



Let's Move, Mississauga – Walk to School Event

Road Safety Committee & Traffic
Safety Council
June 2021

Overview – Let’s Move, Mississauga

- Road Safety Committee and Traffic Safety Council partnered on Let’s Move, Mississauga
- May 18-24, 2021 & coincided with Canada Road Safety Week
- Two campaigns, under “Let’s Move, Mississauga”
 - **TSC:** Targeted campaign focused on Walk to School Event to encourage students to walk, bike or roll to school – for those learning virtually, get out and move
 - **RSC:** City-wide campaign focused on pedestrian safety to get road users outside and moving

Let's Move, Mississauga | Goals

- Encourage residents and students to get outside and walk, cycle, wheelchair or other forms of active transportation from May 18-24
- **RSC:** Raise awareness about pedestrian safety and encourage road users be safe when using a Mississauga roadway
- **TSC:** Promote a healthy lifestyle, reduce traffic/carbon emissions in school areas and encourage students to walk to school (or for those learning virtually, get out and move)

Let's Move, Mississauga | Tactics

- Webpage
- Creative assets (e.g., poster)
- Certificates
- Social media
- Digital signs (Celebration Square, VHO)
- Mobile road signs
- Inside Mississauga (internal)
- Council Corner (for Councillors)
- Letter to schools

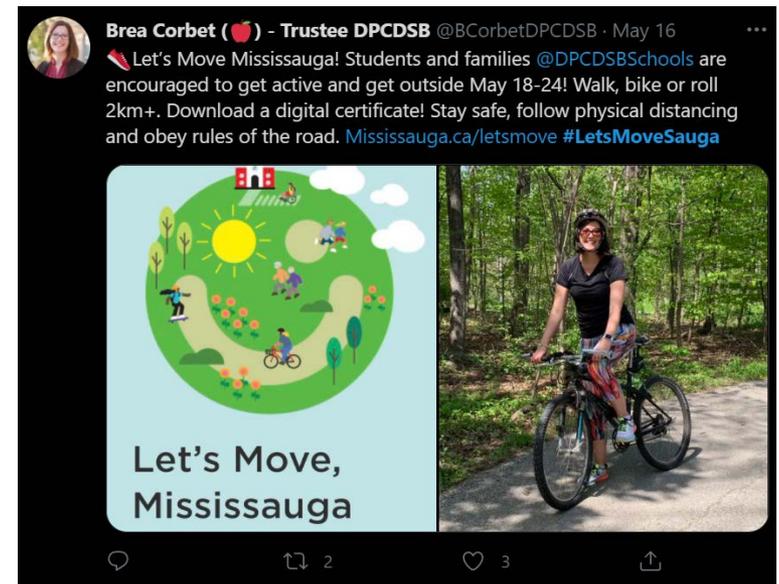
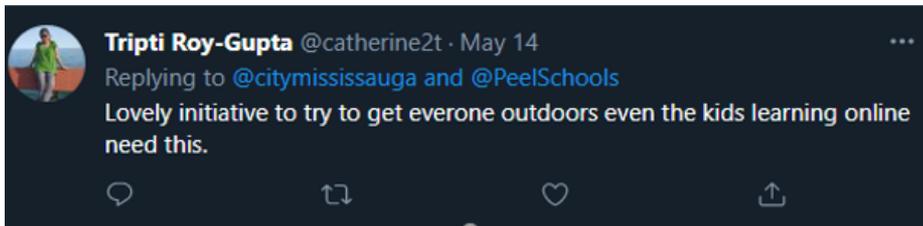
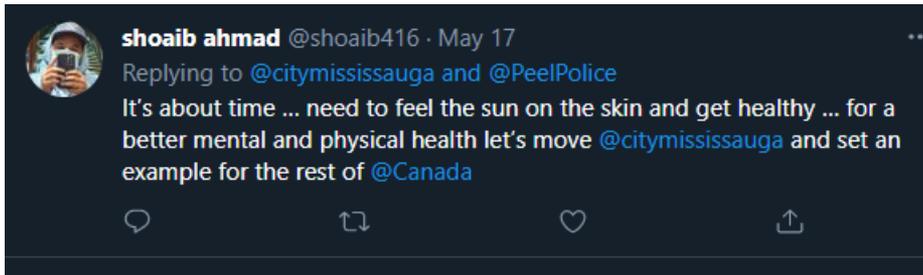
Let's Move, Mississauga | Cost

Tactic	Cost
Social media (paid ads - Facebook & Instagram - May 11-24) [Road Safety Committee Budget]	\$1,500
Mobile signs (one in each ward) [Road Safety Committee Budget]	\$3,500
Creative design (58.5 hours) [Active Transportation Budget]	\$2,074.50
Total Budget	\$7,074.50

Let's Move, Mississauga | Measurement

Measurement	Target	Actual
Webpage visits	150 visits	2,510 visits
Certificate downloads	50 clicks	422 clicks (main) 117 (school)
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"> • Peel Weekly News • Toronto Star • Mississauga News
Inside Mississauga story views	75 views	103 views

Let's Move, Mississauga | Social Media Comments



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thank you!

Questions?