
Road Safety Committee

Date: November 17, 2020
Time: 9:30 AM
Location: Online Video Conference

Members Present	Councillor Stephen Dasko	Ward 1
	Councillor Karen Ras	Ward 2
	Councillor Pat Saito	Ward 9 (Chair)
	Tony Power	Citizen Member (Vice-Chair)
	Anna Phillips	Citizen Member
	Anne Marie Hayes	Citizen Member
	John Walmark	Citizen Member
	James Fan	Citizen Member
	Sunil Sharma	Citizen Member
	Trevor Howard	Citizen Member
	Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
	Mark Jablonski	Citizen Member
Members Absent	Sushil Kumra	(Traffic Safety Council Representative)

Staff / Agency Representatives Present

Colin Patterson, Supervisor, Road Safety, Traffic Management
Catherine Nguyen-Pham, Communications Coordinator
Karen Flores, Supervisor, Department Communications
Erica Warsh, Project Leader, Vision Zero
Samantha Gileno, Senior Communications Advisor
Amy Camara, Communications Coordinator
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel
Matthew Aymar, Analyst, Research and Policy Region of Peel Public Health
Sgt. Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)
Staff Sgt. Allan Villers, Peel Regional Police
Inspector Peter Danos, Peel Regional Police
Angela Partynski, Technical Analyst, Environmental Education
William Toy, Supervisor, Traffic Safety, Region of Peel
Angie Melo Legislative Coordinator, Legislative Services

1. CALL TO ORDER - 9:30 AM

2. APPROVAL OF AGENDA

Moved By: Anna Marie-Hayes

APPROVED

3. DECLARATION OF CONFLICT OF INTEREST - Nil

4. MINUTES OF PREVIOUS MEETING

4.1 Road Safety Committee Minutes - October 27, 2020

RECOMMENDATION

Moved By Councillor K. Ras

Received

5. PRESENTATIONS

5.1 Community Safety and Well-Being Vision Zero PowerPoint – Inspector Peter Danos, Peel Regional Police

Inspector Peter Danos, Peel Regional Police presented on the subject matter highlighting the Community Safety and Well-being framework, mobilization/community operations reporting structure, data of fatalities and life altering injuries and cases of bad driving behaviours, "Take the Pledge" social development strategy connecting communities leaders; future goals and milestones, and explained the Regional Situation Table.

In response to Suzanne Doyle's, Mississauga Cycling Advisory Committee Representative, inquiry regarding whether there are differences in referrals for different ages, specifically 16 year old's, Inspector Peter Danos, Peel Regional Police, advised that cases involving age groups under the *Under Offender Act*, would be subject to parental approval.

RECOMMENDATION

RSC-0026-2020

Moved By J. Fan

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

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Walmark, J. Fan, S. Sharma, T. Howard, S. Doyle, and Mark Jablonski

ABSENT (1): S. Kumra

Carried (12 to 0)

5.2 Pedestrian Safety Month – Campaign Results, Amy Camara, Communications Coordinator

Amy Camara, Communications Coordinator presented an overview of the performance results of the Pedestrian Safety Month campaign for October 1, 2020 to October 31, 2020, highlighting the communication tactics and messaging for the campaign kick-off, campaign goals, collaboration and partnerships, educational resources and budget allocations.

In response to Councillor Ras' inquiry with respect to provided pedestrian safety messaging all year round and not only during campaigns, Amy Camara, Communications Coordinator advised that continuing partnerships with the Region of Peel, Peel Regional Police and the Ministry of Transportation is key to delivering messaging as well as messaging delivered through other campaigns throughout the year, especially during times when children are returning to school, such as distracted driving and speeds limits.

In response to Councillor Saito's inquiry regarding budget required to continue running social media ads and occasional portable signs, Amy Camara, Communications Coordinator advised that she and the Communications team would have to review advertising costs and report back to the Committee. Councillor Saito recommended that the Promotional Subcommittee meet to discuss budget allocations to extend Pedestrian Safety messaging until the end of January 2021. Karen Flores, Supervisor, Communications Department, advised that the Communications team will meet to review costs associated with continuing messaging and put forward a budget proposal for approval at the Council meeting on November 25, 2020.

RECOMMENDATION

RSC-0027-2020

Moved By Councillor K. Ras

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.

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Walmark, J. Fan, S. Sharma, T. Howard, S. Doyle, and Mark Jablonski

ABSENT (1): S. Kumra

Carried (12 to 0)

5.3 Automated Speed Enforcement (ASE), Samantha Gileno, Senior Communications Advisor

Samantha Gileno, Senior Communications Advisor presented an overview of the Automated Speed Enforcement (ASE), noting that the installation of the camera's will only be in school and community safety zones with speeds less than 80 km/hr, and only after a 90 day notice period has been provided, which may consist of mobile, digital signs and selected print ads. Ms. Gileno, Senior Communications Advisor spoke of the success of the program in Toronto and the installation of the cameras in other jurisdictions in Ontario. Ms. Gileno highlighted the importance of the program in getting drivers to slow down and noted that this program is not the only tool to keep streets safe, and that there are a number of other means guided through Vision Zero to achieve speed compliance, including educating the public through clear and consistent messaging throughout the province.

In response to Councillor Dasko's inquiry with respect to timelines for the program's live date, Colin Patterson, Supervisor, Road Safety, advised that staff will need to ensure that school zone speed limits have been changed and that locations have been vetted for approval of the camera deployment before the 90 day notice is launched, which is expected to be at the beginning of 2021 with the program in operation by the spring.

RECOMMENDATION

RSC-0028-2020

Moved By Councillor S. Dasko

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

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Walmark, J. Fan, S. Sharma, T. Howard, S. Doyle, and Mark Jablonski

ABSENT (1): S. Kumra

Carried (12 to 0)

5.4 Peel Regional Police – "Take the Pledge" Campaign, Catherine Nguyen-Pham, Communications Coordinator

Councillor Saito provided background on the Promotional Subcommittee's discussion and support of the "Take the Pledge" campaign, and reminded the Committee Members that there would be an opportunity later in the meeting for a photo-op with Committee Members.

Catherine Nguyen-Pham, Communications Coordinator provided an overview of the communication plan goals and timelines for the "Take the Pledge" campaign in partnership with Peel Regional Police.

Anna Phillips, Citizen Member provided background information on the discussion at the Promotional Subcommittee meeting which included endorsing the "Take the Pledge" campaign, and requesting staff to design a couple of lawn sign samples that contain 3-1-1 message and is consistent with Vision Zero messaging for the Promotional Subcommittee to review and approve before March 2021.

Councillor Saito noted that she prepared a Motion to be passed at the November 25, 2020 Council meeting to have Council endorse the "Take the Pledge" campaign, and encouraged Committee Members to take an individual photo with their signed Pledge Form and to post it after Council's endorsement on November 25, 2020.

RECOMMENDATION

RSC-0029-2020

Moved By A. Phillips

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.

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Walmark, J. Fan, S. Sharma, T. Howard , S. Doyle, and Mark Jablonski

ABSENT (1): S. Kumra

Carried (12 to 0)

5.5 2021 Work Plan and Campaign Options, Karen Flores, Supervisor, Communications Department

Karen Flores, Supervisor, Communications, provided an overview of current campaigns and the launching of new campaigns for 2021, namely "Reduce Your Speed" and "Speed Consequences" that Communication staff will be working on creating messaging for digital screens, social media feeds and advertisement, and developing awareness and educational resources to reinforce risks associated with speeding, for these campaigns on behalf of the Road Safety Committee and the City of Mississauga, as well as the funds that are required to run these campaigns.

RECOMMENDATION

RSC-0030-2020

Moved By T. Power

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.

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Walmark, J. Fan, S. Sharma, T. Howard , S. Doyle, and Mark Jablonski

ABSENT (1): S. Kumra

Carried (12 to 0)6. DEPUTATIONS - Nil7. MATTERS TO BE CONSIDERED7.1 Recommendations from the Road Safety Promotional Subcommittee, November 3, 2020 for ApprovalRECOMMENDATION

RSC-0031-2020

Moved By A. Hayes

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

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Walmark, J. Fan, S. Sharma, T. Howard , S. Doyle, and Mark Jablonski

ABSENT (1): S. Kumra

Carried (12 to 0)8. PUBLIC QUESTION PERIOD - 15 Minute Limit - Nil9. INFORMATION ITEMS - Nil9.1 Citizen Member Updates

No discussion on this matter.

9.2 Minutes from Road Safety Promotional Subcommittee – November 3, 2020

RECOMMENDATION

RSC-0032-2020

Moved By Councillor K. Ras

That the Minutes from the Road Safety Promotional Subcommittee dated November 3, 2020 be received.

YES (12): Councillor S. Dasko, Councillor K. Ras, Councillor P. Saito, T. Power, A. Phillips, A. Hayes, J. Walmark, J. Fan, S. Sharma, T. Howard , S. Doyle, and Mark Jablonski

ABSENT (1): S. Kumra

Carried (12 to 0)

9.3 2021 Road Safety Committee Meeting Dates

No discussion on this matter.

10. OTHER BUSINESS

10.1 "Take the Pledge Photo Op"

Catherine Nguyen-Pham, Communications Coordinator, facilitated a group photo with the Members of the Road Safety Committee holding their signed "Take the Pledge" form.

11. DATE OF NEXT MEETING - January 26, 2021

12. ADJOURNMENT - 11:23 AM (Councillor S. Dasko)