City of Mississauga

Agenda



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 Colin Patterson; Karen Flores Cc:

FOR YOUR REVIEW:::Road Safety Lawn Signs Creative Design Subject:

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,

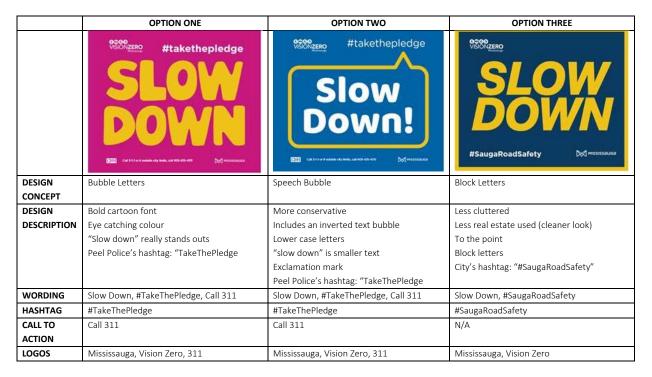
As was discussed at the last Road Safety Committee meeting in November 2020, the Committee tasked Colin and Communications to develop a new concept of the Slow Down Lawn Signs.

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.



Design concepts:

Option 1:



Option 2: (two colour choices)



Option 3:

