Teen Driver Safety Week
Operation Impact
National Day of Remembrance for
Road Crash Victims
Enforcement campaigns/Tickets



All align to
speeding/or
speeding related
offenses

2021 City Campaigns (Reinforcement)



Each of these campaigns has an element of speeding messaging woven in

Reduce Your Speed Campaign

(Awareness/Educational)

MAY::: National Road Safety Week - Canada Safety Council

Educating Mississauga road users that speeding is dangerous

- Slow down signs
- Take the Pledge (Peel Police)
- Traffic calming measures
- Pay attention to signs
- Driving at night
- Driving in different weather conditions
- How to drive in construction zones

Reduce Your Speed Campaign

\$5,000

- Creative
 - Digital Screens
 - Social Media
 - Other advertising
- Social media Ads
- Mobile Signs

Additional Free Tactics:

- Media Relations
- Social media (organic only)
- Inside Mississauga story
- eNewsletter
- Council Corner
- Updated web content

Speeding Consequences Campaign (Reinforcement)

NOVEMBER::: National Day of Remembrance for
Road Crash Victims

Informing Mississauga road users of the consequences to
speeding

- Fines, collisions, stats, stunt driving, laws, how you could get caught speeding
- Aggressive driving
- Traffic calming measures in Mississauga
- Aligns with Vision Zero memorial piece outlined in TMP

Speeding Consequences Campaign

\$5,000

- Creative
 - Digital Screens
 - Social Media
 - Other advertising
- Social media Ads
- Mobile Signs

Additional Free Tactics:

- Media Relations
- Social media (organic only)
- Inside Mississauga story
- eNewsletter
- Council Corner
- Updated web content

What does behaviour change look like?

Behaviour = Fewer injuries or deaths/no injuries or
Change deaths caused by speeding

Is speeding really worth the risk?

Questions?

thank you!

Road Safety Committee Promotional Subcommittee

Date: November 3, 2020
Time: 10:02 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)
	Tony Power	Citizen Member

Staff / Agency Representatives Present

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
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel Staff
Constable Donna Maurice, Peel Regional Police
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation

1. CALL TO ORDER

10:02 AM

2. APPROVAL OF AGENDA

The following item was added to the agenda:

5.4: Campaign Discussion, Catherine Nguyen-Pham, Communications Coordinator.

Approved (A. M. Hayes)

3. DECLARATION OF CONFLICT OF INTEREST

Anne Marie Hayes, Co-Chair, declared a conflict of interest with respect to decisions resulting from item 5.2.

4. MINUTES OF PREVIOUS MEETING - Nil5. MATTERS CONSIDERED5.1 Take the Pledge – Peel Police Campaign – RSC Participation

Constable Donna Maurice, Peel Regional Police spoke to the “Take the Pledge” Campaign with Brampton and provided background information. Constable Maurice spoke to partnering with Mississauga; a potential photo opportunity for promotion; increased speeding and stunting in Peel. Constable Maurice noted the campaign does not have an end date and is intended to educate the public and young drivers raise awareness, social development and prevention.

Members of the Committee engaged in a discussion with respect to Mississauga endorsing and joining to take the pledge; coordinating a photo opportunity at Peel Regional Police Headquarters with the Road Safety Committee; potential pledges with staff across City departments; working with Peel Region Police on advertising campaign. Constable Maurice and Catherine Nguyen-Pham, Communications Coordinator, to discuss cross promotion, using social media and Peel Police Lawn signs.

Members of the Committee engaged in a discussion with respect to the potential of adding a logo for the “Take the Pledge” campaign on the new design of the City’s “Please Slow Down” lawn signs.

RECOMMENDATION RSC-0026-2020

Moved By Councillor. P. Saito

1. That Council endorse the Peel Regional Police “Take the Pledge” campaign; and
2. That the sign produced by Peel Regional Police with respect to the “Take the Pledge Campaign” be permitted for use in the City of Mississauga; and
3. That Communications staff work with the Peel Regional Police with respect to investigating the potential for a joint promotional lawn sign as well as new concepts for the City of Mississauga lawn sign.

YES (5): Councillor S. Dasko, Councillor P. Saito, T. Power, A. Phillips, A. M. Hayes.

Carried (5 to 0)

5.2 Vision Zero Youth Network TL2D

This matter was heard before 5.1. Anne Marie Hayes, Co-Chair provided background information with respect to “Teens Learn to Drive” and the work they do. Ms. Hayes shared an interview videos developed with her group to promote road safety and truck driver awareness. Ms. Hayes spoke to the benefits of having a sponsor, a “Team Mississauga”, a dedicated teen team plus messaging created by the entire network and the costs associated with the development of it, \$7,500 per teenager or each or \$15,000 per team.

Members of the Committee engaged in a discussion with respect to potential sponsorship through the Region of Peel or through Mississauga’s Vision Zero project budget. Erica Warsh, Project Leader, Vision Zero will consult with the Steering Committee about funding potential and collaborate with the Region of Peel staff to determine if sponsorship is an option. Ms. Warsh was directed to work with Anne Marie Hayes outside of the Committee with respect to this matter.

Anne Marie Hayes, Co-Chair declared a conflict of interest.

In response to questions raised, Councillor Saito advised Ms. Warsh should connect with MiWay staff regarding their Student Ambassador Program.

5.3 Please Slow Down lawn sign design

Councillor Dasko spoke to the current design of the sign; positive feedback and the desire for the new sign to be catchy. Colin Patterson, Supervisor, Road Safety shared designs from past and present; spoke to the approval process and direction for logo inclusion in the new design.

Members of the Committee engaged in a discussion and raised the following points:

- Desire for large words versus images
- Preventing design that causes further distraction
- March 2021 as the deadline for the new sign
- More animated signs
- Using mobile sign style text
- Including the Peel Regional Police “Take the Pledge” logo
- Including the City 3-1-1 logo and Vision Zero logo

Constable Maurice confirmed the Peel Regional Police lawn signs are intended to be similar to the pledge certificate and will follow up.

Tony Power, Vice-Chair shared images of signs from Portland, Oregon. Direction was given to Mr. Patterson to work with Communications to develop sign concepts, one

version with vision zero and 3-1-1 Mississauga, and one version that includes the Peel Regional Police “Take the Pledge” logo or hashtag, with simple slow down messaging and return to the Committee in January 2021.

RECOMMENDATION RSC-0027-2020

Moved By Councillor. P. Saito

That the Road Safety Committee Promotional Subcommittee be permitted to approve design concepts related to the new “Please Slow Down” lawn signs via email.

YES (5): Councillor S. Dasko, Councillor P. Saito, T. Power, A. Phillips, A. M. Hayes.

Carried (5 to 0)

5.4. Addition: 2021 Road Safety Committee Campaigns

Catherine Nguyen-Pham, Communications Coordinator spoke to possibilities for 2021 Road Safety Committee campaigns, focussed on “speeding”. Councillor Saito requested that staff determine what local campaigns are taking place and have the Road Safety Committee provide feedback. Ms. Nguyen-Pham was directed to connect with Angela Partynski at the Region of Peel to discuss the plan for next year. Members of the Committee engaged in a discussion with respect to campaign options such as utilizing what has already been established and aligning with Provincial campaigns.

6. INFORMATION ITEMS - Nil

7. OTHER BUSINESS - Nil

8. DATE OF NEXT MEETING – TBD – Tentatively, January 12, 2021.

9. ADJOURNMENT – 11:56 AM

City of Mississauga



Memorandum

To: Chair and Members of the Road Safety Committee

From: Allyson D'Ovidio, Legislative Coordinator

Date: November 17, 2020

Subject: 2021 Road Safety Committee Meeting Dates

The 2021 meeting dates for the Road Safety Committee have been scheduled as follows:

Tuesday, January 26, 2021
Tuesday, February 23, 2021
Tuesday, March 30, 2021
Tuesday, April 27, 2021
Tuesday, May 25, 2021
Tuesday, June 29, 2021
Tuesday, September 28, 2021
Tuesday, October 26, 2021
Tuesday, December 7, 2021

All meetings will be held virtually until further notice.

Meetings may be cancelled at the call of the Chair due to insufficient agenda items or lack of quorum.

Please kindly contact the Legislative Coordinator in advance of the meeting if you will be absent or late so that quorum issues can be anticipated and dealt with accordingly.

Allyson D'Ovidio
Legislative Coordinator
(905) 615-3200 ext. 8587
<mailto:allyson.dovidio@mississauga.ca>

SLOW DOWN



#TakeThePledgePeel

[Blank white box for signing the pledge]

By signing above, I promise to reduce
my driving speed for a safer community.
I challenge others to also take the pledge.



PeelPolice.ca/TakeThePledge

