

# Road Safety Committee | Awareness Suggestions

Tactic	Details	Cost
<b>Be an ambassador for Vision Zero and road safety</b>	<p>Talk to others about why road safety is important and the work the Road Safety Committee does.</p> <p>Post on your social media channels about road safety and Vision Zero initiatives.</p>	Free
<b>Support Vision Zero campaigns on social media</b>	<p>Show support on City of Mississauga’s corporate social media channels:</p> <ul style="list-style-type: none"> <li>• Retweet/share or like our posts about Vision Zero and road safety.</li> <li>• Comment on posts to show your support on Vision Zero and road safety initiatives.</li> </ul> <p>Campaigns for rest of 2023:</p> <ul style="list-style-type: none"> <li>• Speeding awareness   November</li> <li>• Holiday and winter road safety   December/January</li> </ul> <p>Follow the City of Mississauga’s corporate channels:  <b>X (Formally Twitter):</b> <a href="#">@citymississauga</a>  <b>Facebook:</b> <a href="#">City of Mississauga - Municipal Government</a>  <b>LinkedIn:</b> <a href="#">City of Mississauga</a>  <b>Instagram:</b> <a href="#">@citymississauga</a></p>	Free

<b>Distribute giveaways</b>	Help distribute eye glass cleaners, reflective bags and reflective tags in storage to residents.	Free
<b>Set up a booth</b>	<p>Join a City event and set up a booth to raise awareness about Vision Zero and road safety.</p> <p>You can also use this as an opportunity to share giveaway items to residents.</p> <ul style="list-style-type: none"> <li>• Public Works Week (May)</li> <li>• Community centres</li> <li>• Libraries</li> </ul>	Free
<b>Design and raise awareness about the Slow Down Lawn Signs</b>	<p>Share feedback on designs for Slow Down Lawn Signs.</p> <p>Help raise awareness about the Slow Down lawn signs by posting on your social media channels or talking about it at events.</p>	Free
<b>Create new giveaways for safety campaigns</b>	Consider creating new giveaways (e.g. stickers, reflective arm bands)	\$5,000
<b>Support road safety events</b>	<p>Show your support by participating in City events like Community Rides – runs from May to October.</p> <p>Use it as an opportunity to talk to residents about Vision Zero and road safety.</p>	Free

<p><b>Attend public consultations in support of Vision Zero and road safety</b></p>	<p>Come out to a public consultation meeting about projects that support Vision Zero, as they come up.</p> <p>You can help us spread the road safety message while being an advocate for road safety improvements.</p>	<p>Free</p>
<p><b>Take photos and videos of road safety initiatives happening in neighbourhood</b></p>	<p>Take photos and video of road safety initiatives in your neighbourhood in Mississauga (e.g. Slow Down lawn sign, traffic calming, bike lanes, pedestrian signals, roundabouts etc.)</p> <p>Photos and videos can help with future road safety and Vision Zero campaigns.</p>	<p>Free</p>