

Communications Environmental Scan

Road Safety Committee
November 26, 2024

Context

- Strategic Communications was asked to bring a presentation about road safety campaigns from other organizations

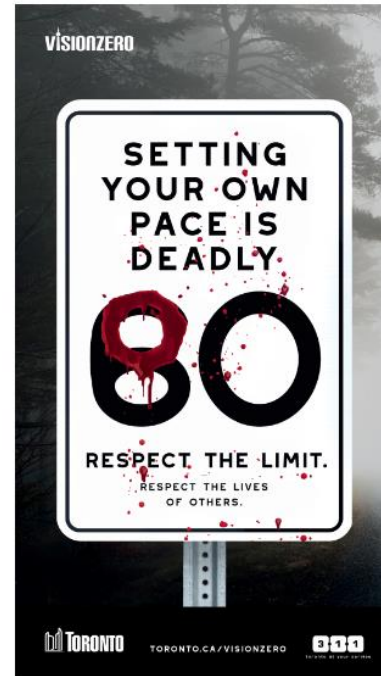
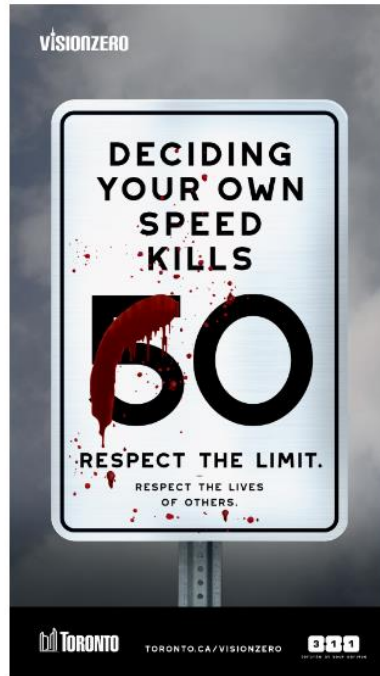
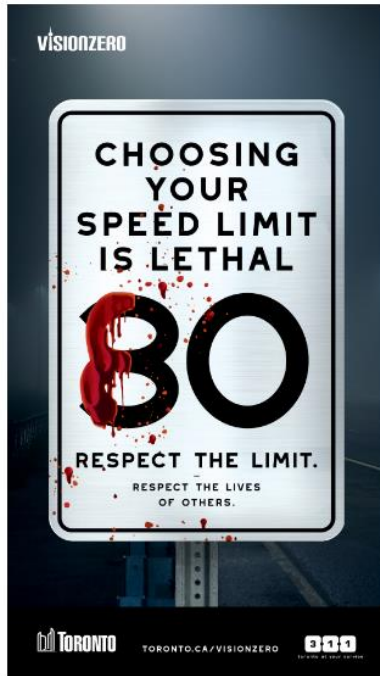
Environmental scan focus

- Neighbouring municipalities, local organizations
- Road safety campaign
- Graphic-focused vs photo-focused

City of Toronto | Daylight Saving



City of Toronto | Speeding



City of Toronto | School zone safety



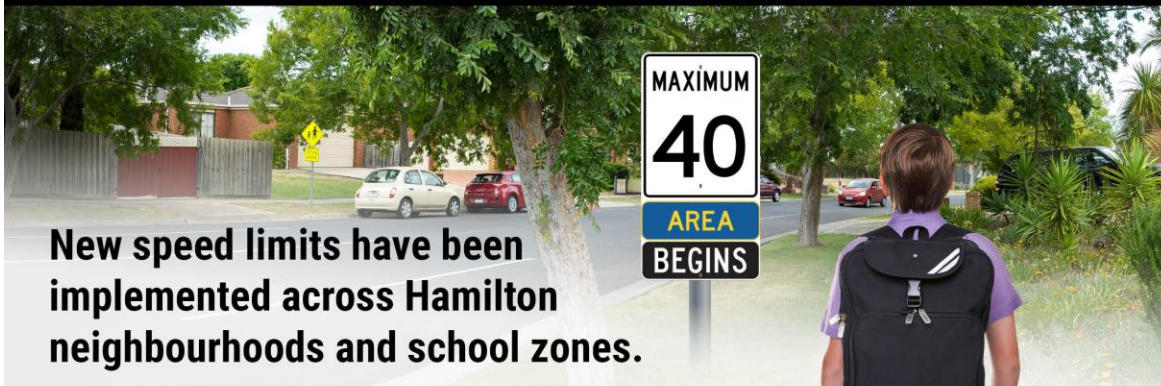
Digital transit shelter ads as part of the City's 2024 public education campaign.

City of Hamilton | Daylight Saving



City of Hamilton | Speeding

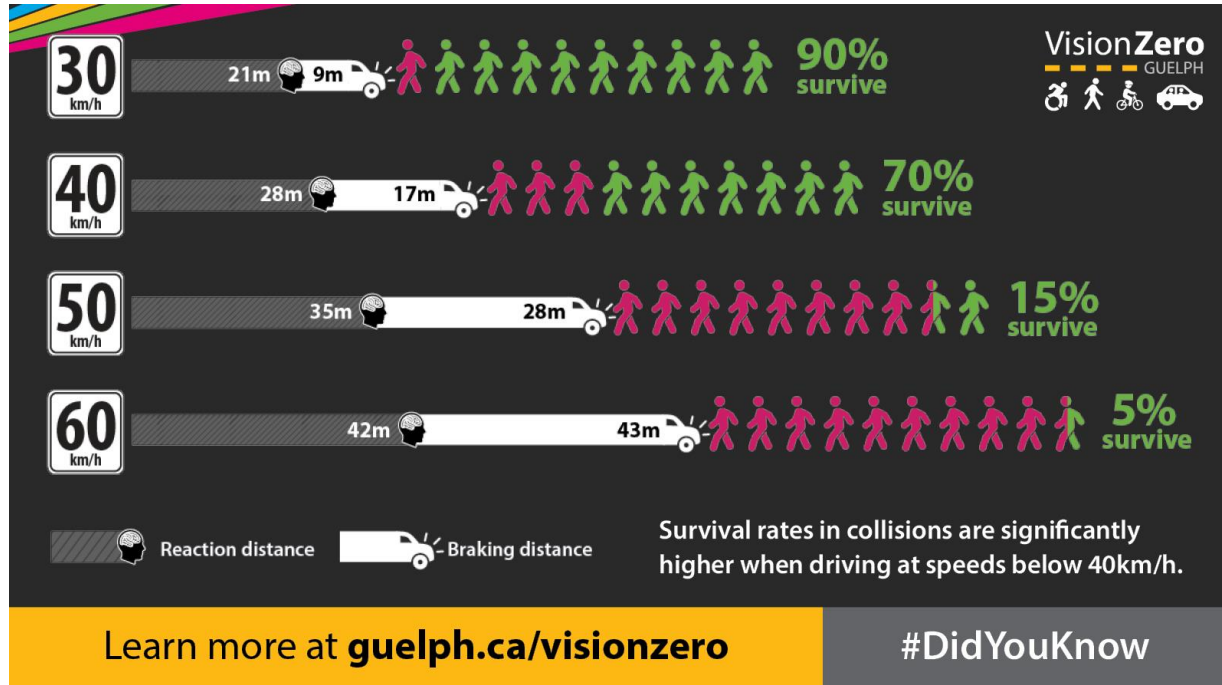
Slower Speeds, Safer Communities



New speed limits have been implemented across Hamilton neighbourhoods and school zones.

Find out when changes are coming to your neighbourhood:
hamilton.ca/speedreductions

City of Guelph | Speeding



City of Guelph | School zone safety



VisionZero
GUELPH



**Safe streets
save lives**

Learn more at guelph.ca/visionzero

30
COMMUNITY
SAFETY
ZONE
FINES
INCREASED

City of Brampton | Speeding



SLOW DOWN
FOR SAFER NEIGHBOURHOODS

The speed limit in Neighbourhood Speed Safety Zones is **40 km/hr.**

MAXIMUM
40
AREA
BEGINS

www.brampton.ca/SpeedLimitProject

 **BRAMPTON**

City of Brampton | School zone safety



Ministry of Transportation | Speeding



Peel Regional Police | Pedestrian Safety



Stop Signs
Stop Cars.

STOP

Hands
Don't.

SCREEECH!

WATCH
OUT!

A car is traveling too fast to stop with a wave of your hand.
Please use a crosswalk to cross the road.


PEEL REGIONAL
POLICE

PeelPolice.ca/RoadSafety



City of Edmonton | Speeding



Seattle Transportation Department | Speeding



Drivers, please help Slow the Flock Down! Graphic: SDOT.

City of Mississauga | Daylight Savings/Pedestrian Safety



**Less daylight hours =
Higher risk for collisions**

Be aware of your surroundings
when using roadways

City of Mississauga | Speeding

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

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

30 km/h 

50 km/h 

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

30 km/h 

50 km/h 

City of Mississauga | Distracted Driving



City of Mississauga | Impaired Driving



Impaired Driving Campaign

- Impaired driving continues to be a big problem in Mississauga.
- Develop an impaired driving campaign for December 2024

Thank you!