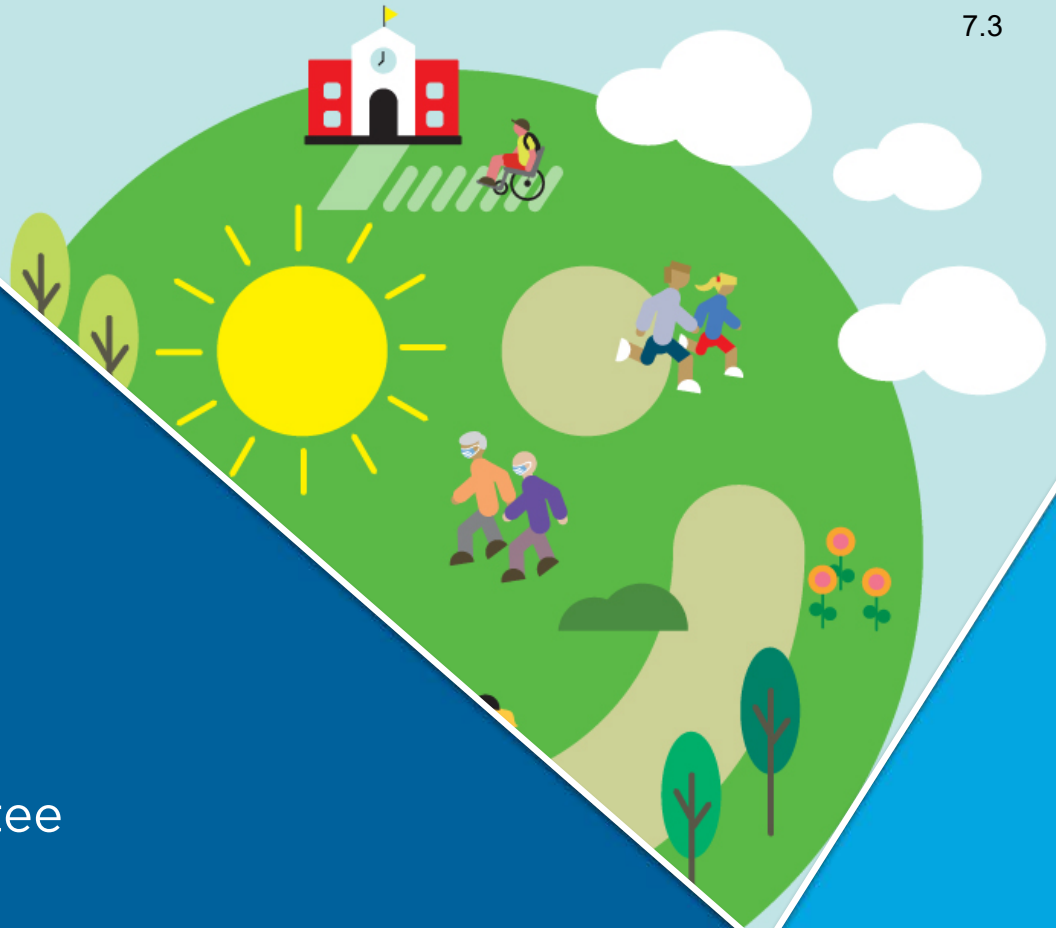


Let's Move, Mississauga

Road Safety Committee
March 22, 2022



Overview – Let's Move, Mississauga

- Road Safety Committee and Traffic Safety Council are partnering on the Let's Move, Mississauga online event
- April 1-30, 2022
- Two campaigns, under “Let's Move, Mississauga”
 - **RSC:** City-wide campaign focused on pedestrian safety to get residents outside and moving
 - **TSC:** Targeted campaign focused on Walk to School Event to encourage students to walk, bike or roll to school

Let's Move, Mississauga | Goals

- Encourage residents to get outside and walk, cycle, wheelchair or use other forms of active transportation
- Raise awareness about road safety to help road users be safe when using a Mississauga roadway

Let's Move, Mississauga | Tactics

Tactics

Webpage (mississauga.ca/letsmove)

Creative

Social media (paid and organic)

Media relations (media advisory)

Mobile signs (20 signs)

Digital screens

Employee messaging

Let's Move, Mississauga | Creative



Let's Move, Mississauga | Mobile Signs



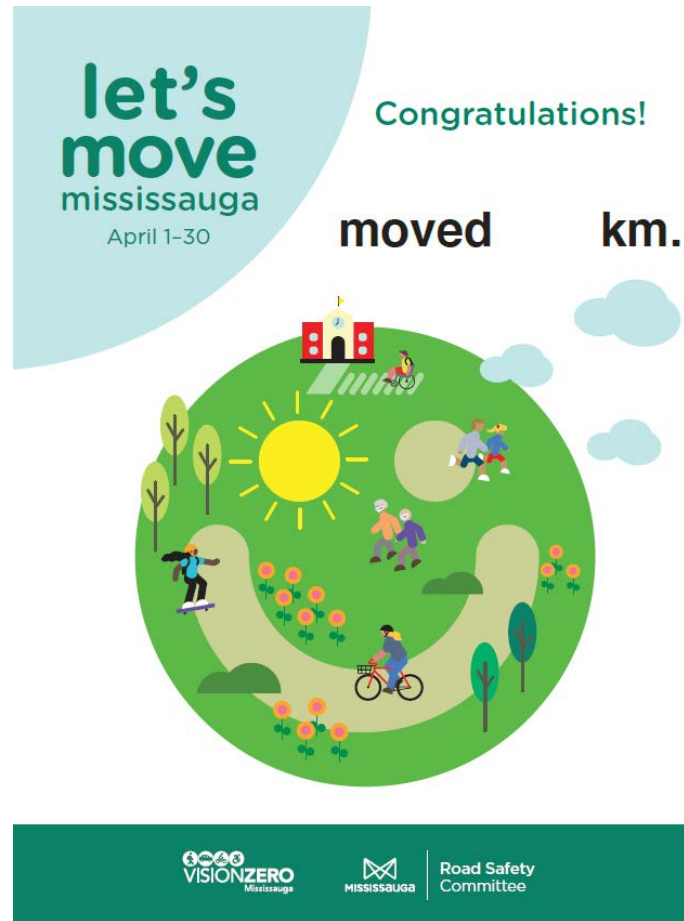
Let's Move, Mississauga | Mobile Signs



Let's Move, Mississauga | Mobile Signs



Let's Move, Mississauga | Certificate



thank you!

Questions?