

## Road Safety Committee

**Date**

2018/04/24

**Time**

9:32AM

**Location**

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

**Members Present**

Councillor Karen Ras, Ward 2

Councillor Pat Saito, Ward 9 (Chair)

Michael Matthew, Citizen Member

Sunil Sharma, Citizen Member

Leonard Verwey, Citizen Member (Mississauga Cycling Advisory Committee Representative)

Tamara Coulson, Citizen Member (Traffic Safety Council Representative)

Thomas Barakat, Citizen Member

Tony Power, Citizen Member (Vice-Chair)

**Members Absent**

Anna Ramlakhan, Citizen Member

Anne Marie Hayes, Citizen Member

Trevor Howard, Citizen Member

**Agency Representatives/City Staff Present**

Inspector Paul Pogue, Officer in Charge, Road Safety Services, Peel Regional Police

Staff Sergeant Greg Amoroso, Peel Regional Police

Matthew Aymar, Analyst, Chronic Disease and Injury Prevention, Region of Peel

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)

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

1. **CALL TO ORDER** – 9:32 AM

2. **APPROVAL OF AGENDA**

Approved (T. Power)

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

4. **MINUTES FROM PREVIOUS MEETING**

4.1. Road Safety Committee Minutes – March 27, 2018.

Approved (T. Barakat)

5. **DEPUTATIONS** - Nil

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

Councillor Saito provided background information with respect to discussions had at the Promotional Subcommittee meeting on April 3. Members of the Committee engaged in a discussion with respect to the proposed messaging for the mobile signs provided by the Region of Peel.

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 (T. Power)

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)

RECOMMENDATION

RSC-0020-2018

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. Fine 3 Pts \$490, put down phone, save a life!
- b) August:
  - i. Drive safe, walk safe, cycle safe
  - ii. Fine 3 Pts \$490, put down phone, save a life!
- c) September:
  - i. School is back, slow down!
  - ii. Fine 3 Pts \$490, put down phone, save a life!
- d) November:
  - i. Be seen, be safe, be smart
  - ii. Fine 3 Pts \$490, put down phone, save a life!

Approved as amended (Councillor Ras)

**8. INFORMATION ITEMS****8.1. Minutes from Road Safety Promotional Subcommittee - April 3, 2018**

RECOMMENDATION

RSC-0021-2018

That the draft minutes from the Road Safety Promotional Subcommittee meeting, dated April 3, 2018, be received for information.

Received (T. Barakat)

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

Members of the Committee engaged in a discussion with respect to Road Watch; the bus camera pilot project and the benefits of the program. Members noted that more marketing should be done on the Road Watch program in the new term.

Kimberly Hicks, Communications Advisor was directed to work with Creative Services to develop and produce an updated double-sided, Road Watch post card containing logos from the Road Safety Committee, Peel Regional Police and OPP with a URL to connect residents to the Peel Police Road Watch website. The purpose of the post card is to replace the existing, outdated pamphlet. A mock-up is to be presented to the Promotional Subcommittee for approval on May 10.

RECOMMENDATION

RSC-0022-2018

That the Peel Regional Police Road Watch statistics for the month of March, dated April 6, 2018, be received for information.

Received (S. Sharma)

8.3. Road Safety Committee Member Updates

Leonard Verwey, Citizen Member, noted that there are 14-15 community rides presently scheduled through the Mississauga Cycling Advisory Committee which will be sponsored by the Greater Toronto Airport Authority. The kick-off ride is scheduled to take place on May 5. Mr. Verwey discussed the upcoming tree planting and ride event on May 12, noting this is the same day as the Gary Morden Fire Day event. Further, Mr. Verwey noted the Bike Challenge kick-off will be in June, allowing residents to log their kilometers cycled and earn donations for the hospital foundation. Lastly, Mr. Verwey noted the Cycling Master Plan (CMP) update is now live on the CMP website.

Michael Matthew, Citizen Member, discussed an article in Mississauga news from April 5, 2018 with respect to Dangerous Intersections in Mississauga. Members of the Committee engaged in a discussion and requested the article be shared electronically.

Matthew Aymar, Analyst, Regional of Peel introduced himself and discussed an upcoming workshop with respect to available tools to assess better safety for all road users. Mr. Aymar noted the Region is piloting a program with Public works. The workshop is taking place on May 10 and is intended for internal staff for the Region of Peel, Public Works, Traffic Safety, Traffic Operations and Transportation Planning. Mr. Aymar noted staff will reach out to municipalities. Lorenzo Mele is the event organizer from the Region of Peel. Councillor Saito requested to have Colin attend and return to Committee with an update from Sandra Fitzpatrick, Manager, Disease Prevention, Region of Peel and or Mr. Aymar. Mr. Aymar to send Councillor Ras and Councillor Saito the event information.

8.4. MiWay Transit Advertising, Kimberly Hicks, Communications Advisor, Verbal Update

Kimberly Hicks, Communications Advisor provided a verbal update with respect to the pricing to advertise on MiWay buses. Ms. Hicks was directed to obtain a more detailed quote and refer the findings to the Road Safety Promotional Subcommittee for further discussion.

RSC-0023-2018

That the verbal update on April 24, 2018, from Kimberly Hicks, Communications Advisor, with respect to MiWay Transit Advertising, be received and further that this matter be deferred to the Road Safety Promotional Subcommittee for further discussion once a quote has been obtained.

Received (T. Power)

9. **OTHER BUSINESS**

9.1. Litter Bags: Discussion

Allyson D'Ovidio, Legislative Coordinator provided an update on the status of purchasing new Road Safety litter bags. Members of the Committee engaged in a discussion and agreed to remove the current Traffic Safety logo, add the Peel Regional Police Road Watch URL and consented for staff to move forward with the order based on the best value.

Councillor Saito reminded the Committee about the upcoming National Public Works week event on Celebration Square and "Please Slow Down" sign campaign launch on May 26. Ms. D'Ovidio noted an email will be circulated to Committee members requesting their participation at the event to distribute souvenirs and promote the launch.

Ms. Hicks noted there will be a photo-op with Councillor Saito. Inspector Paul Pogue, Peel Regional Police advised there may be an opportunity to have two Police Motorcycles on site for the photo-op.

Members of the Committee engaged in a discussion with respect to red-light cameras and the tools that will be discussed at the event. Members discussed the preference to adopt the Vision Zero framework rather than the messaging. Ms. Hicks noted the first draft of the logo should be ready for review by May 4. Ms. Hicks noted the Distracted Driving social media campaign was ready for launch and would be live once clearance was given out of respect for the tragic incident which took place in Toronto one day earlier.

10. **DATE OF NEXT MEETING(S):** May 29, 2018
11. **ADJOURNMENT** – 11:30 AM (T. Barakat)