

Vision Zero Update

MCAC

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Education and Engagement Strategy

- ▶ Communication work underway this year
 - ▶ Let's Move, Mississauga
 - ▶ May Speeding Awareness Campaign
 - ▶ ASE & Neighbourhood Speeds
 - ▶ Bike Month
 - ▶ November Joint Campaign
- ▶ Large Education and Engagement Plan temporarily on hold




Slow Down for Safer Streets

Automated Speed Enforcement cameras help keep our neighbourhoods safer. If you obey the sign, you won't get a fine!

Find out more at mississauga.ca/ASE



Lower speed limits Safer school zones



let's move mississauga

May 18-24


Get active. Get outside.

Someone's family is out for a walk.


SLOW DOWN!





  #VisionZeroSauga

Someone's child is cycling here.

SLOW DOWN!



  #VisionZeroSauga

Shifting the Message to Safety



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Conclusion



The majority of collisions and personal injuries reported within the City of Mississauga occur on arterial and major collector (such as Aquitaine Avenue) roadways. In order to achieve our Vision Zero objectives, we must prioritize safe and sustainable travel within the city.

4-lane to 3-lane conversions provide significant safety benefits for all users including collision reduction and increased visibility. This conversion will also allow the opportunity for enriched, dedicated pedestrian and cyclist accommodations, making our city a comfortable place to walk and ride.

Internal Culture Shift

- ▶ Vision Zero Working Group
- ▶ Presentations to Management and Directors
- ▶ Meeting with many different sections and teams
- ▶ Joining existing and new project teams

Action Plan – Other VZ Municipalities

Municipality	Strategy	Just Corp Report	Year Approved
Canada			
Ontario			
Toronto	Y		2017
London	N	Y	
Kingston	Y		2019
Hamilton	N	Y	2019
Brantford	N		
Durham Region	Y		
Peel	Y		2018
Ottawa (Road Safety not VZ)	Y		2020
Windsor	Not yet		2020
Alberta			
Edmonton	Y		2016
Calgary	Y		2019
Fort Saskatchewan, AB	Y		2019
St Albert, AB	Y		2018

Municipality	Strategy	Just Corp Report	Year Approved
Nova Scotia			
Halifax	Y		2018
Quebec			
Montreal	Y		2018
Manitoba			
Manitoba	Y		2017
Winnipeg (Road Safety not VZ)	Not Yet		2020
Saskatchewan			
Saskatoon	N	Y	2018
British Columbia			
Surrey, BC	N		
Vancouver	N	Y	2016
US			
New York	Y		
Seattle	Y		
San Diego	Y		
Washington	Y		

Action Plan

- ▶ Will focus on the 5 E's

Education & Empathy

- Campaigns
- Programs
- Web Content
- Education funding in project budgets
- VZ Memorial
- Equity

Evaluation

- Data Collection
- Data Analysis
- Mapping
- Data Led Decisions

Engineering

- Intersection Design
- Signals
- Turning Movements
- Traffic Calming
- Cycling Infrastructure
- Street Lighting

Enforcement

- Automated Speed Enforcement
- School Bus Cameras
- Targeted Police Enforcement
- Supporting Efforts of PRP

Next Steps

- ▶ Continue working to complete the Action Plan
- ▶ Work on ongoing campaigns
- ▶ Continue internal education of staff
- ▶ Continue to incorporate VZ in all City road safety related work
- ▶ Support partners in their work around Vision Zero

Thank you!