
Road Safety Promotional Subcommittee

Date

2018/04/03

Time

10:01AM

Location

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

Members Present

Councillor Pat Saito, Ward 9
Anne Marie Hayes, Citizen Member
Leonard Verwey, Citizen Member (Mississauga Cycling Advisory Committee Representative)
Tony Power, Citizen Member
Trevor Howard, Citizen Member

City Staff Present

Allyson D'Ovidio, Legislative Coordinator, Legislative Services

Agency Representatives/City Staff Absent

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation
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** – 10:01 AM

2. **APPOINTMENT OF CHAIR**

Anne Marie Hayes was voted Chair of the Promotional Subcommittee, 5-0.

RECOMMENDATION

RSC-0018-2018

That Anne Marie Hayes, Citizen Member, be appointed Chair of the Road Safety Promotional Subcommittee until the end of the Council term, November 30, 2018 or until a successor is appointed.

Approved (Councillor Saito)

3. **APPROVAL OF AGENDA**

Approved (L. Verwey)

4. **MATTERS CONSIDERED**

4.1. **Draft Road Safety Promotional Subcommittee Terms of Reference**

Members of the Committee engaged in a discussion with respect to the Terms of Reference, making one amendment to the composition of the Subcommittee.

RECOMMENDATION

RSC-0019-2018

That the Draft Road Safety Promotional Subcommittee Terms of Reference, dated April 3, 2018, be approved as amended.

Approved (T. Power)

4.2. **Safety Messaging on Region of Peel Waste Management Mobile Signs / City Signs**

Members of the Committee engaged in a discussion with respect to the messaging and locations of the mobile signs provided by the Region of Peel.

RECOMMENDATION

RSC-0019-2018

That Legislative Services staff and Communications staff work with Seema Ansari, Technical Analyst at the Region of Peel to coordinate the display of the following safety messages on mobile signs and further that the messages are divided equally amongst the locations each month.

1. July:
 - a. Look for pedestrians and cyclists before turning
 - b. Save \$490, put down the phone!
2. August:
 - a. Drive safe, walk safe, cycle safe
 - b. Save \$490, put down the phone!
3. September:
 - a. School is back, slow down!
 - b. Save \$490, put down the phone!
4. November:
 - a. Be safe, be smart, be seen.
 - b. Save \$490, put down the phone!

Approved (Councillor Saito)

4.3. Brainstorming: Road Safety Committee Key Messaging and Sources

Members of the Committee engaged in a discussion with respect to the desired focus areas for key messaging of the Road Safety Committee and agreed on the following:

1. Distracted Driving
2. Intersection Safety
3. Speeding
4. Pedestrian / Cycling Safety

Members of the Committee engaged in a discussion with respect to the creation of a Vision Zero logo for Mississauga and directed Legislative Services staff to coordinate with Communications and Creative Services to prepare two drafts that include the following:

1. Images of a cyclist (with helmet), pedestrian, car and the “new” wheel chair;
2. A slogan related to the 4 key message concepts; and
3. Mississauga included (M Logo not used) as examples of other municipalities show separate logos for their Vision Zero.

Members of the Committee engaged in a discussion regarding available safety measures, the “Please Slow Down Campaign” and the kick-off on Mississauga Celebration Square on May 26, 2018 during National Public Works Week. Councillor Saito directed staff to order more litter bags to give out at the launch on May 26, 2018.

4.4. Promotion of Social Media

Members of the Committee engaged in a discussion with respect to the development of a social media campaign and directed Communications staff to proceed with preparing

messaging related to the key focus areas of the Road Safety Committee. The Committee requested that one key message be posted per month and further that stock photos be used from Communications to support the messages. Members agreed that the websites of our Road Safety Committee Stakeholders are to be used as a resource for the development of the messaging.

INFORMATION ITEMS - Nil

5.

OTHER BUSINESS - Nil

6.

DATE OF NEXT MEETING(S) - TBD

7.

ADJOURNMENT – 11:51 AM (T. Power)

8.