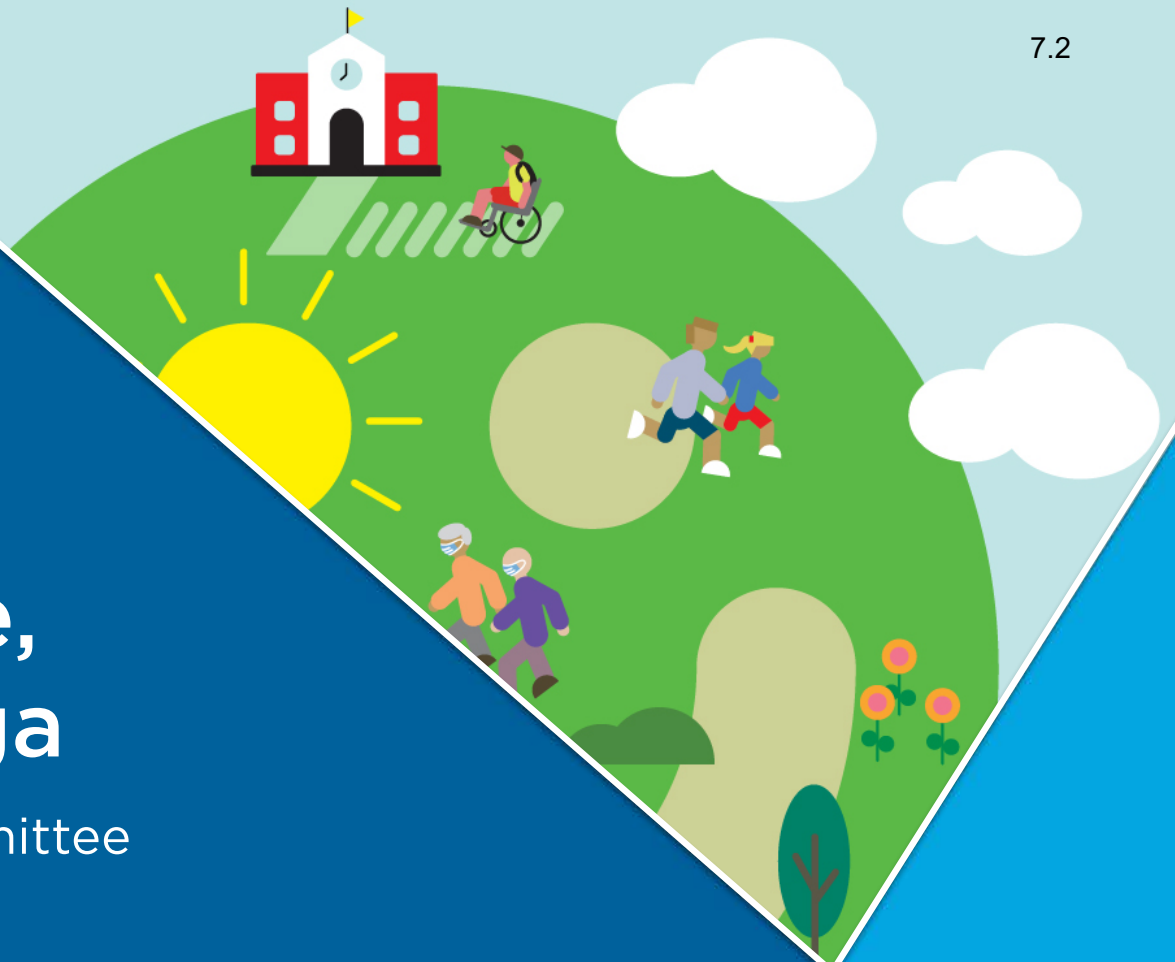


Let's Move, Mississauga

Road Safety Committee
May 2022



Overview – Let’s Move, Mississauga

- Road Safety Committee and Traffic Safety Council partnered 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 | Measurement

Measurement	2021 Results	2022 Results
Webpage visits	2,510 visits	1,212 visits
Certificate downloads	422 clicks	205 clicks
Social media engagements	2,577 engagements	3,689 engagements
Social media impressions	861,041 impressions	402,378 impressions
Media story pick-up	3 media stories <ul style="list-style-type: none"> • Peel Weekly News • Toronto Star • Mississauga News 	4 media stories <ul style="list-style-type: none"> • The Weekly Voice • Newyork Latest News • Namaste Newslane - Health • Can-India News
Inside Mississauga story views	103 views	172 views

Let's Move, Mississauga | Mobile Signs



Let's Move, Mississauga | Social Media

 **City of Mississauga** ✓
@citymississauga

Join the Let's Move, Mississauga event to get active outside!

Walk, cycle or scooter to get to everyday destinations like:

-  Work
-  School
-  Grocery store
-  Bus stop

mississauga.ca/letsmove #LetsMoveSauga

-  Road Safety Committee
-  Traffic Safety Council

More  1/3



 **City of Mississauga - Municipal Government** ✓

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Join the #LetsMoveSauga event!

Walk or roll to school, work or bus stop. Find time in the day to get active outside and remember to follow rules of the road!

More  Mississauga.ca/letsmove #VisionZeroSauga

-  Road Safety Committee
-  Traffic Safety Council



Let's Move, Mississauga | Certificate



thank you!

Questions?