

# Speeding Consequences & Day of Remembrance of Road Traffic Victims

October 2021



## Overview

The **Road Safety Committee** and **Mississauga Cycling Advisory Committee** will be partnering on a Speeding Consequences and World Day of Remembrance of Road Traffic Victims campaign.

The city-wide campaign will raise awareness of the **consequences of speeding** and **acknowledge victims of road collisions** during the month of November.

The campaign run time: November 1 to 30.

# Overview – Speeding Consequences

The speeding consequences portion of the campaign will focus on:

- Collisions
- Reminders to slow down
- What the City is doing to reduce speeding on roads

# Overview – World Day of Remembrance for Road Traffic Victims

World Day of Remembrance for Road Traffic Victims is November 21. This portion of the campaign will:

- Reflect on the impact collisions have on victims, their families and emergency services crews in Mississauga
- Show how the City is continuing to make moving through Mississauga safe, affordable, accessible and sustainable for all road users

# Campaign | Project Goals

- Use speeding consequences to encourage drivers in Mississauga to slow down to create safer roads for pedestrians, cyclists, passengers, transit users and drivers
- Provide an opportunity to reflect on the impact that road collisions have on victims, their families and emergency services crews/first responders who deal with the aftermath of road collisions.

## Campaign | Communications Goals

- Raise awareness among all road users about the consequences of speeding and encourage all road users to follow the rules of the road
- Inform residents about the prevalence of road collisions in Mississauga and the impact it has on the victim, their family and emergency services crews
- Share information about the actions the City of Mississauga is taking to prevent road collisions and the efforts to continue to make roads safe for all road users

## Campaign | Key Messages

- Speeding has consequences for many Mississauga residents – including their family, friends and loved ones.
- Mississauga is commemorating the World Day of Remembrance of Road Traffic Victims on November 21, 2021. The community will reflect on lives lost and those who have been injured or impacted by collisions including the victim, their families and emergency services crews.
- To prevent speed-related collisions, the City continues to share road safety information, updates and reminders about and the consequences of speeding and the impact it has on all road users.

# Campaign | Tactics

## Tactics

Social media (paid and organic)

Media relations (News release)

Mobile signs

Creative design

Digital screens

Employee messaging

Vision Zero video

Tower dimming on World Day of Remembrance of Road Traffic Victims (Sunday, November 21)



## Campaign | Metrics

MEASUREMENTS	TARGETS
Webpage visits ( <a href="https://mississauga.ca/road-safety">mississauga.ca/road-safety</a> )	200 visits
Social media engagements	3,000 social media engagements
Social media impressions	500,000 social media impressions
Media stories pick up	4 media stories (local and ethnic)
Inside Mississauga	300 views
Digital signs (2 weeks)	300,000 impressions

## Campaign | URL & Hashtag

### URL:

- The campaign will drive residents to learn more at [mississauga.ca/roadsafety](https://mississauga.ca/roadsafety)

### Hashtag:

- #VisionZeroSauga will be used on social media

## Campaign | Creative



## Campaign | Creative



thank you!

Questions?