

Speeding Awareness Campaign

Road Safety Committee

June 2021



Overview – Speeding Awareness Campaign

- Road Safety Committee campaign partnered with Peel Regional Police and Region of Peel
- Encouraged drivers to slow down and comply with posted speed limits
- Ran from Monday, May 3 to Monday, May 31.

Speeding Campaign | Goals

Road Safety Committee goals:

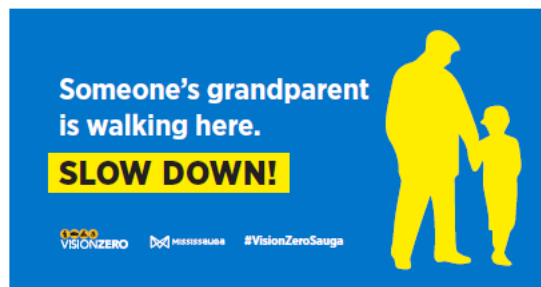
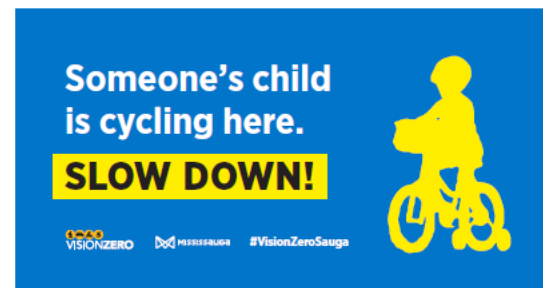
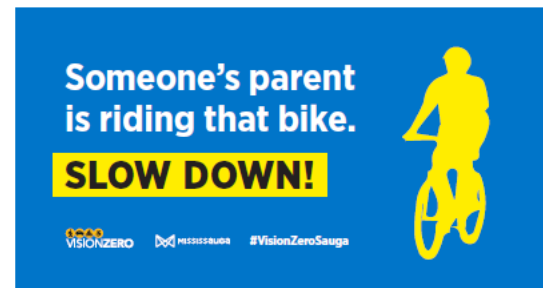
- Help reduce the number of drivers who speed in Mississauga
- Help create safer roads for pedestrians, cyclists, passengers, transit users and drivers

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 | Creative



Speeding Campaign | Tactics

Tactic	Cost
Social media	\$650
Media relations (News release)	\$0
Mobile signs	\$3,500
Creative design	\$850
Digital screens (Mississauga Celebration Square, Gateway)	\$0
Employee messaging (Inside Mississauga)	\$0
Total Budget	\$5,000

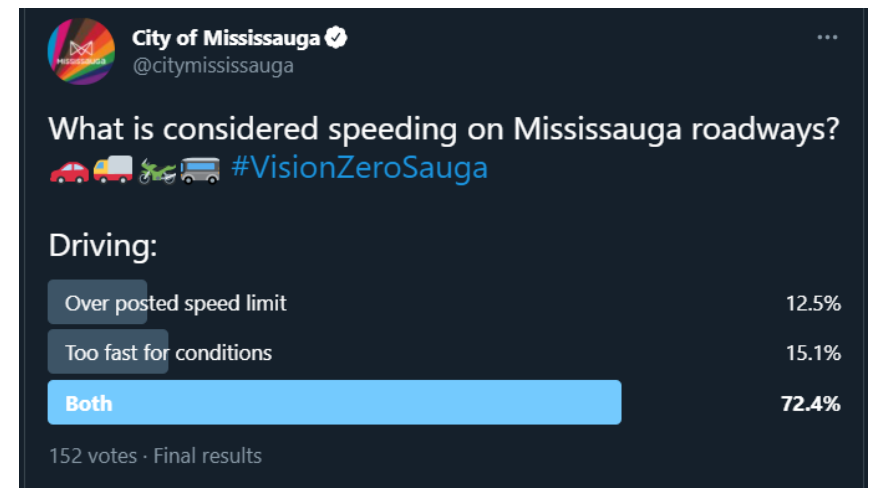
Speeding Campaign | Results

MEASUREMENTS	TARGETS	ACTUALS
Webpage visits (May 1-31)	200 visits	205 views
Social media engagements	500 engagements	3,367 engagements
Social media impressions	200,000 impressions	345,956 impressions
Media stories pick up	2 media stories	2 media stories: <ul style="list-style-type: none"> • Media In Toronto • InSauga
Inside Mississauga	75 views	164 views

Speeding Campaign | Social Media



Speeding Campaign | Social Media Polls



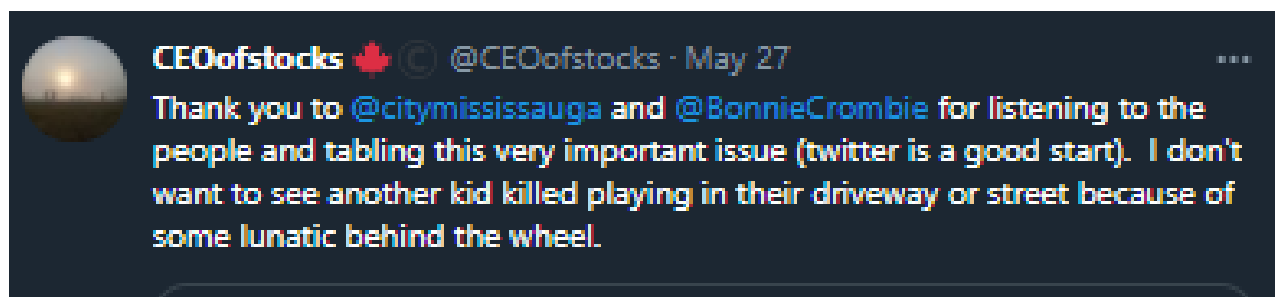
Speeding Campaign | Social Media Polls



Speeding Campaign | Social Media Polls



Speeding Campaign | Social Media Comments



Speeding Campaign | Mobile Signs



Speeding Consequences Campaign

- Running from November 1-30, 2021
- Focused on educating road users about the consequences of speeding (e.g. fines, collisions)

thank you!

Questions?