

# Let's Move, Mississauga

Road Safety Committee  
June 2021



## Overview – Let's Move, Mississauga

- Road Safety Committee and Traffic Safety Council virtual event
- Ran from May 18-24, 2021, which was also Canada Road Safety Week
- Focused on pedestrian safety while getting residents outside and active

## Let's Move, Mississauga | Goals

- Encourage residents to get outside and walk, cycle, wheelchair or other forms of active transportation from May 18-24
- Raise awareness about pedestrian safety and encourage road users be safe when using a Mississauga roadway

# Let's Move, Mississauga | Creative



## Let's Move, Mississauga | Tactics

Tactic	Cost
Social media	\$1,500
Media relations (News release)	\$0
Mobile signs	\$3,500
Creative design	\$0
Digital screens (Mississauga Celebration Square, Gateway)	\$0
Employee messaging (Inside Mississauga)	\$0
<b>Total Budget</b>	<b>\$5,000</b>

## Let's Move, Mississauga | Measurement

Measurement	Target	Actual
Webpage visits	150 visits	2,510 visits
Certificate downloads	50 clicks	422 clicks
Social media engagements	300 engagements	2,577 engagements
Social media impressions	150,000 impressions	861,041 impressions
Media story pick-up	2 media stories picked up	3 media stories <ul style="list-style-type: none"> <li>• Peel Weekly News</li> <li>• Toronto Star</li> <li>• Mississauga News</li> </ul>
Inside Mississauga story views	75 views	103 views

## Let's Move, Mississauga | Mobile Signs



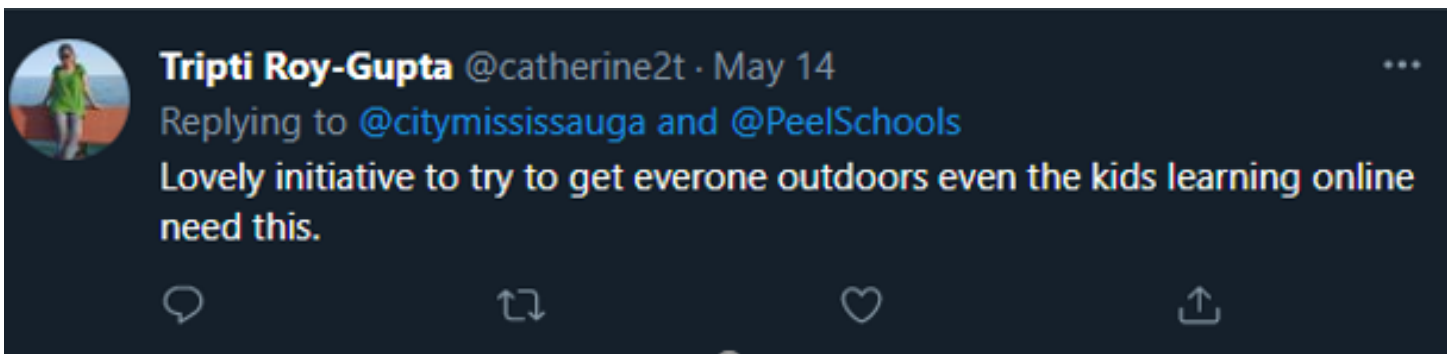
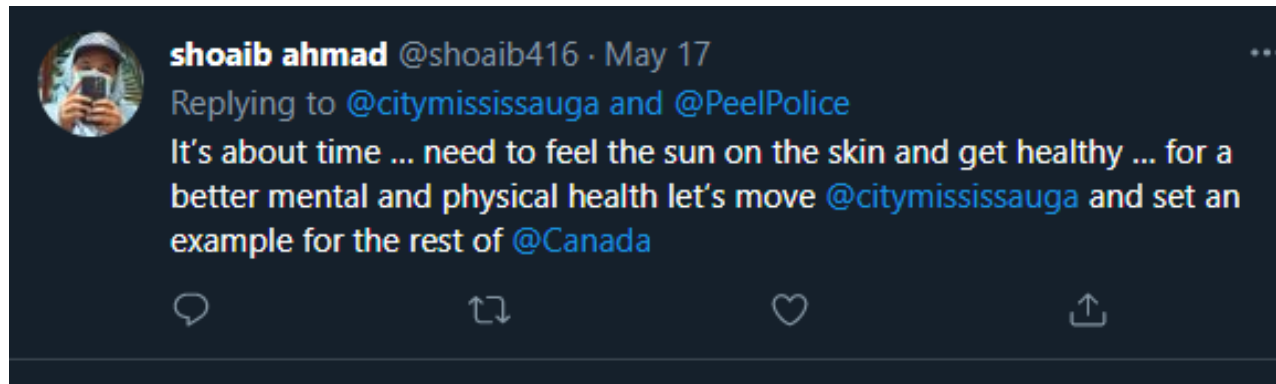


# Let's Move, Mississauga | Social Media





## Let's Move, Mississauga | Social Media Comments



thank you!

Questions?