
Road Safety Committee

Date

2018/02/27

Time

9:30 AM

Location

Civic Centre, Committee Room A - Second Floor,
300 City Centre Drive, Mississauga, Ontario, L5B 3C1

Members

Councillor Karen Ras, Ward 2
Councillor Pat Saito, Ward 9, **(Chair)**
Alaina DeCaire, Citizen Member
Anna Ramlakhan, Citizen Member
Anne Marie Hayes, Citizen Member
Leonard Verwey, Citizen Member (Mississauga Cycling Advisory Committee Representative)
Michael Matthew, Citizen Member
Sunil Sharma, Citizen Member
Tamara Coulson, Citizen Member (Traffic Safety Council Representative)
Thomas Barakat, Citizen Member
Tony Power, Citizen Member, **(Vice-Chair)**
Trevor Howard, Citizen Member

Agency Representatives/City Staff

Raymond Chan, Government Relations Specialist, CAA
Don Clipperton, President, Mississauga Insurance Brokers Association
Inspector Paul Pogue, Officer in Charge, Road Safety Services, Peel Regional Police
Melissa Brabant, Regional Marketing Planner, Peel, York and Durham Road Safety
Marketing Office, Ministry of Transportation
Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health
Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)
Seema Ansari, Technical Analyst, Peel Region Traffic Safety
Colin Patterson, Supervisor, Road Safety, Traffic Management
Kimberly Hicks, Communications Advisor

Contact: Alyson D'Ovidio, Legislative Coordinator, Legislative Services
905-615-3200 ext. 5411 allyson.dovidio@mississauga.ca

Find it Online

<http://www.mississauga.ca/portal/cityhall/roadsafetycommittee>

1. **CALL TO ORDER**

2. **APPROVAL OF AGENDA**

3. **DECLARATION OF CONFLICT OF INTEREST**

4. **MINUTES FROM PREVIOUS MEETING**

4.1. Road Safety Committee Minutes - January 30, 2018

5. **DEPUTATIONS**

5.1. Road Safety Section: Available Road Safety Tools, Colin Patterson, Supervisor, Road Safety (10 Minutes)

6. **PUBLIC QUESTION PERIOD** - 15 Minute Limit (5 Minutes per Speaker)

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:

The Road Safety Committee may grant permission to a member of the public to ask a question of the Road Safety Committee, with the following provisions:

1. The question must pertain to a specific item on the current agenda and the speaker will state which item the question is related to.
2. A person asking a question shall limit any background explanation to two (2) statements, followed by the question.
3. The total speaking time shall be five (5) minutes maximum, per speaker.

7. **MATTERS TO BE CONSIDERED**

7.1. Road Safety Committee: Draft Work Plan and 2018 Calendar

8. **INFORMATION ITEMS**

8.1. Road Safety Committee Member Updates

8.2. Peel Police Road Watch Statistics - January/February 2018

8.3. Road Safety: Vision Zero Motion - 0045-2018, February 21, 2018

8.4. Road Safety Event Calendars

9. **OTHER BUSINESS**

10. **DATE OF NEXT MEETING(S)**: March 27, 2018

11. **ADJOURNMENT**

City of Mississauga
Minutes



Road Safety Committee

Date

2018/01/30

Time

9:33 AM

Location

Civic Centre, Committee Room B - Second Floor,
 300 Civic Centre Drive, Mississauga, Ontario, L5B 3C1

Members Present

Thomas Barakat, Citizen Member
 Alaina DeCaire, Citizen Member
 Anne Marie Hayes, Citizen Member
 Trevor Howard, Citizen Member
 Michael Matthew, Citizen Member
 Tony Power, Citizen Member
 Anna Ramlakhan, Citizen Member
 Sunil Sharma, Citizen Member
 Tamara Coulson, Citizen Member (Traffic Safety Council Representative)
 Leonard Verwey, Citizen Member (Mississauga Cycling Advisory Committee Representative)

Members of Council

Councillor Karen Ras (Ward 2):left 11:01AM
 Councillor Pat Saito (Ward 9)

Agency Representatives/City Staff Present

Raymond Chan, Government Relations Specialist, CAA
 Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit Detachment)
 Paul Pogue, A/Superintendent, Field Support Services, Peel Regional Police
 Office Ministry of Transportation
 Seema Ansari, Technical Analyst, Peel Region Traffic Safety
 Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health
 Colin Patterson, Supervisor, Road Safety, Traffic Management
 Andy Bate, Manager Traffic Services, Road Safety
 William Wright, Road Safety Technologist
 Kimberly Hicks, Communications Advisor

Contact: Allyson D'Ovidio, Legislative Coordinator, Legislative Services
 905-615-3200 ext. 5411 allyson.dovidio@mississauga.ca

Find it online/

<http://www.mississauga.ca/portal/cityhall/roadsafetycommittee>

1. **CALL TO ORDER** – 9:33 AM

2. **APPROVAL OF AGENDA** – Approved (A. M. Hayes)

3. **DECLARATION OF CONFLICT OF INTEREST** - Nil

4. **MINUTES FROM PREVIOUS MEETING**

4.1 Road Safety Committee Minutes – December 12, 2017.

Approved (A. M. Hayes)

5. **DEPUTATIONS**

6. **PUBLIC QUESTION PERIOD - 15 Minute Limit (5 Minutes per Speaker)**

Pursuant to Section 42 of the Council Procedure By-law 0139-2013, as amended:

The Road Safety Committee may grant permission to a member of the public to ask a question of the Road Safety Committee, with the following provisions:

1. The question must pertain to a specific item on the current agenda and the speaker will state which item the question is related to.
2. A person asking a question shall limit any background explanation to two (2) statements, followed by the question.
3. The total speaking time shall be five (5) minutes maximum, per speaker.

7. **MATTERS TO BE CONSIDERED**

7.1. Committee Brainstorming Session: Critical Ideas and Issues to be addressed in 2018. (60 Minutes)

Councillor Saito introduced the Brain storming discussion and provided the following questions as a guideline.

1. What is the key issue(s) that is most prevalent across Mississauga?
2. What are the most common complaints and enforcement issues?
3. As a citizen, what causes concern?

Members engaged in discussion and concluded the areas of focus for the 2018 Work Plan should include; **Intersection Safety, Distractive Driving and Intersection Safety**. Inspector Paul Pogue, Peel Regional Police, discussed that there are already instances of alcohol/drug impaired driving and noted that Police are not expecting a large influx in

statistics due to the potential legalizing of Marijuana. As part of the discussion, Councillor Ras noted, statistics on pedestrian safety would be an asset.

In response to an inquiry from citizen member, Anna Ramlakhan, Colin Patterson, Supervisor, Road Safety, Traffic Management noted Traffic controls are in place to ensure there is enough room for crossing time. There is not an understanding amongst drivers and pedestrians that pedestrians have the right to cross. Activating the light is required to signal the cross. Mr. Patterson further noted that we have the tools but pedestrians are not using them accurately. Inspector Pogue spoke to the fact that streets with lower speed limits are less likely to statistically have accidents whereas, higher speed limits leads to more accidents.

Inspector Pogue noted that the statistics on intersections demonstrate that accidents have increased but injuries have decreased because of red light cameras. Eliminating distracted driving will take years, much like the requirement to wear seatbelts did, years ago. Inspector Pogue further noted that desire for Photo Radar for Community Safety Zones is an emotional response and locations need to be carefully considered. In the coming years, Police fleets will have to change in order to see inside vehicles.

Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention, Peel Public Health, noted the Region has a team of Public Health nurses that try to work with the schools and parents on travel plans. Ms. Fitzpatrick further noted that there are a number of different tools and initiatives used to try to educate schools. Melissa Brabant, Regional Marketing Planner, Ministry of Transportation noted that Service Ontario has many tools available on their website.

Raymond Chan, Government Relations Specialist, CAA spoke about the campaigns of CAA and noted that in the past, programs tend to be reactionary and in response, CAA has worked with partners to produce a guide on how to implement policies around school zones and safety. The guide is set to be available by the end of 2018. Existing CAA programs include School Safety Patrol program/ Bus patroller programs.

Kimberly Hicks, Communications Advisor, noted that the City's customer service centre received an estimated 105 calls with respect to driving incidents. As per Councillor Parking is one of the largest complaints from constituents. Councillor Saito discussed the requests from residents for stop signs and noted the feedback is typically positive. Traffic signals require significant justification before installation can be approved.

7.2 Discussion on Vision Zero for Mississauga (20 Minutes)

The members of the Committee engaged in a discussion with respect to the Region of Peel Vision Zero framework. In response to Councillor Saito, Mr. Patterson noted that a

report has already been to Council and that staff now needs direction on what the next steps are.

RECOMMENDATION

RSC-0002-2018

That the Road Safety Committee supports the Region of Peel Vision Zero framework and that Council, be requested to consider a motion to adopt the Region of Peel Vision Zero framework to improve safety on our roads in the City of Mississauga.

Approved (A. M. Hayes)

7.3 2018 Work Plan Preliminary Discussion (20 Minutes)

Members of the Committee engaged in a discussion about the next steps for preparing the Work Plan. Councillor Saito discussed the role of the committee and explained how we use other campaigns to advance our vision and identified all the ways that we used to disseminate information. Members discussed the Road Safety Handbook and whether or not there is time to handle a renewal this year and if it should be worked on through a subcommittee or postponed.

Sunil Sharma, citizen member commented on focussing on targeted audiences and noted the present handbook is too big, suggesting that a lighter book could be placed in waiting rooms, recreation centres etc. Mr. Patterson noted there is a lot of good material out there that can be shared and used to educate the public, as our Committee mandate sets out. Mr. Patterson further noted that we can share campaigns of others. Tony Power, citizen member and Vice-Chair, noted the benefits of using of social media, particularly City accounts.

Staff was directed to prepare the calendar of events and programs with a focus on local campaigns and return to the committee for further discussions. The top 3 items discussed in the brainstorming session will make up the work plan.

RECOMMENDATION

RSC-0001-2018

That Transportation and Works Staff prepare a draft 2018 Work Plan for the Road Safety Committee based on the brainstorming session held on January 30, 2018 and that the Work Plan be considered at a future Road Safety Committee meeting for approval.

Approved (M. Matthew)

8. INFORMATION ITEMS

- 8.1. Correspondence: Email update from Mickey Frost, Director of Works Operations and Maintenance, dated December 6, 2017, with respect to Default Speed Limit Changes.

RECOMMENDATION

RSC-0003-2018

That the email from Mickey Frost, Director of Works Operations and Maintenance, dated December 6, 2017, with respect to Default Speed Limit Changes, be received.

Received (A. M. Hayes)

9. OTHER BUSINESS

- 9.1. Member Updates: Peel Regional Police Road Watch Statistics.

Melissa Brabant, Ministry of Transportation, noted that the MTO is funding an opportunity called “beat out the risk”.

Leonard Verwey, Mississauga Cycling Advisory Committee (MCAC) Representative and citizen member, spoke about the committee handing out safety materials to the public at community events. MCAC is planning to do more for community events including training. For more information visit www.mississaugacycling.ca.

RECOMMENDATION

RSC-0004-2018

That the Member Updates entitled, Peel Regional Police Road Watch Statistics dated, January 23, 2018, be received.

Received (A. M. Hayes)

10. **DATE OF NEXT MEETING(S)** – February 27, 2018.

11. **ADJOURNMENT Anne Marie.**



Activity Plan & Budget 2018 DRAFT

Activity	Resource Requirements	Budget Estimate
<p>Community Outreach - Events 2018:</p> <ul style="list-style-type: none"> Public Events, promotional via tables (i.e. Public Works Week, Canada Day, etc.) Promotion of other stakeholders campaigns via Social Media (Facebook, Twitter), City Website and news releases 		
<p>Driver Distraction Deterrence Outreach and education via City Facilities and community outreach events.</p> <ul style="list-style-type: none"> Promotional material distributed to City Facilities Roadside sign awareness 		
<p>Traffic Speed Compliance</p> <p><u>Focus Areas</u></p> <ul style="list-style-type: none"> Intersection Safety Pedestrian Safety Distracted Driving <p><u>“Please Slow Down” Lawn Signs</u></p> <ul style="list-style-type: none"> <u>Program update and status</u> 		
<p>Road Safety Handbook</p> <ul style="list-style-type: none"> Future Update, format change, defer to next term? 		
<p>Additional Resources</p>		
<p>Member Expenses (Conference / Seminar Attendance)</p>		
<p>2018 Budget Total</p>		

Road Safety Committee Draft Calendar - 2018

January	February	March	April
/	/	12-18: OPP Distracted Driving Campaign – opp.ca <hr/> March Break March Safe: City of Toronto Campaign (Toronto Police Service)	Peel Regional Police: Distracted Driving Awareness Month <hr/> City of Toronto: Aggressive Driving / Work Zones “Please slow down” (Transportation Service)
May	June	July	August
15-21: Canada Safety Council – National Road Safety Week. Canadasafetycouncil.org <hr/> Peel Regional Police – Pedestrian: Safe Kids Week (TBD)	June: C/o CAA: Drug Impairment Campaign – OPP. Opp.ca <hr/> June 1-3: Bread & Honey Festival Ride (Booth)	July: C/o CAA: Drug Impairment Campaign – OPP. Opp.ca	
September	October	November	December
1-3: OPP Distracted Driving Campaign – opp.ca	Peel Regional Police – National Teen Safe Driver Week: Distracted Driving Campaign - TBD		

ROADWATCH STATISTICS
Mississauga

Year To Date

Count of Alleged Violation	Total
Alleged Violation	
Other Driving	46
Making Unsafe Lane Change(s)	41
Excessive Speed	34
Following too Closely	25
Making an Improper Turn	21
Disobey Posted Sign	17
Failing to Stop for School Bus	10
Failing to Stop for Red Light	8
STUNT DRIVING- SLOW/STOP INTERFERE WITH TRAFFIC	6
Drive-Handheld Device	6
Grand Total	214

Count of Road Watch Action	Total
Road Watch Action	
First Letter	60
Improper Veh/Plate	48
Incomplete Form	26
No Offence	13
Not Roadwatch	20
Other Jurisdiction (blank)	7
FILED	40
Grand Total	214

Count of Complaint Type	Total
Complaint Type	
Email	106
Fax (blank)	1
Online	107
Grand Total	214

MONTH	Jan
-------	-----

Count of Alleged Violation	Total
Alleged Violation	
Disobey Posted Sign	13
Excessive Speed	26
Failing to Stop for Red Light	7
Failing to Stop for School Bus	7
Following too Closely	19
Making Unsafe Lane Change(s)	25
Making an Improper Turn	13
Other Driving	37
Drive-Handheld Device	5
STUNT DRIVING- SLOW/STOP INTERFERE WITH TRAFFIC	3
Grand Total	155

MONTH	Jan
-------	-----

Count of Road Watch Action	Total
Road Watch Action	
First Letter	35
Improper Veh/Plate	31
Incomplete Form	19
No Offence	11
Not Roadwatch	13
Other Jurisdiction	6
FILED	40
Grand Total	155

MONTH	Jan
-------	-----

Count of Complaint Type	Total
Complaint Type	
Email	74
Fax	1
Online	80
Grand Total	155

Steven Murphy
2/13/2018

ROADWATCH STATISTICS
Mississauga

Year To Date

Count of Alleged Violation	Total
Alleged Violation	
Other Driving	54
Making Unsafe Lane Change(s)	53
Excessive Speed	40
Following too Closely	27
Disobey Posted Sign	22
Making an Improper Turn	22
Failing to Stop for School Bus	10
Failing to Stop for Red Light	8
Drive-Handheld Device	7
STUNT DRIVING- SLOW/STOP INTERFERE WITH TRAFFIC	6
Grand Total	249

Count of Road Watch Action	Total
Road Watch Action	
First Letter	75
Improper Veh/Plate	57
Incomplete Form	27
No Offence	14
Not Roadwatch	28
Other Jurisdiction (blank)	7
Second Letter	1
FILED	40
Grand Total	249

Count of Complaint Type	Total
Complaint Type	
Email	128
Fax (blank)	1
Online	120
Grand Total	249

MONTH	Feb
-------	-----

Count of Alleged Violation	Total
Alleged Violation	
Disobey Posted Sign	9
Excessive Speed	14
Failing to Stop for Red Light	1
Failing to Stop for School Bus	3
Following too Closely	8
Making Unsafe Lane Change(s)	28
Making an Improper Turn	9
Other Driving	17
Drive-Handheld Device	2
STUNT DRIVING- SLOW/STOP INTERFERE WITH TRAFFIC	3
Grand Total	94

MONTH	Feb
-------	-----

Count of Road Watch Action	Total
Road Watch Action	
First Letter	40
Improper Veh/Plate	26
Incomplete Form	8
No Offence	3
Not Roadwatch	15
Other Jurisdiction	1
Second Letter	1
Grand Total	94

MONTH	Feb
-------	-----

Count of Complaint Type	Total
Complaint Type	
Email	54
Online	40
Grand Total	94

Steven Murphy
2/20/2018


 RESOLUTION NO.: 0045-2018 Page 1 of 2

 Date: February 21, 2018

 Moved by: Pat Saito

 Seconded by: ~~Jim~~ Karen Ras

Whereas the City of Mississauga established the Road Safety Committee to work collaboratively with staff and stakeholders to further educate citizens and promote road safety initiatives; and

Whereas on December 14, 2017, the Council of the Region of Peel adopted the framework of Vision Zero to reduce the number of injuries and fatalities on regional roads; and

Whereas the Road Safety Committee feels that adopting the Vision Zero framework in Mississauga will help guide the City of Mississauga towards safer roads for all; and

Whereas an average of 960 personal injury collisions occur on the City's roads annually, which include an average of 185 collisions involving pedestrians and 15 fatal collisions which involve 6 pedestrian deaths; and

Whereas it is the responsibility of the City to do all that we can to ensure the safety of every citizen on our roads whether they are on foot, driving a vehicle, riding a bicycle or in a wheelchair; and

Whereas the City of Mississauga has implemented many road safety campaigns and programs in an effort to educate all road users, make our roads safer and to reduce the number of collisions; and

Whereas the City used the concepts of the 3 Es – Education, Enforcement and Engineering to further these goals; and

Whereas the Region of Peel has added Empathy to the E's; and

Whereas the Road Safety Committee is preparing a work plan that will support staff initiatives to make our roads safer for all; and

Whereas the Vision Zero framework has been adopted by many municipalities in an attempt to reduce the number of collisions to zero;



Date: February 21, 2018

Moved by: Pat Saito

Seconded by: [Signature] Karen Ras

Therefore be it resolved that the Council of the City of Mississauga adopt the "Vision Zero" framework where no loss of life is acceptable and to continue to work and share resources with agencies, stakeholders and the Road Safety Committee to prevent fatal and injury motor vehicle collisions in Mississauga.

Recorded Vote	YES	NO	ABSENT	ABSTAIN
Mayor B. Crombie	✓			
Councillor K. Ras	✓			
Councillor C. Fonseca	✓			
Councillor J. Kovac	✓			
Councillor C. Parrish	✓			
Councillor R. Starr	✓			
Councillor N. Iannicca	✓			
Councillor M. Mahoney	✓			
Councillor P. Saito	✓			
Councillor S. McFadden	✓			
Councillor G. Carlson	✓			

Carried 11,0,unanimous

Carried <u>BC</u> Mayor

**Provincial & National Road Safety
Campaigns/Events Calendar
2018
Ministry of Transportation**

January

Jan 1st – Mar. 31st
Winter Driving campaign
ontario.ca/transportation
Snowmobile Safety Week
20 – 28 ofsc.on.ca



February
16 - 25



March

**Distracted Driving
campaign - opp.ca**
12-18



[#putdownthephone](#)

April

**(TBD) - Dutch Reach
Campaign "Dooring"**
c/o CAA caasco.com
17-18
**Share the Road Bike
Summit - sharetheroad.ca**



May

15 – 21
Canada Safety Council -
National Road Safety week
canadasafetycouncil.org
9 – June 17



MTO's Road Safety Challenge
ontario.ca/transportation

19 – 25: Safe Boating Week
1 – Aug.1: OACP Drive Safe campaign
oacp.on.ca



May 28 – June 1 **bike to school**
Bike to School Week



1 – Aug.31: MADD 911

28 – June 1
TVO Kids' Road Safety Week
tvokids.com

June

**4-10 (Parachute) -
Safe Kids Week**
parachutecanada.org



- June 19 (TBC)
**Road Safety Achievement
Awards** ontario.ca/transportation
June – July: c/o CAA
"Drug Impairment" campaign
(OPP) – opp.ca
15-16: Operation Corridor
29 – July 2: Aggressive Driving

July 5th

National Injury Prevention Day
(Parachute) – TBC

13-15



August

**Civic Day road safety
blitz c/o OPP – TBD**

October

15-19 School Bus
Safety Week - ORBA
21-27 (TBC) National
Teen Driver Safety
Week
- Parachute
**(TBC) – School Zone
Safety c/o CAA**



November

1-30
Pedestrian Safety Campaign
1 – Jan 2019
MADD - Project Red Ribbon
madd.org



24 – Jan.2/2019 (TBC)
Festive R.I.D.E. Campaign

Operation Red Nose

September

1-3 OPP's
Distracted Driving campaign



3-9
National Trucking Week –
Canada Trucking Alliance- cantruck.ca
18-22
International Plowing Match



23-29

Rail Safety Week



DECEMBER

**1-7 NATIONAL SAFE
DRIVING WEEK**





PEEL REGIONAL POLICE
Road Safety Services

2018 Safety Campaigns and Initiatives

MONTH	CAMPAIGNS
<i>January</i>	<ul style="list-style-type: none"> ➤ Project ADLS Check-Up (TBD)
<i>February</i>	<ul style="list-style-type: none"> ➤ Super Bowl RIDE - Sunday Feb 4th
<i>March</i>	<ul style="list-style-type: none"> ➤ Pedestrian Safety Awareness - Spring forward Sunday Mar 11th ➤ St. Patrick's Day RIDE - Saturday Mar 17th
<i>April</i>	<ul style="list-style-type: none"> ➤ ERASE - March 30th to April 2nd (Easter Long Weekend) ➤ Distracted Driving Awareness Month ➤ Spring Seatbelt Campaign (TBD) ➤ ERASE Provincial Kick-off (TBD) ➤ CVSA Yearly Truck Inspection Initiative Starts
May	<ul style="list-style-type: none"> ➤ Motorcycle Safety Awareness Month ➤ National Police Week - May 13th - 19th ➤ Canada Road Safety Week - (TBD) ➤ Victoria Day RIDE - May 19th to May 21st ➤ Pedestrian - Safe Kids Week - (Parachute) - (TBD) ➤ Tow Truck Campaign (TBD) ➤ CV3 Spring Vehicle Inspections (TBD) ➤ ERASE - Every Friday and Saturday Night
<i>June</i>	<ul style="list-style-type: none"> ➤ Bread & Honey Festival RIDE - June 1st - 3rd ➤ Operation Road-check (CVSA) - (TBD) ➤ ERASE (TBD) ➤ Joint Forces Commercial Vehicle Inspections (TBD) ➤ ERASE - Every Friday and Saturday



PEEL REGIONAL POLICE
Road Safety Services

2018 Safety Campaigns and Initiatives

MONTH	CAMPAIGNS
<i>July</i>	<ul style="list-style-type: none"> ➤ Canada Day RIDE - July 1st ➤ ERASE (TBD) ➤ CVSA Trailer Inspections (TBD) ➤ ERASE - Every Friday and Saturday
<i>August</i>	<ul style="list-style-type: none"> ➤ Civic Weekend RIDE - Aug 6th ➤ ERASE - Every Friday and Saturday Night ➤ CVSA Trailer Inspections (TBD)
<i>September</i>	<ul style="list-style-type: none"> ➤ Back to School Safety Blitz - Sept 4th - 14th ➤ ERASE - Every Friday and Saturday Night ➤ Fall Seat Belt Campaign (TBD) ➤ Tow Truck Campaign (TBD) ➤ Contract Tow Compliance Checks (TBD)
<i>October</i>	<ul style="list-style-type: none"> ➤ International Walk to School Day - Oct 10th ➤ Operation Impact - Oct 5th - 8th (Thanksgiving Weekend) ➤ National Teen Safe Driver Week - (TBD) <ul style="list-style-type: none"> ○ Distracted Driving Campaign ➤ Oktoberfest RIDE (TBD)(Runs from October 5th to 13th) ➤ CV3 Fall Vehicle Inspections (TBD) ➤ CVSA Yearly Truck Inspection Initiative Ends
<i>November</i>	<ul style="list-style-type: none"> ➤ Pedestrian Safety Awareness - Fall Back Nov 4th ➤ Festive Season RIDE kick-off (TBD) ➤ FESTIVE SEASON RIDE PROGRAM
<i>December</i>	<ul style="list-style-type: none"> ➤ FESTIVE SEASON RIDE ➤ Project ADLS Check-Up

Example of Road Safety Calendar

The Road Safety Calendar identifies monthly road safety themes based on the five emphasis areas of the Road Safety Plan (RSP). The goal is to regularly disseminate road safety information relevant to each monthly theme through a comprehensive communication strategy and police enforcement support. Targeted safety campaign materials will be developed in support of each monthly theme. Materials could include one or a combination of print media, promotional materials, social media messages, images, radio ads, etc.

Table 1 outlines the current themes throughout the year and includes various on-going public education and police enforcement campaigns.

Table 1: Example of Road Safety Calendar

January	February	March
WINTER DRIVING <ul style="list-style-type: none"> School Safety Patrol Program (Canadian Automobile Association) 	DISTRACTED PEDESTRIANS <ul style="list-style-type: none"> "Distracted Driving" Campaign – Feb 15-21, 2016 (Toronto Police Service) 	SCHOOL AGE PEDESTRIANS <ul style="list-style-type: none"> "March Break March Safe Pedestrian Safety" Campaign – Mar 14-20, 2016 (Toronto Police Service)
April	May	June
AGGRESSIVE DRIVING / WORK ZONES <ul style="list-style-type: none"> Aggressive Driving Campaign "Please Slow Down" (Transportation Service) 	MOTORCYCLE SAFETY <ul style="list-style-type: none"> Canada Road Safety Week – May 17-23, 2016 (Toronto Police Service) 	BICYCLE SAFETY & DISTRACTED CYCLISTS <ul style="list-style-type: none"> Bike Month Toronto "SPACE to Cycle" Campaign – Jun 13-19, 2016 (Toronto Police Service)
July	August	September
VULNERABLE ROAD USERS <ul style="list-style-type: none"> "Stay Alert – Stay Safe" campaign (Transportation Services) 	WATCH FOR OLDER ADULTS <ul style="list-style-type: none"> Bringing an Awareness of Senior Safety Issues to the Community (B.A.S.S.I.C.) 	BACK TO SCHOOL SAFETY <ul style="list-style-type: none"> "Back to School" Campaign – Sep 6-9, 2016 (Toronto Police Service) Cycling & Pedestrian Safety Curriculum Support (Toronto Public Health)
October	November	December
DISTRACTED DRIVING <ul style="list-style-type: none"> Operation Impact – TBA (Toronto Police Service) 	LOW-LIGHT VISIBILITY <ul style="list-style-type: none"> "Step Up Be Safe" Campaign – Nov 7-13, 2016 (Toronto Police Services) 	AGGRESSIVE & IMPAIRED DRIVING <ul style="list-style-type: none"> R.I.D.E program – year-round (Toronto Police Service)



B.C. Sector-Wide Road Safety Calendar



Event/Campaign	Lead Agency	Scheduled Date
Family Day Long Weekend Road Safety	PSSG/ICBC	February (Family Day)
Community Child Car Seat Program	BCAA	February
Distracted Driving Campaign	Police/ICBC	March
Road Safety At Work Week	WorkSafeBC / JIBC	March (Second week)
ICBC Road Safety Speaker Tour	ICBC	March to June
School Zone Safety for Children	BCAA	March
National Impaired Driving Enforcement	RCMP	May
Alexa's Team Awards – Regional Events	MADD/RCMP	April
MADD 911 Program	MADD	March - June
Easter Long Weekend Road Safety	ICBC	March (Easter)
Auto Crime Enforcement Campaign	ICBC/PSSG/IMPACT	April
Rail Safety Week	Transport Canada	April/May
Cone Zone	WorkSafeBC/JIBC/BC Govt	May to August
Summer Safe Driving	RCMP	May
Motorcycle Awareness	ICBC	May
Victoria Day Long Weekend	ICBC	May
Graduation Season Safety	ICBC	May to June
MADD Dry Grad & Schools Programs	MADD	May to June
Road Improvement Program	ICBC	May/June
Bike to School	BiketoWorkBC/ICBC	May/June
Bike to Work Week	BiketoWorkBC/ICBC	May/June
Safe Kids Week	Parachute	June
Safe Travel for Grads	MoTI	June
Annual Safety Inspection Roadcheck Blitz	CCMTA/CVSA	June
School Holidays Road Safety	ICBC	June
Backover Prevention Blog	MOH	July
Keeping Children Safe in Summer	BCAA	July
B.C. Day Long Weekend	ICBC	August (B.C. Day)
CounterAttack Summer Campaign	Police/ICBC	July
Back to School Safety & School Zone Safety	ICBC/Preventable.ca	August
Labour Day Long Weekend	ICBC	September
Distracted Driving Campaign	Police/ICBC	September
Commercial Vehicle Brake Safety Week	MoTI	September
School Assembly Program	MADD	September - March
Long Weekend Road Safety	ICBC	October (Thanksgiving)
Drive Relative to Conditions	Police/ICBC	October
Shift into Winter	Police/ICBC	October
Sharing the Road with Trucks	RoadSafetyBC	October
National Teen Driver Safety	Parachute	October
Halloween Safety	ICBC	October
Pedestrian Safety Campaign	ICBC	October to November
Winter Driving	BCAA	November
MADD Red Ribbon Campaign	MADD	November to December
Operation Red Nose	Operation Red Nose	November to December
National Day of Remembrance	PSSG/CCMTA	November (16th)
Winter CounterAttack Campaign	Police/ICBC	December
Holiday Travel Safety	MoTI	December
Seasonal Drinking & Driving	PSSG	December

Produced by the Road Safety Strategy Education & Awareness Working Committee (Updated March 2017)

<http://www2.gov.bc.ca/gov/content/transportation/driving-and-cycling/road-safety-rules-and-consequences/publications-legislation-and-data/bc-road-safety-strategy>
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Abbreviations: BCAA British Columbia Automobile Association, CCMTA – Canadian Council of Motor Transport Administrators, ICBC – Insurance Corporation of British Columbia, JIBC – Justice Institute of British Columbia, MADD – Mothers Against Drunk Driving, MoTI – Ministry of Transportation and Infrastructure, MoJ – Ministry of Justice, RCMP – Royal Canadian Mounted Police.