

# Pedestrian Safety Month

Road Safety Committee

September 21, 2021



# Fall Road Safety Campaigns 2021

**Back to School** – August to September

**Rail Safety Week** – September 20-26

**Pedestrian Safety Month** – October 1-31

**Speeding Consequences/World Day of Remembrance Road Traffic Victims** – November 1-31

**Holiday Road Safety** – December

## Overview

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 **raise awareness** on 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 | Key Messages

- Collisions continue to happen every year in Mississauga. No loss of life on Mississauga roadways is acceptable.
- Road safety is a shared responsibility between all road users. Paying attention to surroundings is important.
- As we move into fall and shorter daylight hours the risk for pedestrian collisions increases.
- The City has implemented a variety of measures, initiatives, programs to continue to keep Mississauga roads safe.

# Pedestrian Safety Campaign | Tactics

## Tactics

Social media (paid and organic)

Media relations (News release)

eNewsletter (Corporate)

Mobile signs

Creative design

Digital screens

Employee messaging (Inside Mississauga and Paul Mitcham's message)

## Pedestrian Safety Campaign | Metrics

MEASUREMENTS	TARGETS
Webpage visits ( <a href="https://mississauga.ca/pedestrian-safety">mississauga.ca/pedestrian-safety</a> )	175 visits
Social media engagements	2,000 social media engagements
Social media impressions	250,000 social media impressions
Media stories pick up	2 media stories (local and ethnic)
Inside Mississauga	180 views
AHO sign (2 weeks)	300,000 impressions
Corporate eNewsletter	50 clicks
Older Adult eUpdate	35 Older Adult Provider groups



# Pedestrian Safety Campaign | URL & Hashtag

## URL:

- The campaign will drive residents to learn more at [Mississauga.ca/pedestrian-safety](https://Mississauga.ca/pedestrian-safety)

## Hashtag:

- #VisionZeroSauga and #PedestrianSafetyPeel will be used on social media

thank you!

Questions?