

City of Mississauga

Memorandum



Date: 2021/02/19

To: Chair and Members of the Road Safety Committee

From: Colin Patterson, Supervisor, Road Safety

Meeting Date: 2021/02/23

Subject: Update – Neighbourhood Area Speed Limit Project

As part of this project all city neighbourhoods will be lowered to 40 km/h area speed limits, with 30 km/h schools zones and designated Community Safety Zones for school areas.

A few key points summarize the progress of this project below, which is approximately 30% complete:

- The Neighbourhood Area Speed Limit team was fully in place in November 2020
- First steps included revising the original neighbourhoods to include 30 km/h school zone speed limits and school area Community Safety Zones
- The NASL project is well underway with new locations reviewed and implemented daily, and proposed changes are provided to the local Councillor for approval
- All necessary traffic by-law amendments are approved by Council a few weeks later
- Following by-law approvals, all required signs are installed in the field
- So Far:
 - 24 neighbourhoods have been lowered to 40 km/h with designated Community Safety Zones adjacent to schools, and 30 km/h school zone speed limits
 - 10 neighbourhoods near completion and in the midst of sign implementation
 - 7 neighbourhoods awaiting Council approval (field investigations and work orders are complete)
 - 80 residential neighbourhoods pending review
 - A total of 1,142 new signs installed
- Implementation of the communications plan began in late 2020 and will continue through 2021. Tactics completed to date include:
 - VHO signage ran month of January with school zone message.
 - Webpage language updated; GIS map launched publicly with Completed and Coming Soon areas indicated.
 - Article included in city-wide eNewsletter story distributed on Jan 28 distribution.

- Current phase of communications support:
 - Mobile signs – Began running Feb 16 and will run for the next 21 days.
 - Social media campaign – Campaign development underway and will begin week of Feb 22, pending approvals.
 - Digital screens – Screens will be booked as appropriate (some contingent on facility openings)
 - Inside Mississauga – In development. Targeting week of February 22.
 - Council Corner – Councillor Toolkit in development. Distribution week of February 22, pending approvals.
 - Diverse community digital programming – Early planning stages of diverse community digital outreach.
 - Evaluation metrics – Ongoing tracking underway. Monitoring website traffic etc.