

Road Safety Committee Work Plan 2024					
Timeline/Date	Campaign/Events	Details	Budget/Costs	Completion Date	Additional Information
At Membership expiration date, June 2023-June 2024	Renew CARSP Membership	Annual yearly renewal	Cost: \$750.00	June 2024	Possible price increase expected from the previous year. Authority and budget already accounted for via the following: RSC-0041-2023 <ol style="list-style-type: none">That funds in the amount of up to \$5000.00 be allocated from the 2023/2024 Council and Committee Budget for the development of promotional materials including but not limited to campaigns related to supporting the Road Safety Awareness Program, Vision Zero Engagement Strategy, the Road Safety Committee Work plan and initiatives.That the update by Stephen Dasko, Councillor, Ward 1 and Chair, Road Safety Committee regarding the Road Safety Awareness Program be received. (RSC-0041-2023)
Ongoing	Road Safety Committee Mascot	Under review – TBD	TBD	TBD	TBD
Ongoing	Micromobility	E-Bikes, E-Scooters		TBD	TBD

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Ongoing	Road Safety Promotional Subcommittee			N/A	Items for 2024 TBD
Ongoing	Road Safety Awareness	N/A			
Ongoing	Communications campaigns: <ul style="list-style-type: none">• Back to school September• Pedestrian Safety Month and Walk to School campaign October• Speeding awareness November• World Day of Remembrance of Road Traffic Victims November• Holiday and winter road safety December	For information only. RSC members are encouraged to help share messages on their own channels (e.g. social media, newsletters) to help promote road safety messages to residents.			
Ongoing	Photo and Video Content <ul style="list-style-type: none">• RSC members may take photos and video of road safety initiatives in their neighbourhood		N/A		

	in Mississauga (e.g. Slow Down lawn sign, traffic calming, bike lanes, pedestrian signals, roundabouts etc.)				
Completed	Slow Down Lawn Signs	To re-design the Road Safety Slow Down Lawn Signs for distribution in the spring. – Reviewed at the subcommittee meeting on September 15, 2023.	N/A	December 2023	<p>RSPS-0004-2023 That Catherine Nguyen-Pham, Communications Advisor be directed to work with Creative staff to prepare mock designs of a new “Slow Down” lawn sign and return to the Road Safety Promotional Subcommittee for approval and next steps.</p> <p>GC-0525-2023 1. That the Road Safety Committee authorizes the Road Safety Subcommittee to make decisions via email regarding design work and promotional items when time is a factor and or/for events where promotional items can be distributed. 2. That the update by Catherine Nguyen-Pham, Communications Advisor regarding the status of the “Slow Down Lawn Signs” be received for information. (RSC-0040-2023)</p> <p>***Completed and attached to the Road Safety Agenda – January 30, 2024, for information.</p>