

## Road Safety Committee

### Date

2018/06/26

### Time

9:30 AM

### Location

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

### Members Present

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)  
Sunil Sharma, Citizen Member  
Tony Power, Citizen Member, **(Vice-Chair)**  
Trevor Howard, Citizen Member

### Members Absent

Tamara Coulson, Citizen Member (Traffic Safety Council Representative)  
Thomas Barakat, Citizen Member  
Michael Matthew, Citizen Member

### Agency Representatives/City Staff

Inspector Navdeep Chhinzer, Peel Regional Police  
Staff Sergeant Greg Amoroso, Peel Regional Police  
Matthew Aymar, Analyst, 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  
Allyson D'Ovidio, Legislative Coordinator

### Find it online

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

1. **CALL TO ORDER** – 930 AM

Round table introductions were conducted for the benefit of new stakeholders.

2. **APPROVAL OF AGENDA**

Approved (S. Sharma)

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

4. **MINUTES FROM PREVIOUS MEETING**

5. **Road Safety Committee Minutes - May 29, 2018**

Approved (L. Verwey)

5.1. **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 May 29, 2018, for approval.**

RSC-0027-2018

That funds in the amount of up to \$2000.00, be allocated in the 2019 Council Committees budget for the purchase of a tent and table kit for use by Traffic staff and the Road Safety Committee for events and promotions.

Approved (T. Power)

## 7.2. Final Vision Zero Logo

Councillor Saito provided background information with respect to how we got to this point with the Vision Zero logo and noted that the promotional subcommittee had reviewed and approved the final product. Councillor Saito identified benefits of the design and the ability to showcase the logo on its own or with the names of different municipalities within the Region; Mississauga, Brampton, Caledon and Peel.

Members of the committee engaged in a discussion with respect to the order of the icons with a final consensus that the order remain the as is.

RSC-0028-2018

1. That the Road Safety Committee endorses the Vision Zero logo.
2. That the Vision Zero logo be referred to Council for information.

Approved (S. Sharma)

## 7.4. Right Turning on Red Lights and Pedestrian Education, Sunil Sharma, Citizen Member – Discussion.

This item was discussed before item 7.3. Sunil Sharma, Citizen Member provided background with respect to the intent of this matter, noting he would like the committee to start thinking about whether or not they could recommend that the city look into technical changes to eliminate the right turns on red.

Members of the committee engaged in a discussion with respect to different traffic control options that could be considered to get pedestrians across the road safely without disrupting timing including: length of intersection; advanced crossing signals; the use of bollards; street signage and education. Colin Patterson, Supervisor, Road Safety noted that removing right turns of red lights could increase the cycle length to up to 4 minutes, increasing the likelihood on non-compliance. Mr. Patterson noted, the City is in the process of transitioning the street light equipment to modern technology. Seema Ansari, Technical Analyst, Region of Peel, noted changes are being considered in upcoming capital projects.

RSC-0030-2018

That Traffic staff be directed to work with Peel Regional Police to develop a proposal to address conflicts between motorists and vulnerable road users at intersections and report back to the Road Safety Committee.

Approved (S. Sharma)

7.3. MiWay Bus Advertisements - Resuming work with the Road Safety Promotional Subcommittee and staff to place Road Safety Committee Advertisements on MiWay Buses

Kimberly Hicks, Communications Advisor spoke about the MiWay bus advertisements and noted that September 3 – November 25, 2018, is tentatively booked for the Road Safety Committee. The ads will appear on the tails of 10 buses in total, divided into two separate messages.

Members of the committee engaged in a discussion with respect to the logos, photos and messages that should be included on the ads and noted that too much information can dilute the advertisement. Members suggested including all logos at the bottom of the advertisement with the Road Watch logo being more prominent in message #1. In addition, members would like to see what the advertisements could look like with only the Vision Zero logo. Colin Patterson, Supervisor, Road Safety, cautioned the committee about advertising the Vision Zero logo alone, without an initiative. The following criteria for the design concepts were supported by the committee:

Message # 1: See Distracted or Aggressive Driving? Report it!

Option 1 - Includes:

- Distracted driving photo from stock if available
- Road Watch logo as focal point with Peel Regional Police Road Watch URL
- Road Safety Committee logo
- Vision Zero Mississauga logo
- OPP logo (request permission)
- Peel Regional Police logo (request permission for logo and URL)

Option 2 – Includes:

- Distracted driving photo from stock if available
- Road Watch logo as focal point with Peel Regional Police Road Watch URL
- Vision Zero Mississauga logo only.

Message # 2: Safety at every turn.

Option 1 - Includes:

- Photo from stock of a pedestrian at a crosswalk and a car turning
- Road Watch logo
- Road Safety Committee logo

- Vision Zero Mississauga logo
- OPP logo (request permission)
- Peel Regional Police logo and Road Watch URL (request permission for logo and URL)

Option 2 – Includes:

- Photo from stock of a pedestrian at a crosswalk and a car turning
- Vision Zero Mississauga logo

Ms. Hicks was directed to request Creative Services to develop mock-up advertisements as per the criteria set out. The committee agreed to allow the subcommittee to approve the advertisements by email over the summer to have them ready for September. Allyson D'Ovidio, Legislative Coordinator, reminded the committee to work within a budget of \$6000.00 for all costs associated with the advertisements, as agreed on at the May 29, 2018 Promotional subcommittee meeting.

RSC-0029-2018

That the Road Safety Promotional Subcommittee be authorized to work with Communications and Creative Services staff to approve the design and implementation of MiWay bus advertisements on behalf of the Road Safety Committee for advertisements beginning in September, 2018.

Approved (T. Power)

## 8. **INFORMATION ITEMS**

### 8.1. Distracted Driving Social Media Campaign - Verbal Update, Kimberly Hicks, Communications Advisor (5 Minutes)

Kimberly Hicks, Communications Advisor spoke about the success of the Distract Driving social media campaign that was done in April. Ms. Hicks noted that the boosted post did particularly well. The post included a photo of someone on the phone and had over 16,000 impressions and over 700 people engaged through Facebook and Twitter. Ms. Hicks will provide over all statistics for distribution to the committee.

Members of the committee engaged in a discussion with respect to promoting a social media campaign around the upcoming MiWay bus advertisements. Staff was directed to boost the posts to promote Road Watch.

RSC-0031-2018

That funds in the amount of up to \$200.00 from the 2018 Council Committees budget be allocated to promote a social media campaign with respect to MiWay bus advertisements.

Approved (A. M. Hayes)

8.2. Road Safety Promotional Subcommittee Minutes - May 29, 2018

Approved (T. Power)

8.3. Sample Road Watch Warning Letter - Peel Regional Police

Councillor Ras noted there is little information available to the public about Road Watch and suggested the need for more promotion in the future.

RSC-0032-2018

That the sample Road Watch Warning Letter from the Peel Regional Police, be received for information.

Received (A. Ramlakhan)

8.4. OPP Traffic Complaint Warning Letter Template

RSC-0033-2018

That the OPP Traffic Complaint Warning Letter template, be received for information.

Received (A. Ramlakhan)

8.5. Peel Regional Police Road Watch Statistics - May 2018 - For Receipt

RSC-0034-2018

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

Received (Councillor Ras)

8.6. Pedestrian Crossover Pilot Project (Wards 2, 3, 6, 10, 11), Colin Patterson, Supervisor, Road Safety, Traffic Management. For Information Only.

RSC-0035-2018

That the report dated May 29, 2018 from Geoff Wright, Commissioner of Transportation and Works, entitled, Pedestrian Crossover Pilot Project (Wards 2, 3, 6, 10, 11), be received for information.

Received (A. M. Hayes)

- 8.7. Automated Speed Enforcement (ASE), Colin Patterson, Supervisor, Road Safety, Traffic Management. For Information Only.

RSC-0036-2018

That the report dated May 15, 2018 from Geoff Wright, Commissioner of Transportation and Works, entitled Automated Speed Enforcement (ASE), be received for information.

Received (A. M. Hayes)

- 8.8. Traffic Calming - Sheridan Homelands Neighbourhood and Fieldgate Drive / Bough Beeches Boulevard Neighbourhood (Ward 2 and Ward 3), Colin Patterson, Supervisor, Road Safety, Traffic Management. For Information Only.

RSC-0037-2018

That the report dated May 29, 2018, from Geoff Wright, Commissioner of Transportation and Works, entitled Traffic Calming - Sheridan Homelands Neighbourhood and Fieldgate Drive / Bough Beeches Boulevard Neighbourhood (Ward 2 and Ward 3), be received for information.

Received (A. M. Hayes)

- 8.9. Update on Citizen Member Outreach

Councillor Saito provided background information noting that at a previous meeting, Tony Power, Citizen Member and Vice-Chair, had suggested that members set up a booth at their local community centres to educate the public about road safety and distribute "please slow down" lawn signs.

Sunil Sharma, Citizen Member discussed his recent booth at Rivergrove Community Centre on June 23 and noted a common discussion with residents was they were unaware of Road Watch programs. Mr. Sharma noted that 10 signs were distributed and he will be holding onto the merchandise in hopes of hosting another booth in the coming months. Councillor Saito noted this is a great way to get the message out about the different programs and road safety.

8.10. Road Safety Committee Member Updates

Leonard Verwey, Citizen Member noted the community rides will continue through the summer. Mr. Verwey noted that he had raised the issues with the Cycling Advisory Committee as requested at the last meeting with respect to the gaps the in cycling networks, etc. and concluded that these issues have all been addressed in the cycling Master Plan. Mr. Verwey noted a safety audit is being conducted by the Region and the City as well as a consultant to evaluate the existing conditions of the trails; where there are locations that could use a barrier, where the trail touches the road. Mr. Verwey noted, for timing, we may need to push Council for more funding to expedite output of the many projects. Councillor Saito noted, Matthew Sweet, the Manager of Active Transportation is moving forward quickly and has just bought in a new proposal for an area on Glen Erin Drive between Britannia Road and Derry Road to be included in the 2019 budget.

Mr. Sharma commented on the organization and ridership at the community rides and encouraged members to participate.

9. OTHER BUSINESS - Nil10. DATE OF NEXT MEETING(S) – TBD

Councillor Saito spoke about the engagement of the members and thanked everyone for their hard work and dedication. Councillor Saito noted there are no meetings scheduled at this time however, there could be a meeting called after the election in December, 2018 or January 2019.

11. ADJOURNMENT – 10:59 AM (S. Sharma)