
Road Safety Committee

Date

2018/04/24

Time

9:30 AM

Location

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

Members

Councillor Karen Ras, Ward 2
Councillor Pat Saito, Ward 9, **(Chair)**
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

Donald Clipperton, President, Mississauga Insurance Brokers Association
Inspector Paul Pogue, Officer in Charge, Road Safety Services, Peel Regional Police
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation
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, Region of Peel
Colin Patterson, Supervisor, Road Safety, Traffic Management
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**

2. **APPROVAL OF AGENDA**

3. **DECLARATION OF CONFLICT OF INTEREST**

4. **MINUTES FROM PREVIOUS MEETING**

4.1. Road Safety Committee Minutes - March 27, 2018

5. **DEPUTATIONS** - Nil

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. Recommendations from the Road Safety Promotional Subcommittee meeting on April 3, 2018, for approval.

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.

RECOMMENDATION

RSC-0019-2018

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

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 designated locations each month.

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

8. INFORMATION ITEMS

- 8.1. Minutes from Road Safety Promotional Subcommittee - April 3, 2018
- 8.2. Peel Regional Police - Road Watch Statistics: March 2018
- 8.3. Road Safety Committee - Member Updates
- 8.4. MiWay Transit Advertising, Kimberly Hicks, Communications Advisor, Verbal Update

9. OTHER BUSINESS

- 9.1. Litter Bags: Discussion

10. DATE OF NEXT MEETING(S) – May 29, 2018**11. ADJOURNMENT**

City of Mississauga
Minutes



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

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<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)

DRAFT

City of Mississauga
Minutes



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

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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.

5. **INFORMATION ITEMS** - Nil
6. **OTHER BUSINESS** - Nil
7. **DATE OF NEXT MEETING(S)** - TBD
8. **ADJOURNMENT** – 11:51 AM (T. Power)

ROADWATCH STATISTICS
Mississauga

Year To Date

Count of Alleged Violation	
Alleged Violation	Total
Other Driving	128
Making Unsafe Lane Change(s)	82
Excessive Speed	66
Following too Closely	35
Disobey Posted Sign	34
Making an Improper Turn	31
Failing to Stop for School Bus	18
Drive-Handheld Device	12
Failing to Stop for Red Light	11
STUNT DRIVING- SLOW/STOP INTERFERE WITH TRAFFIC	6
Grand Total	423

Count of Road Watch Action	
Road Watch Action	Total
First Letter	133
Improper Veh/Plate	84
Incomplete Form	48
No Offence	17
Not Roadwatch	85
Other Jurisdiction	15
(blank)	
Second Letter	1
FILED	40
Grand Total	423

Count of Complaint Type	
Complaint Type	Total
Email	192
Fax	2
(blank)	
Online	229
Grand Total	423

MONTH	Mar
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Count of Alleged Violation	
Alleged Violation	Total
Disobey Posted Sign	7
Excessive Speed	21
Failing to Stop for Red Light	2
Failing to Stop for School Bus	7
Following too Closely	7
Making Unsafe Lane Change(s)	22
Making an Improper Turn	6
Other Driving	60
Drive-Handheld Device	4
Grand Total	136

MONTH	Mar
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Count of Road Watch Action	
Road Watch Action	Total
First Letter	44
Improper Veh/Plate	20
Incomplete Form	15
No Offence	3
Not Roadwatch	49
Other Jurisdiction	5
Grand Total	136

MONTH	Mar
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Count of Complaint Type	
Complaint Type	Total
Email	56
Fax	1
Online	79
Grand Total	136