
Road Safety Committee

Date

2018/05/29

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 Navdeep Chhinzer, 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 - April 24, 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 - Nil**8. INFORMATION ITEMS**

8.1. New Road Watch Post Card

8.2. New Road Safety Committee Litter Bags

8.3. Update: Road Safety Promotional Subcommittee Meeting, May 10, 2018

8.4. Meeting Minutes from Road Safety Promotional Subcommittee, May 10, 2018 –
For Receipt Only.

8.5. Road Safety Committee Member Updates

8.6. Peel Regional Police Road Watch Statistics - April 2018

9. **OTHER BUSINESS**

10. **DATE OF NEXT MEETING(S)** – June 26, 2018

11. **ADJOURNMENT**

City of Mississauga
Minutes



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

Find it online/

<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 neon 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 Mallay 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)

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

Allyson D'Ovidio, Legislative Coordinator, Legislative Services
905-615-3200 ext. 5411 allyson.dovidio@mississauga.ca

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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)

ROADWATCH STATISTICS
Mississauga

Year To Date

Count of Alleged Violation	
Alleged Violation	Total
Other Driving	196
Making Unsafe Lane Change(s)	111
Excessive Speed	110
Following too Closely	56
Disobey Posted Sign	50
Making an Improper Turn	48
Failing to Stop for School Bus	31
Drive-Handheld Device	17
Failing to Stop for Red Light	16
STUNT DRIVING- SLOW/STOP INTERFERE WITH TRAFFIC	6
STUNT DRIVING:DRIVE TOO CLOSE TO PEDESTRIAN	1
STUNT DRIVING: START/STOP INTERFERE WITH TRAFFIC	1
Red Light-Proceed Before Green	1
Grand Total	644

Count of Road Watch Action	
Road Watch Action	Total
First Letter	235
Improper Veh/Plate	117
Incomplete Form	74
No Offence	28
Not Roadwatch	129
Other Jurisdiction	20
(blank)	
Second Letter	1
FILED	40
Grand Total	644

Count of Complaint Type	
Complaint Type	Total
Email	287
Fax	2
(blank)	
Online	355
Grand Total	644

MONTH	Apr
Count of Alleged Violation	
Alleged Violation	Total
Disobey Posted Sign	15
Excessive Speed	44
Failing to Stop for Red Light	5
Failing to Stop for School Bus	13
Following too Closely	20
Making Unsafe Lane Change(s)	29
Making an Improper Turn	17
Other Driving	66
Drive-Handheld Device	5
Red Light-Proceed Before Green	1
STUNT DRIVING: START/STOP INTERFERE WITH TRAFFIC	1
STUNT DRIVING:DRIVE TOO CLOSE TO PEDESTRIAN	1
Grand Total	217

MONTH	Apr
Count of Road Watch Action	
Road Watch Action	Total
First Letter	100
Improper Veh/Plate	32
Incomplete Form	26
No Offence	11
Not Roadwatch	43
Other Jurisdiction	5
Grand Total	217

MONTH	Apr
Count of Complaint Type	
Complaint Type	Total
Email	95
Online	122
Grand Total	217