

Road Safety Promotional Subcommittee

Date: October 31, 2024
Time: 9:30 AM
Location: Online Video Conference

| | | |
|---------|--|----------------|
| Members | Councillor and Chair Stephen Dasko | Ward 1 |
| | Councillor and Vice-Chair Sue McFadden | Ward 10 |
| | Councillor Martin Reid | Ward 9 |
| | VACANT | Citizen Member |
| | Robert Fluney | Citizen Member |
| | David King | Citizen Member |

DRAFT

1. CALL TO ORDER

Councillor S. Dasko, Chair, called the meeting to order at 9:34 AM.

2. INDIGENOUS LAND STATEMENT

Councillor S. Dasko, Chair, recited the Indigenous Land Statement.

3. APPROVAL OF AGENDA

Approved (D. King)

4. DECLARATION OF CONFLICT OF INTEREST

Nil.

5. MINUTES OF PREVIOUS MEETING

5.1 Draft Road Safety Promotional Subcommittee Minutes - June 13, 2022

Approved (Councillor M. Reid)

5.2 Draft Road Safety Promotional Subcommittee Minutes - September 15, 2023

Approved (Councillor M. Reid)

6. MATTERS CONSIDERED

6.1 *Slow Down Lawn Signs - Update 2025

Members of the Promotional Subcommittee engaged in a discussion regarding the considerations for a new design. The suggestions include the following:

- 3 iterations of of the Toronto "Whoa, Slow Down" sign;
- Yellow and Black;
 - a. the same as the Toronto sign with Mississauga colours and stick figures;
 - b. without "drive like your kids are here";
 - c. with "Whoa, Slow down" in one box
- include existing logos from Mississauga

In response to Councillor M. Reid, Allyson D'Ovidio, Legislative Coordinator spoke to funding and noted this was to come from the Transportation and Works budget. Max Gill, Manager, Traffic Services & Road Safety noted he would confirm.

Catherine Nguyen-Pham, Communications Advisor, noted it will take approximately 4-6 weeks to obtain the mock ups of the new design.

RECOMMENDATION RSPS-0001-2024

Moved By D. King

That Catherine Nguyen-Pham, Communications Advisor be directed to work with Creative staff to prepare 3 mock designs of a new “Slow Down” lawn sign as outlined at the meeting held on October 31, 2024 and return to the Road Safety Promotional Subcommittee or Road Safety Committee for consideration and next steps.
(RSPS-0001-2024)

Approved

7. INFORMATION ITEMS - Nil.
8. OTHER BUSINESS - Nil.
9. DATE OF NEXT MEETING - TBD
10. ADJOURNMENT

10:01 AM (Councillor M. Reid)

DRAFT