

DRAFT - Road Safety Committee Work Plan - 2024

| 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       | <p>Possible price increase expected from the previous year. Authority and budget already accounted for via the following: RSC-0041-2023</p> <ol style="list-style-type: none"> <li>1. 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.</li> <li>2. That the update by Stephen Dasko, Councillor, Ward 1 and Chair, Road Safety Committee regarding the Road Safety Awareness Program be received.</li> </ol> <p>(RSC-0041-2023)</p> |
| 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 | <p>Communications campaigns:</p> <ul style="list-style-type: none"> <li>• Back to school   September</li> <li>• Pedestrian Safety Month and Walk to School campaign   October</li> <li>• Speeding awareness   November</li> <li>• World Day of Remembrance of Road Traffic Victims   November</li> <li>• Holiday and winter road safety   December</li> </ul> | <p>For information only.</p> <p>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.</p> |     |     |                    |
| Ongoing | <p>Photo and Video Content</p> <ul style="list-style-type: none"> <li>• RSC members may take photos and video of road safety initiatives in their neighbourhood</li> </ul>  |   | N/A |     |                    |

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|           |  |   |     |               |   |
|-----------|--|---|-----|---------------|---|
|           | 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<br/>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<br/>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.<br/>2. That the update by Catherine Nguyen-Pham, Communications Advisor regarding the status of the “Slow Down Lawn Signs” be received for information.<br/>(RSC-0040-2023)</p> <p>***Completed and attached to the Road Safety Agenda – January 30, 2024, for information.</p> |