

Road Safety Promotional Subcommittee

Date

2018/04/03

Time

10:00 AM

Location

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

Members

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

Agency Representatives/City Staff

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>

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1. **CALL TO ORDER**
 2. **APPOINTMENT OF CHAIR**
 3. **APPROVAL OF AGENDA**
 4. **MATTERS TO BE CONSIDERED**
 - 4.1. Draft Road Safety Promotional Subcommittee Terms of Reference
 - 4.2. Safety Messaging on Region of Peel Waste Management Mobile Signs / City Signs
 - 4.3. Brainstorming: Road Safety Committee Key Messaging and Sources
 - 4.4. Promotion of Social Media
 5. **INFORMATION ITEMS**
 6. **OTHER BUSINESS**
 7. **DATE OF NEXT MEETING(S)**
 8. **ADJOURNMENT**

Terms of Reference

Road Safety Promotional Subcommittee

4.1

Background

The Road Safety Committee provides a community perspective on road safety issues, promotes public awareness and education for road safety initiatives and programs, with an aim to enhance community participation and cooperation. At its meeting held on February 27, 2018, the committee agreed to establish a promotional subcommittee to work with staff and stakeholders to develop promotional material and a social media campaign.

Mandate

The Road Safety Promotional Subcommittee (RSP Subcommittee) will develop materials including but not limited to brochures, social media messages and a new logo.

Appointed members are expected to participate in promotional events on a regular basis to raise awareness related to road safety to residents and business.

Objectives/Goals

The objective of the RSP Subcommittee is to develop materials and messages for the Road Safety Committee to promote road safety for all methods of transportation, including pedestrian, cyclist and vehicular traffic.

Through the creation of various initiatives and programs, the Committee will regularly disseminate information to the public on various road safety issues.

Procedures and Frequency of Meetings

All Committees are subject to Council Procedure By-law, which outlines the procedures for Council and Committee meetings.

http://www7.mississauga.ca/documents/bylaws/procedural_by-law_2013.pdf

The Road Safety Promotional Subcommittee will meet as required as determined by the Committee.

All recommendations from the Subcommittee will be communicated to the parent Road Safety Committee on the next available agenda.

Membership

All members are subject to the Code of Conduct and Complaint Protocol for Local Boards.

http://www7.mississauga.ca/documents/CityHall/pdf/2014/Local_Boards_Code_of_Conduct.pdf.

and Corporate Policy 02-01-01: Citizen Appointments to Committees, Boards and Authorities. <http://inside.mississauga.ca/Policies/Documents/02-01-01.pdf>

The Road Safety Promotional Subcommittee shall be comprised of:

- 1 Councillor
- 4 Citizen Members;

In addition to the Council appointed members of the Subcommittee, the following are non-voting members who may serve as a resource to the Subcommittee:

- Peel Regional Police;
- Ontario Provincial Police;
- Ministry of Transportation Ontario Road Safety Marketing Branch;
- Peel Region Traffic Safety;
- Region of Peel Health Unit;
- City of Mississauga Traffic Staff;
- Region of Peel Traffic Staff;
- Communications Representative.

In addition, other agencies, organizations and staff may be invited to attend as required.

Role of Chair

The Chair of the Subcommittee will be appointed at the first meeting of the Subcommittee.

The role of the Chair is to:

1. Preside at the meetings of Road Safety Promotional Subcommittee using City of Mississauga's Procedure By-law, and keep discussion on topic.
2. Provide leadership to the Road Safety Promotional Subcommittee to encourage that its activities remain focused on its mandate as an Advisory Committee of Council.
3. Review agenda items with the Committee Coordinator.
4. Recognize each Member's contribution to the Committee's work.
6. Liaise with the Supervisor of Road Safety and Communications Staff as required.

Role of Committee Members

The role of Committee Members is to:

1. Ensure that the mandate of the Road Safety Promotional Subcommittee is being fulfilled.
2. Actively participate in the promotion of road safety at the city or other events as determined by the Committee.

3. Notify the Committee Coordinator if they are unable to attend meetings to ensure that quorum will be available for all meetings.

Quorum

1. Quorum of the Subcommittee shall be reached with the presence of a majority of the appointed and elected members, at a time no later than thirty (30) minutes past the time for which the beginning of the meeting was scheduled and so noted on the agenda or notice of the meeting.
2. The issuance of an Agenda for a meeting of this subcommittee will be considered as notice of that meeting unless otherwise advised by the Chair or Legislative Coordinator.

Allyson D'Ovidio

Subject: RE: Safety Messaging on Waste Management Mobile Sign Boards

Good Morning Allyson,

As per Councillor Saito's request, please find below the locations of the Waste Management Mobile Sign Boards in the City of Mississauga. There are a total of 23 locations in the set, of which 11 are in Mississauga. These signs have been booked for the following slots:

- July 14-July 23
- August 10-August 28
- September 18-October 2
- November 3-November 20

1. East side of Southdown Rd. 15m south of Hartland Dr. (Amdo)
2. South side of Burnhamthorpe Rd. 76m west of Winston Churchill Blvd.
3. North side of Burnhamthorpe Rd. 61m west of Wolfedale Rd.
4. South side of Lakeshore Rd. 30m west of Balboa Dr.
5. Queensway East (Just west of The West Mall on the South Side of the Queensway)
6. South-east corner of Dixie Rd. & Eastgate Pkwy. 15m south of Eastgate Pkwy. A
7. South side of Britannia Rd. 53m west of Creditview Rd.
8. Goreway and Morning Star Drive (North of Morning Star west side of Goreway)
9. Hurontario and Eglinton (East of Hurontario, North Side of Eglinton)
10. East side of Tenth Line north of Miller's Grove
11. South side of Dundas St. 15m west of Mason Heights

Please let me know if you have any questions. Thank you and have a fantastic day!

Best regards,

Seema Ansari, C.E.T.
 Technical Analyst, Traffic Safety

Allyson D'Ovidio

Subject: RE: Road Safety Committee

We reached out to the Waste Management group for any available slots in 2018 and have booked the following:

- July 14 - July 23, 2018
- August 10 - August 28, 2018
- September 18 - October 2, 2018
- November 3 - November 20, 2018

It has to be noted that if a Waste Management initiative/emergency arises during the slots we have booked, those messages will take priority over our request. Some of the safety messages that were deployed historically are:

1. Give Trucks More Space
2. School's out! Slow down, watch out for children
3. School is Back, watch for children!!
4. Kids are back in school, give them a brake!!
5. Schools are on March break. Slow down, give kids a brake!!
6. Drivers put the phone down. It's the law
7. Slow Down, Speed Kills
8. Drive Safe, Walk Safe
9. Slow down! Watch for Pedestrians
10. Pedestrians, be visible! Wear bright or light colours at night!
11. Fewer daylight hours!! Watch for pedestrians and cyclists
12. Talk - Text - Crash! Don't be a distracted driver
13. Smart drivers just drive. Don't be a distracted driver
14. Drivers, look for pedestrians before turning.

Please let me know if you have any questions. Thank you and have a fantastic day!

Best regards,

Seema Ansari, C.E.T.
Technical Analyst, Traffic Safety