

Speeding Awareness Campaign

Road Safety Committee

April 27, 2021



Overview

The Road Safety Committee, in partnership with Peel Regional Police and the Region of Peel, is rolling out a speeding awareness campaign throughout May to encourage drivers to slow down and comply with posted speed limits.

The campaign run time: Monday, May 3 to Monday, May 31.

According to the Peel Regional Police, speeding is driving any amount over the posted speed limit or driving too fast for certain road conditions including bad weather and road construction.

Speeding Campaign | Goals

Road Safety Committee goals:

- Help reduce the number of drivers who speed in Mississauga
- Help create safer roads for pedestrians, cyclists, passengers, transit users and drivers

Speeding Campaign | Goals

Communications goal:

- Raise awareness about speeding and why it's important for drivers to slow down
- Educate drivers about road safety in Mississauga

Speeding Campaign| Objectives

COMMUNICATIONS OBJECTIVES	OUTPUT
Objective One: Awareness From May 3-31, 2021, raise awareness about speeding in Mississauga using a number of communications tools by achieving at least 500 social media engagements and 2 media stories.	<ul style="list-style-type: none"> • Achieve a total of 200,000 social media impressions and 500 social media engagements • Achieve at least 2 media stories in local media outlets
Objective Two: Educate From May 3-31, 2021, drive Mississauga drivers to the website to learn more about road safety by getting at least 200 webpage views.	<ul style="list-style-type: none"> • Have at least 200 visits to the webpage (Mississauga.ca/roadsafety)
Objective Three: Awareness (Internal) Raise awareness about speeding with City of Mississauga staff by gaining at least 75 views on the Inside Mississauga story.	<ul style="list-style-type: none"> • Have at least 75 total views on Inside Mississauga stories

Speeding Campaign | City Key Messages

- Speeding is a serious problem on Mississauga roads.
- Speeding is a choice. Speed limits are the law.
- Driving within the speed limit will keep Mississauga streets safe for everyone
- People speed for different reasons, safety isn't one of them
- Public safety on our roads is our number one priority.
- The City of Mississauga has implemented a variety of measures, initiatives, programs to help reduce speed on roadways.

Speeding Campaign | Region of Peel Key Messages

- Slow down. Reduce your speed when driving. Let's move towards Zero deaths on our roads.
- Slow down when driving. Do your part to help reach zero road fatalities.
- Vision Zero means safer roads and no deaths on our roads. Slow down and help get us there!
- Slow down when driving. Let's commit to road safety.
- Slow down. Stick to the speed limit, It's easy and may save a life.
- Choose to save a life today. Drive the speed limit.
- In a rush? Take a breath before driving. Choose safety over speed.

Speeding Campaign | Tactics

Tactic	Cost
Social media	\$750
Media relations (News release)	\$0
Mobile signs	\$3,500
Creative design	\$750
Digital screens (Mississauga Celebration Square, Gateway)	\$0
Employee messaging (Inside Mississauga)	\$0
Total Budget	\$5,000

Speeding Campaign | URL & Hashtag

URL:

- The campaign will drive residents to learn more at Mississauga.ca/roadsafety

Hashtag:

- #VisionZeroSauga will be used on social media and Creative

Speeding Campaign | Creative Concept



Speeding Campaign | Social Media Creative



Twitter



Instagram

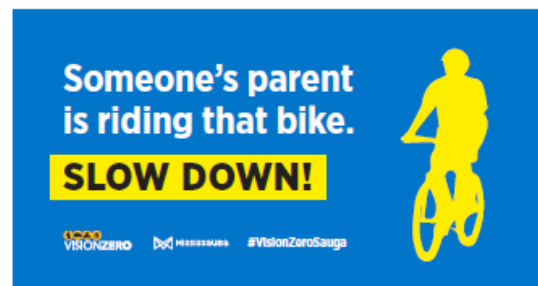
Speeding Campaign | Mobile Sign Creative



Speeding Campaign | All Creative Messaging

- The Creative concept includes a total of 5 messages that will be used on social media and mobile signs (please see next screen).
- This variety will help ensure at least one of these signs will personally affect the driver and encourage them to slow down.
- On Digital screens, internal and newsletter messaging, we will only use the main message of “Somebody’s family is out for a walk. Slow down!”

Speeding Campaign | All Creative Messaging



thank you!

Questions?