

Road Safety Promotional Subcommittee

Date

2018/05/10

Time

1:32PM

Location

Mississauga Central Library, Classroom 5 - Second Floor,
301 Burnhamthorpe RD W, Mississauga, Ontario, L5B 3Y3

Members Present

Councillor Pat Saito, Ward 9

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

Tony Power, Citizen Member (Acting Chair)

Trevor Howard, Citizen Member

Members Absent

Anne Marie Hayes, Citizen Member

Agency Representatives/City Staff

Tina Mackenzie, Manager, Creative Services

Josh Remazki, Graphic Designer, Creative Services

Allyson D'Ovidio, Legislative Coordinator, Legislative Services

Kimberly Hicks, Communications Advisor

Contact

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Find it Online

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

1. **CALL TO ORDER** – 1:32 PM

2. **APPROVAL OF AGENDA**

5.2 to be heard before 5.1. Tony Power volunteered to be Acting Chair in the absence of Anne Marie Hayes.

Approved as amended (Councillor Saito)

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

4. **MINUTES FROM PREVIOUS MEETING** -

4.1. Road Safety Promotional Subcommittee Minutes – April 3, 2018

Approved (L. Verwey)

5. **MATTERS CONSIDERED**

5.2. Vision Zero: logo mock-up

Tina Mackenzie, Manager, Creative Services introduced the Vision Zero logo mock-up and provided context for the design, noting the significance of connecting with the City's corporate look as well as accessibility. Josh Remazki, Graphic Designer, Creative Services presented two options, both in colour, black and white and as part of a sample advertising campaign. Members of the Committee engaged in a discussion and concluded the second option was favoured and requested that Creative Services staff attempt to make the logo appear more literal so that it would be understood on its own. The Committee requested that a reworked mock-up be brought back to the next Road Safety Promotional Subcommittee meeting for review and approval.

5.1. Quote on MiWay Bus Advertising, Kimberly Hicks, Communications Advisor

Kimberly Hicks, Communications Advisor, provided multiple quotes for advertising on City buses. In response to Councillor Saito, Ms. Hicks noted she will confirm if we can we split up the messages to allow for two separate messages on the back of 10 buses each for 12 weeks with a budget of \$6000.00 from the existing Promotional Subcommittee budget. Ms. Hicks will discuss timing with the advertising company. Members of the Committee engaged in a discussion about proposed messaging and agreed on the following two messages.

1. See Distracted or Aggressive driving? Report it. OR See Aggressive, see Distracted driving? Report it. Distracted driving photo to be included from stock if available to purchase.

2. "Safety at every turn". Graphic to be included of a crosswalk with a pedestrian at an intersection, turning.

Both messages should include logos of Road Watch, Peel Regional Police, OPP Road Safety Committee/City Brand and Vision Zero. Permission from Peel Regional Police and OPP about using their logo is required, if not obtained; proceed with city logo, committee logo, and Vision Zero logo. Tony Power, Citizen Member and Acting Chair suggested using "drive safe, walk safe, cycle safe" with the Vision Zero logo as a larger image compared to other logos. Aim for September for advertisements.

5.3. Road Watch Post Cards

Members of the Committee engaged in a discussion about the post card mock-up noting the Road Watch logo should be added to the bottom right corner. Staff was directed to obtain a quote for printing 1000 cards.

6. **INFORMATION ITEMS**

6.1. Road Safety Litter Bags – Update, Allyson D'Ovidio, Legislative Coordinator

Allyson D'Ovidio, Legislative Coordinator, shared the mock-up of the new litter bag design. Members of the Committee engaged in a discussion with respect to items to include in the bag and other souvenirs to hand out. Tony Power, Citizen Member and Acting Chair requested that we look at obtaining pens as souvenirs in the future.

6.2. May 26, 2018 – National Public Works Week: Celebration Square Update, Allyson D'Ovidio, Legislative Coordinator and Kimberly Hicks, Communications Advisor

Allyson D'Ovidio, Legislative Coordinator spoke about the upcoming event, noting we had a great response from volunteers. Kimberly Hicks, Communications Advisor, noted a media advisory will be going out on Tuesday, May 15.

7. **OTHER BUSINESS**

- 7.1. Tony Power, Citizen Member and Acting Chair noted he would share information with the Committee about an upcoming Canada Road Safety Week (May 15 – May 21) led by the Canadian Association of Chiefs of Police (CACCP).

8. **DATE OF NEXT MEETING(S)** – May 29, 2018

9. **ADJOURNMENT** – 3:04 PM (Councillor Saito)