

Road Safety Committee Work Plan 2025					
Timeline/Date	Campaign/Events	Details	Budget/Costs	Completion Date	Additional Information
At Membership expiration date, June 2025-June 2026	Renew CARSP Membership	Annual renewal	Cost: \$750.00	Jun-25	Possible price increase expected from the previous year. Authority and budget already accounted for via the following
Ongoing	Promotional Event	Approval is requested for a budget of \$5,000 for promotional events for the year 2025, as proposed by the Committee. The allocation will cover various activities designed to promote engagement and awareness for the year.	Cost : \$5000		
Ongoing	Road Safety Promotional Subcommittee			N/A	Items for 2025 TBD
Ongoing	Road Safety Awareness	TBD		TBD	TBD
Ongoing	Communications campaigns: Back to school September Pedestrian Safety Month and Walk to School campaign October Speeding awareness November World Day of Remembrance of Road Traffic Victims November Holiday and winter road safety December	For information only. 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.			
Ongoing	Photo and Video Content RSC members may take photos and video of road safety initiatives in their neighbourhood in Mississauga (e.g. Slow Down lawn sign, traffic calming, bike lanes, pedestrian signals, roundabouts etc.)		N/A		
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	Dec-23	RSPS-0004-2023 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. GC-0525-2023 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. 2. That the update by Catherine Nguyen-Pham, Communications Advisor regarding the status of the "Slow Down Lawn Signs" be received for information. (RSC-0040-2023) ***Completed and attached to the Road Safety Agenda – January 30, 2024, for information.
Completed	Road Safety Committee Mascot				Deputation from staff to RSC on Mascot- That the memorandum dated November 19, 2024 from Erica Warsh, Vision Zero Program Lead regarding the Mascot Concept be received for information. (RSC-0002-2025)
Ongoing	Micromobility	E-Bikes, E-Scooters			Deputation from staff to RSC on Mirco-mobility – April 30, 2024. RSC-0012-2024 That the deputation and associated presentation by Mattea Turco, Transportation Planner, Active Transportation and Matthew Sweet, Manager, Active Transportation regarding the Shared Micro-mobility Program, be received. (RSC-0012-2024)