
Road Safety Committee

Date: January 26, 2021
Time: 9:38 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
	Sushil Kumra	(Traffic Safety Council Representative)
	Suzanne Doyle	(Mississauga Cycling Advisory Committee Representative)
	Mark Jablonski	Citizen Member
Members Absent	Trevor Howard	Citizen Member

Staff / Agency Representatives Present

Colin Patterson, Supervisor, Road Safety, Traffic Management
William Wright, Road Safety Technologist, Traffic Management
Catherine Nguyen-Pham, Communications Coordinator
Karen Flores, Supervisor, Department Communications
Erica Warsh, Project Leader, Vision Zero
Sgt. Paul Dhillon, Peel Regional Police
Constable Donna Maurice, Peel Regional Police
Inspector Peter Danos, Peel Regional Police
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation
Thomas Barakat, Manager, Public Policy & Government Relations, OGRA
Michael Stewart, Community Relations Specialist, CAA
Donald Clipperton, President, Mississauga Insurance Brokers Association
Angela Partynski, Technical Analyst, Environmental Education
William Toy, Supervisor, Traffic Safety, Region of Peel
Angie Melo, Legislative Coordinator, Legislative Services

1. CALL TO ORDER - 9:38 AM

2. APPROVAL OF AGENDA

Councillor Saito added the following item to the agenda to other business:

11.1. Collaboration with the Traffic Safety Council's Walk to School Program

Approved (Councillor K. Ras)

3. DECLARATION OF CONFLICT OF INTEREST – Nil

4. MINUTES OF PREVIOUS MEETING

4.1 Road Safety Committee Minutes - November 17, 2020

Approved (Councillor S. Dasko)

5. PRESENTATIONS – Nil

6. DEPUTATIONS – Nil

7. PUBLIC QUESTION PERIOD - 15 Minute Limit - Nil

8. CONSENT AGENDA – Nil

9. MATTERS CONSIDERED

9.1 2021 WorkPlan

Karen Flores, Supervisor, Communications Department, advised that in the Fall 2020, she and Catherine Nguyen-Pham, Communications Coordinator, provided an overview of the 2021 campaigns, and suggested moving ahead with the Distracted Driving and other campaigns that did well in the previous year.

Received (Councillor S. Dasko)

9.2 2021 Road Safety Events

Karen Flores, Supervisor, Communications Department, spoke with respect to the challenges of scheduling events during COVID-19 and that they would review quarterly the feasibility of hosting events in 2021.

Received (Councillor S. Dasko)

9.3 Road Watch Statistics

Inspector Peter Danos, Peel Regional Police advised that staff are working on the collection of data for the Road Watch Statistic Program and that Sergeant Paul Dhillon will provide an update at the next Road Safety Committee meeting.

Received (Councillor S. Dasko)

9.4 Vision Zero Initiatives

Erica Warsh, Project Leader, advised that she would provide an update on the Vision Zero Initiatives at the February 23, 2021 Road Safety Committee meeting.

Received (Councillor S. Dasko)

9.5 Confirmation of Budget for the Two Road Safety campaigns (Karen Flores, Supervisor Communications)

Karen Flores provided an overview the upcoming spring campaigns and advised that the budget of \$5,000.00 would go towards digital signs, mobile signs, social media, and updating content on the City of Mississauga webpages, and that staff would also explore free, “organic” social media marketing tools. Ms. Flores further advised that an additional \$5,000.00 would go towards the fall campaigns that align with the National Day of Remembrance in November.

Received (Councillor S. Dasko)

10. INFORMATION ITEMS Nil

10.1 Citizen Member Updates – Nil

11. OTHER BUSINESS

11.1 Walk to School Program

Councillor Saito provided an overview of the discussion she had with Peter Westbrook, Chair, Traffic Safety Council, who is seeking collaboration from Road Safety Committee on the Walk to School event in the spring 2021. Councillor Saito suggested that if the Road Safety Committee were to partner with the Traffic Safety Council on this initiative, that this event could be expanded to a week-long event and that residents of Mississauga, not just school children, could participate in a safe walk event, as well as develop an application for all who participate to log the distance they walked.

Sushil Kumra, Citizen Member, Traffic Safety Council Representative, provided an overview of the Walk to School Program, and noted that he would be attending the Traffic Safety Council meeting on January 27, 2021, and that he would provide an update at the next Road Safety Committee meeting on this matter.

Members of the Road Safety Committee engaged in a discussion providing suggestions that the event also include cycling to school; the type of message opportunities; coordinating with other campaigns during the month of May, include "Take the Pledge " campaign signs on school property, and the challenges of running the program during COVID-19 and suggestions that the program run in the fall.

Councillor Saito recommended that a Subcommittee be established to collaborate with the Traffic Safety Council on the Walk to School Program and Members who wish to sit on the Subcommittee contact Angie Melo, Legislative Coordinator.

RECOMMENDATION RSC-0001-2021

Moved By Councillor S. Dasko

1. That a Subcommittee of the Road Safety Committee be established to collaborate with the Traffic Safety Council on the Walk to School Program.
2. That the Subcommittee be comprised of Members of the Road Safety Committee who have expressed interested and at least one or more Members of the Promotional Subcommittee.

Approved

12. DATE OF NEXT MEETING - February 23, 2021
13. ADJOURNMENT - 10:35 AM (Councillor K. Ras)