

Speeding Consequences & Day of Remembrance for Road Traffic Victims

Post-Mortem
January 2022



Overview

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

The city-wide campaign raised awareness of the **consequences of speeding** and **acknowledge victims of road collisions** during the month of November 2021.

The campaign run time: November 1 to 30, 2021

Overview – Speeding Consequences

The speeding consequences portion of the campaign focused 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 was on Sunday, November 21.

This portion of the campaign focused on reflecting on the impact collisions have on victims, their families and emergency services crews in Mississauga

Campaign | Project Goals

- Used speeding consequences to encourage drivers in Mississauga to slow down to create safer roads for pedestrians, cyclists, passengers, transit users and drivers
- Provided 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.

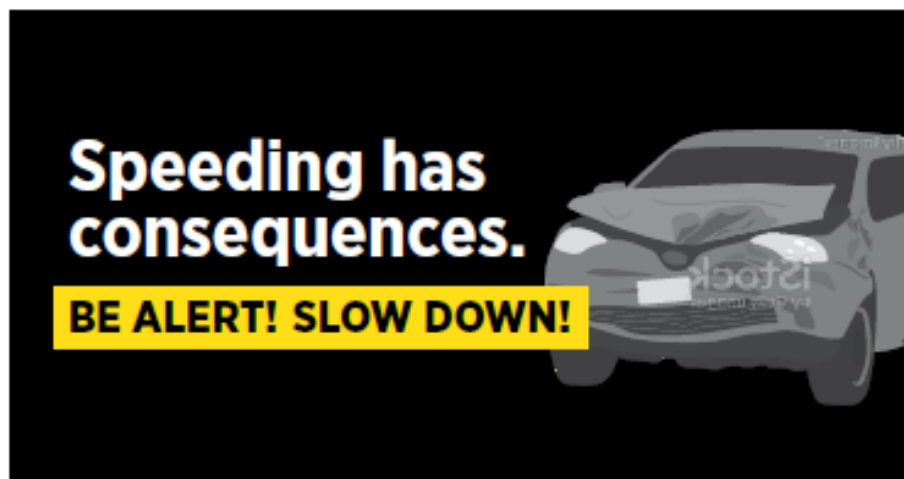
Campaign | Communications Goals

- Raised awareness among all road users about the consequences of speeding and encourage all road users to follow the rules of the road
- Informed residents about the prevalence of road collisions in Mississauga and the impact it has on the victim, their family and emergency services crews
- Shared 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 | Tactics

MEASUREMENTS	ACTUALS
Webpage visits 1. Mississauga.ca/roadsafety 2. Speeding Release 3. World Day of Remembrance Release	376 total visits
Social media engagements (likes, comments, RTs)	16,362 engagements
Social media impressions	877,504 impressions
Video views (Vision Zero video)	13,870 views
Twitter Poll Responses	664 responses (4 polls)
Media stories pick up	3 media stories The Weekly Voice, InSauga (both stories)
Inside Mississauga	109 views
Corporate eNewsletter	53 clicks

Campaign | Creative – Speeding Consequences



Campaign | Creative – Day of Remembrance



Mobile Signs



Social Media

Speeding kills !

⚠️ 🚧 Slow down & stop tragedies on Mississauga roads 🚗

This month, our Road Safety Committee is rolling out an awareness campaign urging drivers to slow down and follow the rules of the road to prevent collisions.

ow.ly/CBln50GCH2f #VisionZeroSauga

Speeding Kills

**BE ALERT!
SLOW DOWN!**



On Sun. Nov. 21, we're recognizing the World Day of Remembrance for Road Traffic Victims to reflect on the lives lost, injured & impacted by road collisions.

ow.ly/xA1250GQgq6

#VisionZeroSauga #WDoR2021

🛑 Road Safety Committee

🚲 Mississauga Cycling Advisory Committee

World Day of Remembrance for Road Traffic Victims



Social Media Polls



Social Media Polls



Vision Zero Video



https://www.youtube.com/watch?v=v_WBei4aSYM

thank you!

Questions?