

Pedestrian Safety Month

Road Safety Committee

December 7, 2021



Overview – Pedestrian Safety Month

The Road Safety Committee, in partnership with Peel Regional Police and the Region of Peel, is rolling out a pedestrian safety campaign throughout October.

The campaign will **raised awareness** of safety concerns for all road users to help **prevent the risk of collisions** and help **keep all road users safe** on Peel Region and Mississauga roads.

The campaign run time: October 1 to 31.

Pedestrian Safety Campaign | Goals

Road Safety Committee goals:

- Help create safer roads for pedestrians, cyclists, passengers, transit users and drivers
- Reduce the risk of collisions on Mississauga roads to keep all road users safe

Pedestrian Safety Campaign | Goals

Communications goal:

- Raise awareness about pedestrian safety to all Mississauga residents and road users
- Encourage Mississauga road users including pedestrians, cyclists and drivers to follow the rules of the road to help create safer roadways
- Remind road users to be aware, stay alert and pay attention to their surroundings

Pedestrian Safety Campaign | Metrics

MEASUREMENTS	Results
Webpage visits (mississauga.ca/pedestriansafety)	177 page views
Social media engagements	686 social media engagements
Social media impressions	86,344 social media impressions
Media stories pick up	2 media outlets picked up story
Inside Mississauga	50 views by staff
Corporate eNewsletter story	54 clicks on story

Pedestrian Safety Campaign | Social

 **City of Mississauga** @citymississauga

October is #PedestrianSafetyMonth! Our Road Safety Committee is partnering with @RegionofPeel and @PeelPolice to raise awareness about pedestrian safety on Peel Region and Mississauga roads.

Learn more: ow.ly/hGQt50Gi7Q3 #VisionZeroSauga #SaugaRoadSafety



Customer Service and Ontario Ministry of Transportation

2:47 PM · Sep 28, 2021 · Twitter Web App

View Tweet activity

11 Retweets 2 Quote Tweets 8 Likes

 **City of Mississauga** @citymississauga · Oct 7

Road safety is a shared responsibility between all road users.

Paying attention to surroundings is important to prevent collisions.

ow.ly/tQOL50GiHjh #VisionZeroSauga @PeelPolice @regionofpeel

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Pedestrian Safety | Mobile Signs



Upcoming Road Safety Campaigns

Holiday Road Safety - December 2021

thank you!

Questions?