
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)