
Road Safety Promotional Subcommittee

Date: June 15, 2021
Time: 2:14 PM
Location: Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1
	Councillor Pat Saito	Ward 9
	Anne Marie Hayes	Citizen Member (Co-Chair)
	Anna Phillips	Citizen Member (Co-Chair)
	Tony Power	Citizen Member

Staff / Agency Representatives Present
Colin Patterson, Supervisor, Road Safety, Traffic Management
Catherine Nguyen-Pham, Communications Coordinator
Erica Warsh, Project Leader, Vision Zero
Martha Cameron, Legislative Coordinator, Legislative Services

1. CALL TO ORDER – 2:14 PM

2. APPROVAL OF AGENDA

Approved – (Councillor P. Saito)

3. DECLARATION OF CONFLICT OF INTEREST - Nil

4. MINUTES OF PREVIOUS MEETING

4.1 Road Safety Promotional Subcommittee Draft Minutes - March 19, 2021

Approved - (A.M. Hayes)

5. MATTERS CONSIDERED

5.1 Stop Sign Driver Behaviour

Committee Members discussed options and budgeting for the campaign, including the cost of portable signs. A recommendation will go to Council to request funding for portable signs to facilitate the campaign.

Erica Warsh, Project Leader, Vision Zero proposed that the first campaign in 2022 focus on stop sign compliance and a discussion was held whether the Pedestrian Safety Campaign could tie in with this larger campaign.

Committee members discussed the placement of portable signs on arterial roads as well as lawn signs to accompany the slow down signs. Colin Patterson, Supervisor, Road Safety, Traffic Management advised the Committee that the lawn signs contravene the sign bylaw and would require Council approval.

Anna Marie Hayes, Co-Chair, asked if the Committee could link with the Peel Police Take the Pledge campaign.

Catherine Nguyen-Pham, Communications Coordinator informed the Committee that they could use the creative from last year at no cost for the Pedestrian Safety Month.

RECOMMENDATION - RSPS-0001-2021

(Moved by Councillor P. Saito)

That the amount of up to \$5,000.00 from the 2021 Road Safety Committee budget be allocated for the expansion of the Pedestrian Safety Campaign for the provision of portable signs, be approved.

Approved

5.2 Promotional Giveaway Items

Committee Members discussed various promotional items for Pedestrian Safety month and suggested linking the item(s) to the City website.

The Committee requires Council approval of a budget of \$5,000 for the promotional items for the fall Pedestrian Safety program.

RECOMMENDATION - RSPS-0002-2021

(Moved by Councillor S. Dasko)

That the amount of up to \$5,000 from the 2021 Road Safety Committee budget be allocated for promotional items for the Pedestrian Safety Program, be approved.

Approved

5.3 2021 Road Safety Campaign Calendar

Committee members discussed the impact of lawn signs.

Received – (A.M. Hayes)

5.4 Let's Move Mississauga Campaign Update - Catherine Nguyen-Pham, Communications Coordinator

Catherine Nguyen-Pham, Communications Coordinator presented the results of the Mississauga Lets Move Campaign. Committee Members commended the success of campaign and asked in future that campaign signs be in colour.

Received - (A.M. Hayes)

6. INFORMATION ITEMS - Nil

7. OTHER BUSINESS

Colin Patterson, Supervisor, Road Safety, Traffic Management, advised the committee of the increase in communication regarding the next phase of the Speed Enforcement Campaign.

8. DATE OF NEXT MEETING

The Promotional Subcommittee meeting to be scheduled for late August or early September, to discuss the Fall Pedestrian Safety Campaign and promotional item give away.

9. ADJOURNMENT – 3:15 PM

(A.M. Hayes)