

Vision Zero: 2024 Q3-Q4 Planned Education Campaigns

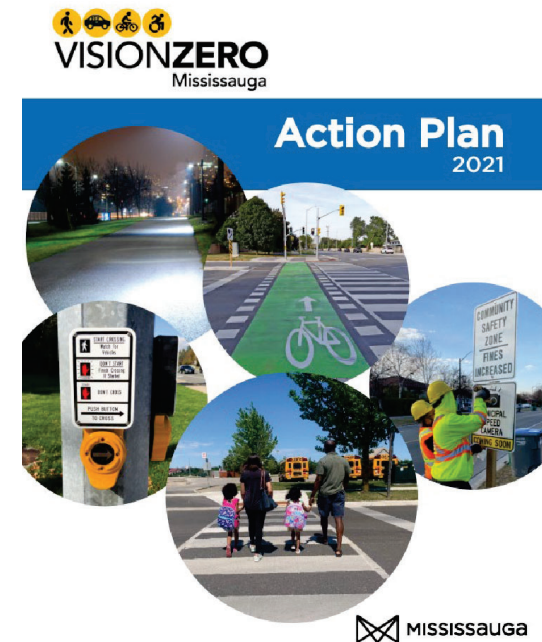
Road Safety Committee
June 25, 2024





Ongoing Education and Engagement Tactics

- Action 88: Cohesive Campaigns and Signage
 - Includes partnerships with external partners
- Action 89: “Slow Down” Lawn Signs
- Action 91: School Walking Routes Program
 - Programmed activities with schools
 - Signed routes
 - Traffic Safety Times newsletter
- Action 96: Vision Zero Memorial for Victims of Fatal Collisions in Mississauga





Communications Campaigns and Stories Q1-Q2 2024

Q1: January- March

- Winter road safety messaging
- Winter Walk Month campaign
 - In partnership with school boards, ROP, PRP and other partners

Q2: April-June

- Raising awareness about VZ initiatives happening in the City, including:
 - Reducing speeds from 70 km/h to 60 km/h
 - Automated Speed Enforcement
 - Traffic calming
- Bike Month Campaign
- Promotions for Community Rides and other cycling safety education events
- Safety, rules and etiquette campaign focused on cycling, e-scooters



We're working to get you where you need to go safely.

Remember:

- ⚠️ Travel with care
- ↔️ Give equipment space
- 🚗 Remove parked cars from your street
- 🧂 Use salt according to the manufacturer's instructions
- 👍 Be respectful of the crews working hard to keep you moving safely



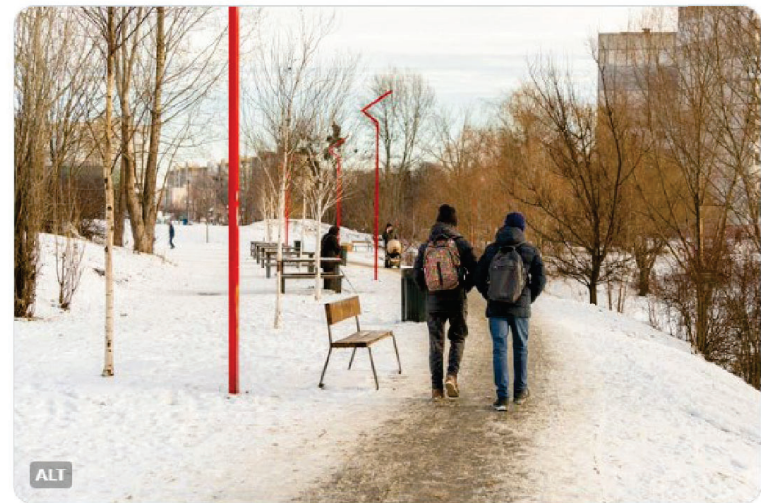
Happy #WinterWalkDay!

Embrace the winter weather and walk to school. It's a great way to stay active and connect with friends.

Not a student? Taking a walk in the fresh air is beneficial for all!

More: #WinterWalkMonth: bit.ly/3SI3IV9

@PeelSchools
@DPCDSBSchools




1:00 PM • Feb 7, 2024 • 936 Views

City of Mississauga @citymississauga

Stay safe while biking this winter ❄️🚲

- 💡 Make sure your bike has a light and reflectors that others can see
- ✅ Wear a helmet
- ➡️ Give yourself more space when you brake
- 🚲 Consider changing the tires on your bike – thick ones have better grip

#WinterBikeToWorkDay



10:00 AM · Feb 11, 2024 · 1,678 Views

City of Mississauga @citymississauga

Join #WinterWalkMonth and walk school or the bus stop!

Don't forget:
 Cross with a crossing guard if possible 🛑
 Stand back from the curb and wait for the bus 🚌
 Avoid puddles, metal bridges and roadway paint markings when biking 🚲
 Dress warmly 🧣

bit.ly/3SI3IV9



11:00 AM · Feb 20, 2024 · 908 Views

City of Mississauga @citymississauga

Join us in celebrating #WinterWalkMonth by walking to school or your local bus stop!

Walking to school is a great way to get exercise while socializing with your friends. Don't forget to bundle up with warm clothes 🧣

More: bit.ly/3SI3IV9

@PeelSchools
 @DPCDSBSchools



11:00 AM · Feb 15, 2024 · 2,479 Views

City of Mississauga @citymississauga

As March Break kicks off, you might see more activity on our roads with students being out of school.

If driving, drive the posted speed limit. Watch for children, especially when backing in/out of your driveway or when turning.

If you're walking or cycling, use a crosswalk or crossroad when possible to increase your visibility.

#VisionZeroSauga



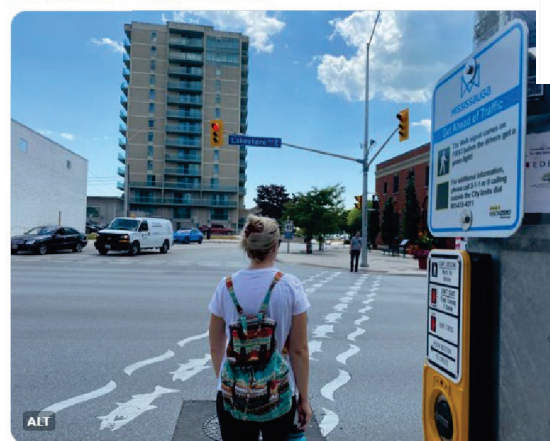
1:06 PM · Mar 8, 2024 · 1,182 Views

City of Mississauga @citymississauga

#DYK We've installed Pedestrian & Bike Head Start Signals 🚶🚲

We've updated signals at select locations to give pedestrians & cyclists 5-sec head start into their crossing before the light turns green to help reduce collisions.

bit.ly/498YAtP #VisionZeroSauga



1:00 PM · Mar 13, 2024 · 1,231 Views

City of Mississauga @citymississauga

It's National Impaired Driving Prevention week

Driving impaired by drugs & alcohol is illegal & extremely dangerous

Plan on consuming alcohol or cannabis? Make responsible travel choices

- Take @MiWayHelps
- Assign a designated driver
- Use rideshare or a taxi

#VisionZeroSauga



11:00 AM · Mar 18, 2024 · 1,107 Views

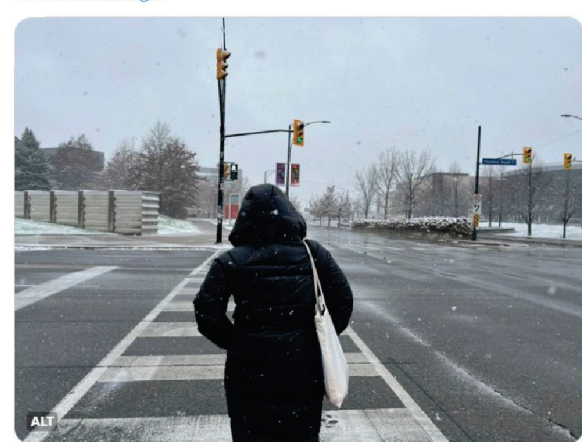
City of Mississauga @citymississauga

Remember, snow can limit your visibility while using roads ❄️

Stay alert while travelling by foot, bike, transit or car ⚠️ Give yourself extra time and travel to conditions.

If driving, be patient, give equipment space and clear snow off your vehicle ❄️

#VisionZeroSauga



11:00 AM · Mar 22, 2024 · 1,312 Views



 City of Mississauga
@citymississauga

According to @CAA, distracted driving continues to be one of the largest causes of collisions, injuries & deaths on Canada's roads.

#BeforeYouDrive make sure to set your playlist, GPS and Bluetooth.

If you're driving, put your phone away.

#VisionZeroSauga #DDAM



10:35 AM · Apr 2, 2024 · 894 Views

City of Mississauga
@citymississauga

Your speed matters. Driving fast increases your risk of collisions – which can be fatal or cause serious injuries.

Remember to always follow the posted speed limit for your safety and the safety of others.

More about speeding: bit.ly/45RG5IE

#VisionZeroSauga

The **faster** you drive,
the **longer** it takes to stop

30 km/h

50 km/h

ALT

VISIONZERO

12:30 PM · May 3, 2024 · 1,375 Views

City of Mississauga
@citymississauga

Speeding is dangerous!

The faster you drive, the higher your risk of collisions – which can be or cause serious injuries

Be aware of the posted speed limits & obey road rules

bit.ly/45RG5IE #VisionZeroSauga #CRSW2024

Lower speeds are
proven to reduce the
seriousness of injuries
from a collision



ALT

VISIONZERO

9:00 AM · May 14, 2024 · 1,476 Views

Running a red light is incredibly dangerous !

It puts not only yourself, but also other drivers, pedestrians, and cyclists at risk of a collision.

Remember to always be focused and allow for plenty of time to reach your destination.

#VisionZeroSauga #CRSW2024



ALT

9:00 AM · May 17, 2024 · 1,029 Views

City of Mississauga
@citymississauga

Your speed can significantly impact a collision's outcome 🚗

If you hit a pedestrian or cyclist while travelling at 50 km/h, their survival rate is 15%

In comparison, at 30 km/h, they have a 90% chance of survival

bit.ly/45RG5IE #VisionZeroSauga

There is a **90% chance of survival** if hit by a driver travelling 30 km/hr or lower

30
km/h



At 50 km/hr, the survival rate **drops to 15%**

50
km/h



ALT

VISIONZERO

9:00 AM · May 28, 2024 · 1,285 Views



It's #BikeMonth 🚲

Join our Fix-It events: Look for our tent along our trail system for a free bike check-up

June 5: Mississauga Valley CC 11am–2pm

June 13: Clarkson CC 5–8pm

June 19: Streetsville Memorial Park 11am–2pm

June 27: Erin Meadows CC 5–8pm

bit.ly/3x4jMUv



8:30 AM · Jun 5, 2024 · 1,272 Views



Communications Campaigns and Stories 2024

Q3: July-September

- Campaign about more people out being active in the summer
- Raising awareness about VZ initiatives happening in the City, including:
 - Pedestrian Head Start Signals (Leading Pedestrian Intervals) and Bike Head Start Signals (Leading Bike Intervals)
 - 'Slow Down' Lawn Signs (once the new signs are in print and available)
 - Speed cameras, traffic calming
- Summer road safety messaging
- Back to school road safety messaging

Q4: October-December

- Pedestrian Safety Month / Walk to School Month Campaigns
 - In partnership with school boards, ROP, PRP and other partners
- Speeding awareness campaign
- World Day of Remembrance of Road Traffic Victims
- Holiday and winter road safety messaging



Support Vision Zero Communications

- Support Vision Zero campaigns:
 - Retweet/share Vision Zero messaging from City of Mississauga social media channels
 - Include content about Vision Zero initiatives and campaigns in newsletters
 - Take photos of road safety initiatives in Mississauga (e.g. Slow Down lawn sign, traffic calming, bike lanes, pedestrian signals, roundabouts etc.)
- Support with design of the Slow Down Lawn Signs
- Give feedback on planning for Vision Zero Memorial



Thank you!

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Mississauga.ca/visionzero