

Road Safety Promotional Subcommittee

Date

2018/05/29

Time

11:25AM

Location

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

Members Present

Councillor Pat Saito, Ward 9
Leonard Verwey, Citizen Member (Mississauga Cycling Advisory Committee Representative)
Tony Power, Citizen Member

Members Absent

Trevor Howard, Citizen Member
Anne Marie Hayes, Citizen Member (Chair)

Agency Representatives/City Staff

Josh Remazki, Graphic Designer, Creative Services
Melissa Brabant, Regional Marketing Planner, Ministry of Transportation
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel
Allyson D'Ovidio, Legislative Coordinator, Legislative Services

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** – 11:25 AM

2. **APPROVAL OF AGENDA**

Approved – (L. Verwey)

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

4. **MINUTES FROM PREVIOUS MEETING**

4.1. Road Safety Promotional Subcommittee Minutes – May 10, 2018

Approved - (Councillor Saito)

5. **MATTERS CONSIDERED**

5.1. Vision Zero: logo mock-up

Josh Remazki, Graphic Designer, Creative Services, provided background information with respect to the presentation on the second mock-up of the Vision Zero logo, noting the Committee requested that he return with a reworked version of the second option from the first presentation.

Members of the Committee engaged in a discussion with respect to the presentation of the second mock-up, noting they liked the black and yellow colouring however, the design was not what they were looking for as it did not make it clear that the logo was related to a road safety initiative.

After receiving comments from Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel, Councillor Saito noted, the City may wish to explore developing a joint Vision Zero logo with the Region. Ms. Ansari noted the Region would cover the costs associated with the development of a joint logo as the City had already begun the process.

The Committee directed Communications staff to work together with the Region of Peel to develop a joint Vision Zero logo and return to the Road Safety Committee on June 26, 2018 at the latest. A recommendation would move to City Council on July 4th and then be shared with Regional Council.

Councillor Saito noted she would send a memo to the Tina Mackenzie, Manager of Creative Services and the manager of the Creative Services at the Region of Peel, requesting that Mr. Remazki work together with them to discuss the development of a consolidated logo.

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

Allyson D'Ovidio, Legislative Coordinator, provided an update from Kimberly Hicks, Communications Advisor with respect to the options for MiWay bus advertisements and noted there is an opportunity to allow for two separate messages on the back of 10 buses each for 12 weeks. The Committee directed staff to hold off until further notice as the Vision Zero logo is not ready.

6. **INFORMATION ITEMS**

Members of the Committee engaged in a discussion with respect to purchasing a tent to shelter volunteers from the elements when hosting outdoor events.

RECOMMENDATION

RSC-0027-2018

That the Road Safety Promotional Subcommittee supports that a tent and table kit be purchased for use by Traffic staff and the Road Safety Committee for events and promotion.

Approved - (Councillor Saito)

7. **OTHER BUSINESS** – Nil

8. **DATE OF NEXT MEETING(S)** – At the call of the Chair.

9. **ADJOURNMENT** –11:52 AM (L. Verwey)