
Road Safety Promotional Subcommittee

Date: September 21, 2021
Time: 1:30 PM
Location: Online Video Conference

Members

Councillor Stephen Dasko	Ward 1
Councillor Pat Saito	Ward 9
Anne Marie Hayes	Citizen Member (Co-Chair)
Anna Phillips	Citizen Member (Co-Chair)

Absent Members

Tony Power	Citizen Member
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Staff Present

Colin Patterson, Supervisor Road Safety
Catherine Nguyen-Pham, Communications Advisor
Chelen Petrucci, Graphic Designer
Erica Warsh, Project Leader Vision Zero
Michelle Sanstra, Legislative Coordinator

1. CALL TO ORDER - 1:41 PM

2. APPROVAL OF AGENDA

Approved: T. Power

3. DECLARATION OF CONFLICT OF INTEREST - Nil

4. MINUTES OF PREVIOUS MEETING

4.1 Road Safety Promotional Subcommittee DRAFT Minutes - June 15, 2021

- *Recommendation RSPS-0001-2021 and RSPS-0002-2021 were approved at the previous Road Safety Committee Meeting on June 22, 2021.*

Approved: Councillor S. Dasko

5. MATTERS CONSIDERED

5.1 Promotional Giveaway Items

Promotional Subcommittee Members discussed purchasing multi-purpose cleaning cloths as a promotional giveaway item as well as the pricing, creative design and messaging, quantity and distribution. Subcommittee Members agreed on placing an order for the amount of 2500.

Anna Phillips, Citizen Member inquired about signage re-ordering for the fall. Colin Patterson, Supervisor, Road Safety responded to Anna Phillips inquiry and ensured that adequate signage is available.

Councillor Saito suggested that the remaining money from the \$5000 Promotional Giveaway Items budget be carried over to the following year 2022.

DIRECTION: For the Graphics/Communications team to design the graphics for the promotional giveaway item, to send the draft graphics via email to the Promotional Subcommittee for review and to present the finalized graphics at the next Road Safety Committee meeting to be approved.

5.2 Pedestrian Safety Month Campaign

- *Catherine Nguyen-Pham, Communications Coordinator*
- *Chelen Petrucci, Graphic Designer - Creative Presentation*

Ms. Nguyen-Pham provided an overview on the Fall Road Safety Campaigns and Pedestrian Safety Month and Ms. Petrucci presented the Pedestrian Safety Month Creative Concept.

Anne Marie Hayes, Citizen Member inquired if social media messaging could be shared with the Road Safety Committee for re-sharing. Ms. Nguyen-Pham responded that she would provide the social media messaging with the Committee.

Promotional Subcommittee Members provided comments and suggestions on the creative design and further discussed suggestions on the messaging, target market, colours, positioning of pedestrian, cyclists, vehicles, and logo use.

DIRECTION: Ms. Petrucci will make the necessary adjustments and Ms. Nguyen-Pham will present the graphics at the next Road Safety Committee.

6. INFORMATION ITEMS

Erica Warsh, Project Leader Vision Zero spoke to a campaign that Traffic Safety Council and Active Transportation team were working for October that will compliment Pedestrian Road Safety Month.

7. OTHER BUSINESS

Members of the Road Safety Promotional Subcommittee discussed having a joint Committee meeting with Mississauga Cycling Advisory Committee (MCAC) during October to present the creative for the November Campaign.

DIRECTION: Michelle Sanstra, Legislative Coordinator to coordinate with the Legislative Coordinator of MCAC to plan a joint meeting as well as canvas the Committee's availability.

Councillor Saito and Councillor Dasko spoke to creating a mascot for Road Safety Committee with an early launch in 2022. Anna Phillips, Citizen Member will benchmark other municipalities regarding mascots and its effectiveness and email the Legislative Coordinator with findings for discussion at the next Road Safety Promotional Subcommittee meeting.

8. DATE OF NEXT MEETING - TBD

9. ADJOURNMENT - 3:12 PM

(A.M. Hayes)