

---

## Road Safety Committee

**Date**

2018/03/27

**Time**

9:34 AM

**Location**

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

**Members Present**

Councillor Karen Ras, Ward 2  
Councillor Pat Saito, Ward 9, (Chair)  
Anne Marie Hayes, Citizen Member  
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)

**Members Absent**

Alaina DeCaire, Citizen Member  
Anna Ramlakhan, Citizen Member  
Leonard Verwey, Citizen Member (Mississauga Cycling Advisory Committee Representative)  
Trevor Howard, Citizen Member

**Agency Representatives/City Staff Present**

Inspector Paul Pogue, Officer in Charge, Road Safety Services, Peel Regional Police  
Raymond Chan, Government Relations Specialist, CAA  
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, Traffic Safety, Peel Region  
Colin Patterson, Supervisor, Road Safety, Traffic Management  
William Wright, Road Safety Technologist  
Kimberly Hicks, Communications Advisor  
Allyson D'Ovidio, Legislative Coordinator

**Contact**

Allyson D'Ovidio, Legislative Coordinator, Legislative Services  
905-615-3200 ext. 5411 [allyson.dovidio@mississauga.ca](mailto:allyson.dovidio@mississauga.ca)

**Find it online/**

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

1. **CALL TO ORDER** – 9:34 AM
2. **APPROVAL OF AGENDA** - Approved with the following amendments:
  - 9.1. Memorandum from Allyson D'Ovidio, dated, March 26, 2018 with respect to Anna Ramlakhan – Request for Temporary Leave from the Road Safety Committee.
  - 9.2. Resignation of Alaina DeCaire, dated, March 22, 2018.

Approved (A. M. Hayes)

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

4. **MINUTES FROM PREVIOUS MEETING**

- 4.1. Road Safety Committee Minutes – February 27, 2018.

Approved (A. M. Hayes)

5. **DEPUTATIONS**

- 5.1. Transportation Master Plan Update, Michelle Berquist, Project Leader Transportation Planning

Michelle Berquist, Project Leader, Transportation Planning provided background and an overview on the present status of the Transportation Master Plan Update as well as the next steps. Ms. Berquist noted the project is a 3 part study that has included tactics such as community pop-ups and a variety of different studies with more events to come in the Spring and Summer of 2018.

Members of the Committee engaged in a discussion with respect to study findings; travel modes; intersection design; carpooling and funding.

#### **RECOMMENDATION**

RSC-0012-2018

That the deputation by Michelle Berquist, Project Leader, Transportation Planning, on March 27, 2018 entitled “Mississauga Moves”, be received.

Received (T. Coulson)

5.2. Cycling Master Plan Update, Matthew Sweet, Manager, Active Transportation

Matthew Sweet, Manager, Active Transportation, provided background information and on the Cycling Master Plan Update, noting the vision, goals and draft cycling network. Mr. Sweet noted that staff are preparing a final report which will be available on the public webpage in April with a presentation slated for the June 13, 2018 General Committee meeting. (<http://www.mississauga.ca/portal/residents/trails/masterplan>)

Members of the Committee engaged in a discussion with respect to signalized intersections; multi-use trails, educating motorists, cross-rides and ongoing changes.

RECOMMENDATION

RSC-0013-2018

That the deputation by Matthew Sweet, Manager, Active Transportation, on March 27, 2018 entitled "Cycling Master Plan Update", be received.

Received (A. M. Hayes)

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

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 CONSIDERED**

7.1. Mississauga's Position on Visio Zero: Discussion

Members of the Committee engaged in a discussion with respect to the development of a Mississauga Vision Zero logo; how to move forward using the principles of Vision Zero as a guide for road safety education and further, noting that messaging should be geared towards the shared safety responsibilities of all road users.

Colin Patterson, Supervisor, Road Safety, noted a final report on Vision Zero is intended to go to Council in June, 2018 and further, this report will attempt to clarify

future strategy and how the City of Mississauga can move forward.

#### 7.2. Social Media Campaign: Discussion, Kimberly Hicks, Communications Advisor

Kimberly Hicks, Communications Advisor, spoke about the development of social media messaging and sought clarification with respect to the focus of a social media campaign including timing; photos; web links; hashtags and sources for messaging. Raymond Chan, Government Relations Specialist, CAA, noted we can link messages to the CAA website for additional resources. Inspector Paul Pogue, Peel Regional Police, and Sergeant Sean Cole, OPP, noted they will provide Kimberly with information to tag both police forces in the messaging.

Discussion ensued with respect to focusing social media messages on distracted driving; creating an article for the City's e-newsletter for May and advertising on mobile signs. Seema Ansari, Technical Analyst, Region of Peel, noted we have mobile signs booked in July, August, September and November. The Committee directed the Promotional Subcommittee to discuss mobile sign messages.

#### 7.3. Road Safety Committee - 2018 Budget Requirements

Members of the Committee engaged in a discussion with respect to the budget requirements for the remainder of the 2014-2018 term of the Committee. Members agreed to use the existing "Please Slow Down" lawn signs for the launch on May 26, 2018, on Mississauga Celebration Square during National Public Works Week and directed the Promotional Subcommittee to discuss the development of the Vision Zero logo.

#### RECOMMENDATION

RSC-0014-2018

That the amount of up to \$10,000.00 from the 2018 Committee budget be allocated to the Road Safety Committee for the purpose of events, marketing and developing promotional materials which include but are not limited to signs, a logo and social media messaging.

Approved (M. Matthew)

#### 7.4. Roadside Memorials

Members of the Committee engaged in a discussion with respect to the City's current practise on Road Side memorials. Councillor Saito noted the Region of Peel is working on a solution for permanent memorials that would pose no cost to families and requested that this discussion continue at future Road Safety Committee meetings.

7.5. National Public Works Week: "Please Slow Down" Campaign Launch on Celebration Square

Councillor Saito reminded the Committee members that we will need volunteers to be available to promote Road Safety and the launch of the "Please Slow Down" lawn sign campaign on May 26, 2018 at 1:00 PM.

8. **INFORMATION ITEMS**

8.1. Road Safety Committee Member Updates - Nil

8.2. Peel Regional Police - Road Watch Statistics: February 2018

**RECOMMENDATION**

RSC-0015-2018

That the Peel Regional Police Mississauga Road Watch statistics, dated March 15, 2018, be received for information.

Received (S. Sharma)

9. **OTHER BUSINESS**

9.1. Memorandum from Allyson D'Ovidio, dated, March 26, 2018 with respect to Anna Ramlakhan – Request for Temporary Leave from the Road Safety Committee

**RECOMMENDATION**

RSC-0016-2018

1. That the memorandum from Allyson D'Ovidio, Legislative Coordinator dated March 26, 2018, entitled "Anna Ramlakhan – Request for Temporary Leave from the Road Safety Committee", be received.
2. That the Road Safety Committee accepts and supports the request from Anna Ramlakhan, Citizen Member, for temporary leave from the Road Safety committee until May 2018.

Approved (T. Coulson)

9.2. Resignation of Alaina DeCaire, dated, March 22, 2018.RECOMMENDATION

RSC-0017-2018

That the email from Alaina DeCaire, dated March 22, 2018, with respect to her resignation as a Citizen Member from the Road Safety Committee, be received.

Received (T. Power)

10. **DATE OF NEXT MEETING(S):** April 24, 2018

11. **ADJOURNMENT** – (T. Barakat)