

## **REPORT 5 - 2020**

To: CHAIR AND MEMBERS OF GENERAL COMMITTEE

The Road Safety Committee presents its fifth report for 2020 and recommends:

RSC-0026-2020

That the presentation by Inspector Peter Danos, Peel Regional Police with respect to Community Safety and Well-Being be received.  
(RSC-0026-2020)

RSC-0027-2020

1. That the presentation by Amy Camara, Communications Coordinator with respect to Pedestrian Safety Month – Campaign Results be received.
2. That the Road Safety Committee Promotional Subcommittee be directed to meet to discuss budget allocations for Strategic Communications to develop a proposal to extend the Pedestrian Safety campaign until end of January 2021.

(RSC-0027-2020)

RSC-0028-2020

That the presentation by Samantha Gileno, Senior Communications Advisor with respect to Automated Speed Enforcement (ASE) be received.  
(RSC-0028-2020)

RSC-0029-2020

1. That the presentation by Catherine Nguyen-Pham, Communications Coordinator with respect to the Peel Regional Police– “Take the Pledge” Campaign be received.
2. That the Road Safety Committee endorses the Peel Regional Police "Take the Pledge" campaign
3. That Council be requested to endorse the Road Safety Committee's partnership with the Peel Regional Police "Take the Pledge" campaign;
4. That the sign produced by Peel Regional Police with respect to the “Take the Pledge Campaign” be permitted for use in the City of Mississauga; and
5. That Communications staff work with the Peel Regional Police with respect to investigating the potential for a joint promotional lawn sign as well as new concepts for the City of Mississauga lawn sign.

(RSC-0029-2020)

RSC-0030-2020

1. That the presentation by Karen Flores, Supervisor, Communications Department with respect to the 2021 Work Plan and Campaign Options be received.

2. That funds in the amount of up to \$10,000.00 from the Committee 2021 budget be allocated to the Road Safety Committee Promotional Subcommittee for the purpose of working with Communications staff to develop the "Reduce Your Speed Campaign" and "Speed Consequences Campaign".
3. That the "Reduce Your Speed Campaign" and the "Speed Consequences Campaign" be added to the 2021 Work Plan.  
(RSC-0030-2020)

RSC-0031-2020

That the Road Safety Committee Promotional Subcommittee be permitted to approve design concepts related to the new "Please Slow Down" lawn signs via email.  
(RSC-0031-2020)

RSC-0032-2020

That the Minutes from the Road Safety Promotional Subcommittee dated November 3, 2020 be received.  
(RSC-0032-2020)