

Motion to Endorse Take the Pledge Campaign

Moved by ; Pat Saito

Whereas the City of Mississauga adopted a Vision Zero Strategy to reduce fatalities and serious injuries for all road users; and

Whereas the number one cause of serious injuries or fatalities in collisions is speed; and

Whereas death and injury due to motor vehicle collisions is a public health issue; and

Whereas the City's Road Safety Committee is responsible for developing campaigns to promote road safety; and

Whereas the Road Safety Committee includes stakeholders from both Peel Region Police and the OPP; and

Whereas Peel Regional Police have included Road Safety under the umbrella of their Community Safety and Well Being Model; and

Whereas Peel Regional Police launched a campaign called "Take the Pledge Peel" to encourage motorists to slow down on our roads; and

Whereas the "Take the Pledge Peel" campaign is a Social Development Strategy in the Community Safety and Well Being Model designed to have the community to speak as one voice against speeding on our roads; and

Whereas the Road Safety Committee has endorsed launching the campaign with Peel Regional Police in Mississauga and is asking the City of Mississauga Council to formally endorse a partnership with Peel Regional Police to promote the pledge; and

Whereas the campaign fits into the City's Vision Zero strategy focusing on making our roads safer for all users.

Therefore be it resolved that the Council of the City of Mississauga endorses participation in the Peel Regional Police “Take the Pledge Peel” campaign and encourages all citizens to take the pledge to slow down on our roads to save lives.

And further that all city staff be encouraged to take the pledge as part of the campaign to show their support for Vision Zero and road safety.