
Road Safety Promotional Subcommittee

Date: January 26, 2021
Time: Immediately Following the Road Safety Committee Meeting
Location: Online Video Conference

Members

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

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

Angie Melo, Legislative Coordinator, Legislative Services
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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. Road Safety Lawn Signs
6. INFORMATION ITEMS
7. OTHER BUSINESS
8. DATE OF NEXT MEETING - TBD
9. ADJOURNMENT

From: [Catherine Nguyen-Pham](#)
To: [Angie Melo](#)
Cc: [Colin Patterson](#); [Karen Flores](#)
Subject: FOR YOUR REVIEW:::Road Safety Lawn Signs Creative Design
Date: Wednesday, January 20, 2021 4:41:22 PM

Hi Angie,

Below is the email you can send over to the subcommittee.

Thanks!
 Catherine

Road Safety Promotions Sub Committee,

As was discussed at the last Road Safety Committee meeting in November 2020, the Committee tasked Colin and Communications to develop a new concept of the Slow Down Lawn Signs.

Based on the discussions about the signs, the signs needed to be:

- Colourful
- Attention grabbing
- Easy to read/not text heavy
- Visible on the roadway

Below are three concepts for your review. We will have further discussions during the Road Safety Promotions Subcommittee meeting.

Please be ready to speak to your preferred option.

	OPTION ONE	OPTION TWO	OPTION THREE
DESIGN CONCEPT	Bubble Letters	Speech Bubble	Block Letters
DESIGN DESCRIPTION	Bold cartoon font Eye catching colour "Slow down" really stands out Peel Police's hashtag: "TakeThePledge"	More conservative Includes an inverted text bubble Lower case letters "slow down" is smaller text Exclamation mark Peel Police's hashtag: "TakeThePledge"	Less cluttered Less real estate used (cleaner look) To the point Block letters City's hashtag: "#SaugaRoadSafety"
WORDING	Slow Down, #TakeThePledge, Call 311	Slow Down, #TakeThePledge, Call 311	Slow Down, #SaugaRoadSafety
HASHTAG	#TakeThePledge	#TakeThePledge	#SaugaRoadSafety
CALL TO ACTION	Call 311	Call 311	N/A
LOGOS	Mississauga, Vision Zero, 311	Mississauga, Vision Zero, 311	Mississauga, Vision Zero

Design concepts:

Option 1:



Option 2: (two colour choices)



Option 3:

