
Road Safety Promotional Subcommittee

Date: January 21, 2025
Time: 11:00 AM
Location: Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1
	Councillor Sue McFadden	Ward 10
	Councillor Martin Reid	Ward 9
	Brant Thompson	Citizen Member
	Robert Fluney	Citizen Member
	David King	Citizen Member
	Sunil Sharma	Citizen Member

Staff / Agency Representatives

Rob Trewartha, Director, Strategic Communications and Initiatives

Max Gill, Manager Traffic Services & Road Safety

Erica Warsh, Vision Zero Program Lead

William Wright, Road Safety Technologist, Traffic Management

Catherine Nguyen-Pham, Communications Coordinator

Laura Zeglen, Project Leader, Vision Zero

Angela Partynski, Technical Analyst, Environmental Education, Region of Peel

Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation

Michael Stewart, Community Relations Specialist, CAA

1. CALL TO ORDER - 11:01AM

2. INDIGENOUS LAND STATEMENT

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

3. APPROVAL OF AGENDA

That the Road Safety Promotional Subcommittee agenda be approved as presented.

Approved (Councillor McFadden)

4. DECLARATION OF CONFLICT OF INTEREST

Nil

5. MINUTES OF PREVIOUS MEETING

5.1 Draft Road Safety Promotional Subcommittee Minutes - October 31, 2024

That the Draft Road Safety Promotional Subcommittee Minutes - October 31, 2024 be approved as presented.

Approved (Councillor Reid)

6. MATTERS CONSIDERED

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

(This item was referred to the Road Safety Promotional Subcommittee meeting from the Road Safety Committee meeting on November 26, 2024.)

E. Warsh provided an overview of the memorandum regarding a Road Safety Mascot. Councillor Dasko provided background information regarding creating a mascot and the purpose behind creating the mascot.

Members of the Road Safety Promotional Subcommittee engaged in discussion and made the following comments:

- Creating a digital mascot
- Reaching out to the younger generation as they are the future generations of drivers
- Difficulties investing time and money on this effort
- Creating a digital pilot project to reduce the cost to see the effectiveness of a mascot

Rob Trewartha, Director, Strategic Communications and Initiatives spoke to the cost of creating a new brand and to the additional budget request

RECOMMENDATION RSPS-0001-2025

Moved By Councillor M. Reid

That the memorandum dated November 19, 2024 from Erica Warsh, Vision Zero Program Lead regarding the Mascot Concept be received for information.

Received

6.2 Slow Down Lawn Sign - Creative Options

(This item was referred to the Road Safety Promotional Subcommittee meeting from the Road Safety Committee meeting on November 26, 2024.)

Members of the Road Safety Promotional Subcommittee engaged in discussion and made the following comments:

- That the messaging needs have a greater impact
- Using the digital signs for longer more impactful messaging
- To use Option 5 in the proposed Slow Down Lawn Signs
- The difference in cost to order two versions of the lawn sign

Rob Trewartha, Director, Strategic Communications and Initiatives spoke to the proposed messages, to the size of the lawn signs and to opportunities to use the digital signs. Max Gill, Manager Traffic Services & Road Safety spoke to simplicity of a traffic sign.

RECOMMENDATION RSPS-0002-2025

Moved By Councillor M. Reid

1. That lawn option number 5 as outlined in the Slow Down Lawn Sign - Creative Options be approved.

2. That Transportation and Works staff review cost options with creating two lawn sign options in addition to Option 5 to create a sign with the messaging "Speed Limits - Save Lives" be approved.

Approved

7. INFORMATION ITEMS - Nil
8. OTHER BUSINESS - Nil
9. DATE OF NEXT MEETING - TBD
10. ADJOURNMENT - 11:49AM