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**Road Safety Committee**

**Date:** November 26, 2024  
**Time:** 1:00 PM  
**Location:** Online Video Conference

Members	Councillor Stephen Dasko	Ward 1 (Chair)
	Councillor John Kovac	Ward 4
	Councillor Joe Horneck	Ward 6
	Councillor Martin Reid	Ward 9
	Councillor Sue McFadden	Ward 10 (Vice-Chair)
	Anne Marie Hayes	Citizen Member
	Robert Fluney	Citizen Member
	David King	Citizen Member
	Abdul Mannan Mohammed	Citizen Member
	Michael Matic	Citizen Member
	Ibrahim Naqi	Citizen Member
	Jo Pierossi	Citizen Member
	Sunil Sharma	Citizen Member
	Adrianne Szabo	(MCAC
		Representative)
	Louise Goegan	(MSTSAC
		Representative)

**Staff / Agency Representatives Present**

Seema Ansari, Technical Analyst, Region of Peel  
Matthew Aymar, Analyst, Research & Policy, Public Health, Region of Peel  
Thomas Barakat, Senior Policy Advisor, Ontario Good Roads Association  
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation  
Don Clipperton, President, Mississauga Insurance Brokers Association  
Sergeant Reggie Dava Ontario Provincial Police, Acting Staff Sergeant  
Cst. Claudia D'Amico, Road Watch Coordinator, Road Safety Services, Peel Regional Police  
Sandra Fitzpatrick, Manager, Built Environment Team & Research, Peel Public Health, Region of Peel  
Michael Stewart Government Relations Specialist, CAA  
Jennifer Andrade, Technical Analyst, Public Education and Outreach, Region of Peel  
Max Gill, Supervisor, Road Safety  
Colin Patterson, Manager, Traffic Services & Road Safety  
Catherine Nguyen-Pham, Communications Advisor  
Erica Warsh, Project Leader, Vision Zero  
Stephanie Smith, Supervisor, Secretariat

1. CALL TO ORDER

Councillor Dasko, Chair called the meeting to order at 1:03PM

2. INDIGENOUS LAND STATEMENT

Councillor Dasko, Chair, recited the Indigenous Land Statement.

3. APPROVAL OF AGENDA

That the November 26, 2024 Road Safety Committee Agenda be approved as presented.

Approved (Councillor McFadden)

4. DECLARATION OF CONFLICT OF INTEREST

Nil

5. MINUTES OF PREVIOUS MEETING

5.1 Road Safety Committee DRAFT Minutes - September 24, 2024

That the September 24, 2024 Road Safety Committee minutes be approved as presented.

Approved (Councillor Horneck)

6. PRESENTATIONS - Nil

7. DEPUTATIONS

7.1 Dhruv Kapoor, Resident regarding concerns with car drivers using high beam lights on City roads

D. Kapoor spoke to concerns with car drivers using high beam lights on City roads and to creating an awareness campaign in all languages and for increased enforcement for tow trucks.

Members of Council spoke to an article regarding concerns of LED lights on new models of cars, gesturing to drivers to inform drivers that they might have their high beams on, and to the challenges of enforcing the issue. Direction was given to Communications Staff to create a campaign regarding concerns with drivers driving with their high beam lights on. Robert Trewartha, Director, Strategic Communications and Initiatives spoke to a campaign.

RECOMMENDATION RSC-0029-2024

Moved By Councillor J. Kovac

That the deputation by Dhruv Kapoor, Resident regarding concerns with car drivers using high beam lights on City roads be received.

Received

7.2 Erica Warsh, Project Leader Vision Zero and Alex Legrain, Project Leader Special Projects with respect to Collision Trends November 2024

E. Warsh and A. Legrain spoke to the collision trends in the City of Mississauga.

Members of the Committee spoke to the statistical data from the collision's trends, to where the City of Mississauga should send their resources for safer roads, how much resources would be considered for counter measures to be implemented, where the data came from, and a reminder for pedestrians to wear bright coloured clothing at nighttime.

E. Warsh and A. Legrain responded to questions.

Received Councillor Reid

RECOMMENDATION RSC-0030-2024

Moved By Councillor M. Reid

That the deputation by Erica Warsh, Project Leader Vision Zero and Alex Legrain, Project Leader Special Projects with respect to Collision Trends November 2024 be received.

Received

7.3 Catherine Nguyen-Pham, Communications Advisor with respect to Communications Environmental Scan

C. Nguyen-Pham spoke to a communications environmental scan of road safety campaigns in neighbouring municipalities and local organizations.

Members of the Committee enquired about the messaging being only offered in English and to have targeting messaging in different languages and creating a running red light campaign.

C. Nguyen-Pham responded to questions and Robert Trewartha, Director, Strategic Communications and Initiatives and spoke to the diversity community communications plan.

Received (R. Fluney)

RECOMMENDATION RSC-0031-2024

Moved By R. Fluney

That the deputation by Catherine Nguyen-Pham, Communications Advisor with respect to Communications Environmental Scan be received.

Received

7.4 Item 10.2 Rahul Mehta, Resident

R. Mehta spoke to the purpose and messaging of a mascot and to a digital campaign mascot.

Received (J. Kovac)

RECOMMENDATION RSC-0032-2024

Moved By Councillor J. Kovac

That the deputation by Rahul Mehta, Resident regarding the Mascot Concept be received for information.

Received

8. PUBLIC QUESTION PERIOD

Rahul Mehta, Resident asked the following questions:

The data is alarming, to say the least, as the number of injuries and collisions among all modes continues to rise well past pre-COVID levels and farther from the goals of Vision Zero. My question to this Committee is what we will do with this troubling information - particularly the clear gap and opportunity which exists in regards to how we design our currently sprawling and car-centric intersections. Will this Committee push for staff to develop a strategic plan for intersection improvements across the City, the area where we can have the biggest impact to improve safety and comfort for all users, but especially those most vulnerable?

Alex Legrain, Project Leader Special Projects spoke to campaigns and enhancing signalized intersections.

Item 10.1 - public question period

Can staff or the Committee provide some numbers on how effective these curb signs are, compared to proven methods to improve road safety such as changes in street design with more trees and bike lanes, road diets, lowering of speed limits and other traffic calming measures? This is particularly relevant as more and more municipalities reduce, restrict or discourage the use of lawn signs, reduce single-use plastics in procurement and sale and limit sources of waste such as these which, in my experience, have no effect on changing public behaviour. If the Committee has metrics which prove otherwise, such as two identical roads with no other measures except one with and one without these plastic signs, that would be most helpful when considering if even more taxpayer and staff time and resources should be put into this idea.

Max Gill, Manger, Traffic Services & Road Safety responded and noted that staff do not have data related. Members of the Road Safety Committee spoke and made the following comments: to secondary roads speed limits, how traffic calming measures are measured, previous slow street initiatives, and to installing traffic safety calming measures.

9. CONSENT AGENDA - Nil

10. MATTERS TO BE CONSIDERED

10.1 Slow Down Lawn Sign - Creative Options

Members of the Committee discussed the Slow Down Lawn sign options and made comments related to the impact for a new bold message or for a new colour.

Colin Patterson, Director, Traffic Management & Municipal Parking and Robert Trewartha, Director, Strategic Communications & Initiatives responded to questions.

RECOMMENDATION RSC-0033-2024

Moved By Councillor J. Kovac

1. That the Slow Down Lawn Sign - Creative Options be referred to the Road Safety Promotional Subcommittee.
2. That Sunil Sharm, Citizen Member be appointed to the Road Safety Promotional Subcommittee.

Approved

10.2 A memorandum dated November 19, 2024 from Erica Warsh, Vision Zero Program Lead regarding the Mascot Concept

Councillor Dasko spoke to the memorandum dated November 19, 2024 from Erica Warsh, Vision Zero Program Lead regarding the Mascot Concept go and for the matter to be referred to the Road Safety Promotional Subcommittee to review.

RECOMMENDATION RSC-0034-2024

Moved By Councillor J. Horneck

That the memorandum dated November 19, 2024 from Erica Warsh, Vision Zero Program Lead regarding the Mascot Concept be referred to the Road Safety Promotional Subcommittee.

Referred

11. INFORMATION ITEMS

11.1 Citizen Member Updates - Nil

- 11.2 Road Watch Statistics - Nil
- 12. OTHER BUSINESS - Nil
- 13. DATE OF NEXT MEETING - January 28, 2025
- 14. ADJOURNMENT - 2:52PM

DRAFT