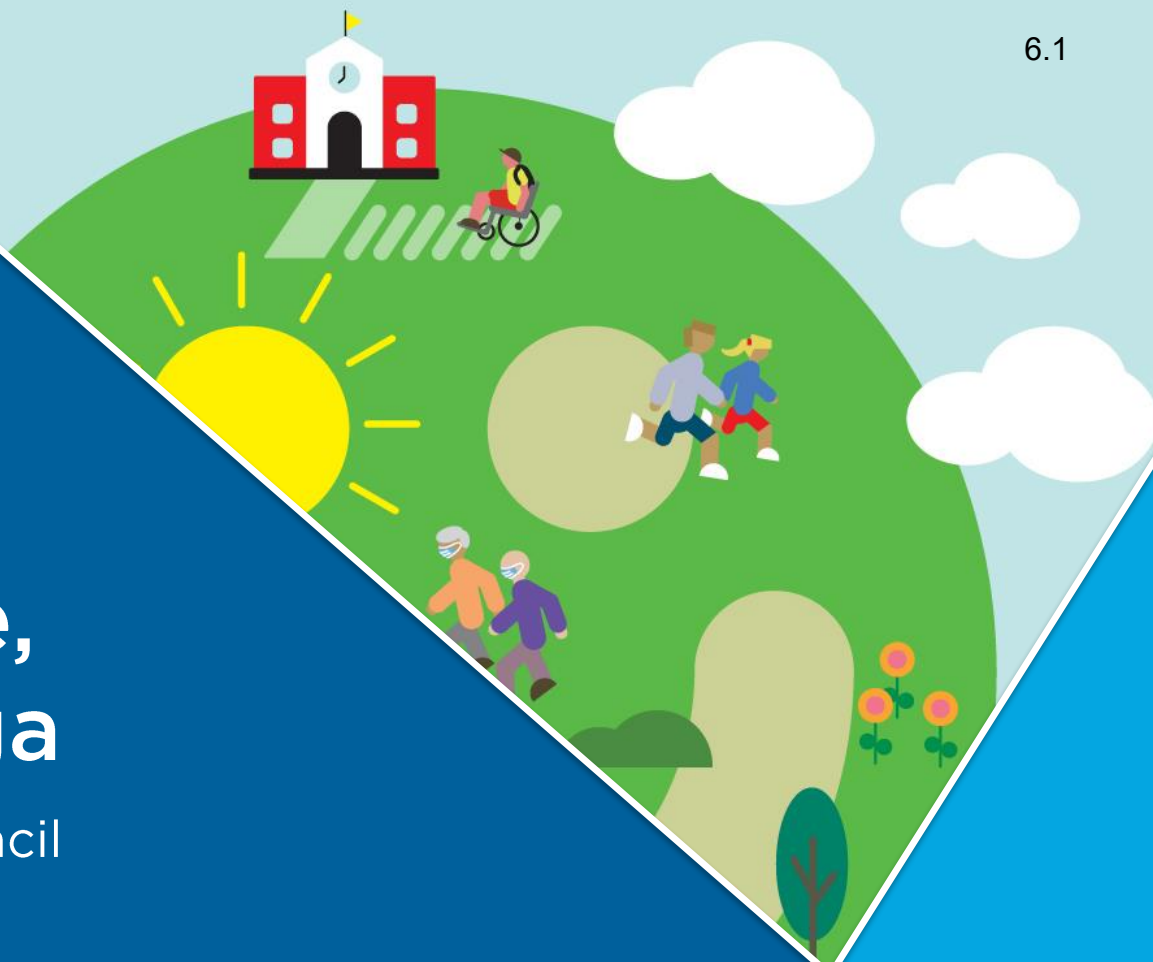


Let's Move, Mississauga

Traffic Safety Council
May 2022



Overview – Let's Move, Mississauga

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

Let's Move, Mississauga | Goals

- Encourage students to get outside and walk, cycle, wheelchair or other forms of active transportation to get to school
- Promote a healthy lifestyle while reducing traffic and carbon emissions in school areas

Let's Move, Mississauga | Tactics

Tactics

Webpage (mississauga.ca/letsmove)

Creative

Social media (paid and organic)

Media relations (media advisory)

Mobile signs (20 signs – Placed in school areas)

Digital screens

Employee messaging

Let's Move, Mississauga | Creative



Let's Move, Mississauga | Measurement

Measurement	Goal	2022 Results
Webpage visits	500 visits	1,212 visits
Certificate downloads	200 downloads	205 downloads (58 for Walk to School)
Social media engagements	1,000 engagements	3,689 engagements
Social media impressions	200,000 impressions	402,378 impressions
Media story pick-up	2 media stories	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	50 views	172 views

Let's Move, Mississauga | Mobile Signs



Let's Move, Mississauga | Social Media

 **City of Mississauga - Municipal Government**  

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Are you a student or the parent or guardian of school-aged children?

Join our [#LetsMoveSauga](#) online event this month. Stay active by walking or rolling to school or your bus stop.

Students learning virtually can also participate in the event!

Try walking or rolling:

-  In your neighbourhood
-  To your local library
-  In a local park/trail

Learn more: [Mississauga.ca/letsmove](#) [#VisionZeroSauga](#)

-  Road Safety Committee
-  Traffic Safety Council



 **City of Mississauga**  

@citymississauga

Students, join our [#LetsMoveSauga](#) event and walk or roll to school or bus stop!

Keep track of the number of trips you take and download your certificate 🎉

[Mississauga.ca/letsmove](#) [#VisionZeroSauga](#)

-  Road Safety Committee
-  Traffic Safety Council

More  1/5

 Peel District School Board and Dufferin-Peel Catholic District School Board

Let's Move, Mississauga | Poster



Let's Move, Mississauga | Certificate

2022 walk to school event

April 1-30

let's move
mississauga

Certificate of Recognition

Presented to: **Name**

For walking or rolling to school # times in April.

For your participation in the 2022 Walk to School Event, Mississauga Traffic Safety Council and your school thank you for contributing to a greener environment in your community and promoting a healthy lifestyle.



Peter Westbrook
Chair, Traffic Safety Council




VISIONZERO
Mississauga


MISSISSAUGA

Traffic Safety
Council

22041

thank you!

Questions?