
Road Safety Committee

Date

2019/04/30

Time

9:30 AM

Location

Civic Centre, Committee Room A – 2nd Floor, 300 Civic Centre Drive, Mississauga, Ontario, L5B3C1

Members Present

Councillor Pat Saito, Ward 9 (Chair)

Councillor Stephen Dasko, Ward 1

Councillor Karen Ras, Ward 2

Tony Power, Citizen Member (Vice-Chair)

Anna Ramlakhan, Citizen Member (arrived at 9:32 a.m.)

James Fan, Citizen Member

Thomas Barakat, Citizen Member

Trevor Howard, Citizen Member

Laiq Siddiqui, Citizen Member (Mississauga Cycling Advisory Committee Representative) (left 10:41 a.m.)

Members Absent

Sunil Sharma, Citizen Member

Anne Marie Hayes, Citizen Member

John Walmark, Citizen Member

Tamara Coulson, Citizen Member (Traffic Safety Council Representative)

Agency Representatives/City Staff

Colin Patterson, Supervisor, Road Safety, Traffic Management

Kimberly Hicks, Communications Advisor

Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel

Sergeant Greg Amoroso, Peel Regional Police

Constable Donna Maurice, Peel Regional Police

Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)

Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health

Matthew Aymar, Analyst, Research and Policy, Region of Peel Public Health

Melissa Brabant, Regional Marketing Planner, Ministry of Transportation

Angela Partynski, Technical Analyst, Environmental Education, Region of Peel

William Toy, Supervisor, Traffic Safety, Region of Peel

Joe Avsec, Manager, Traffic and Sustainable Transportation, Region of Peel

Krystal Christopher, Legislative Coordinator, Office of the City Clerk

Find it online

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

1. **CALL TO ORDER** – 9:30 A.M.

2. **APPROVAL OF AGENDA**

Approved (Councillor Ras)

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

4. **MINUTES FROM PREVIOUS MEETING**

4.1. Road Safety Committee Draft Minutes – March 26, 2019

Approved (Councillor Ras)

5. **DEPUTATIONS** – Nil.

6. **PUBLIC QUESTION PERIOD – 15 Minute Limit (5 Minutes per Speaker)**

No members of the public requested to speak.

7. **MATTERS CONSIDERED**

7.1. Strategic Planning Session with Facilitator, Karyn Stock-MacDonald, Business and Innovation Coach

Councillor Saito introduced Karen Stock-MacDonald and briefly provided an overview of her qualifications and experience.

Ms. Stock-MacDonald facilitated the session and assisted the members in brainstorming successes and challenges the committee faced. The members discussed the following: education/ raising awareness; long/short term goals; outreach initiatives; changing driving behaviours/patterns; and how to move road safety forward.

Discussion ensued regarding priorities, similarities in goals and similar goals were grouped together. The following goals were set for the committee: Develop targeted educational campaigns; Advocate to influence Road Safety Policy, Actively implement and promote Road Safety Vision Zero; Leverage technology to get word out; Align safety messages and stakeholders; and measure/evaluate successes. (See Appendix 1 attached to minutes)

8. **INFORMATION ITEMS**

8.1. **Road Safety Committee Member Updates**

Joe Avsec, Manager, Traffic and Sustainable Transportation, Region of Peel spoke to the committee regarding the Vision Zero Task force at the Region of Peel for cyclists and pedestrians. Mr. Avsec spoke to Bike Safety Month in June and aligning the campaign with the City of Mississauga.

Councillor Saito advised it would be best to work with the Mississauga Cycling Advisory Committee for this campaign.

Kimberly Hicks, Communications Advisor, spoke to the committee regarding National Road Safety week in the month of May and that a tweet will be circulated on the City's Twitter page. The message will be canvassed with the committee prior to the tweet being circulated.

8.2. **Update on Citizen Member Outreach**

Anna Ramlakhan, Citizen Member, spoke to her attendance at the Vision Zero working group meeting at the Region of Peel and the pedestrian safety project team.

Colin Patterson, Supervisor, Road Safety, Traffic Management spoke to an upcoming event on the May long weekend and the committee having a representative attend last year.

Councillor Saito spoke to ordering a tent for the committee to use at events. Krystal Christopher, Legislative Coordinator, advised there was a recommendation approved by council to order a tent but one has not yet been ordered.

The committee agreed to the specifications of the tent. Direction was given to the Legislative Coordinator to order the tent for committee use.

9. **OTHER BUSINESS** – Nil.

10. **DATE OF NEXT MEETING(S)** – Tuesday, May 21, 2019

11. **ADJOURNMENT** – 11:44 A.M. (T. Barakat)

Develop targeted Educational Campaigns <i>(Angela Partnyski, Melissa Barbant, Tony Power)</i>	Advocate to influence Road Safety Policy <i>(Councillor Ras, Councillor Dasko, Thomas Barakat, Matt Aymar, Colin Patterson, Trevor Howard, Raymond Chan)</i>	Actively Implement and promote Road Safety Vision Zero	Leverage technology to get word out	Align Safety messages and Stakeholders <i>(Melissa Brabant, Anna Ramlakhan)</i>	Measure and evaluate our Successes
Promotion into ethnic communities	Advocate for 30 km/h speed limit ●●●	Develop a common understanding of Vision Zero	Consistent, uniform , frequent messaging in social media	Alignment of messages	Setting targets – don't let things fall off
Multilingual resources about safe driving ●●	Moving toward advocacy (beyond education) ●	Assist City in identifying improvements to Vision Zero	Network through social media	Having seamless programs with all agencies and stakeholders province wide	Align and streamline data sources for current/accurate information
Education (new Canadians)	Support automated enforcement ●●●	Promote/Increase Vision Zero as a movement	Social media promotion	Road safety calendar	Effective behaviour change (what is it?)
Identify target groups ●●●●●●●●	Insert RSC into policy development ●	Public Charter – RSC Members	YouTube/Twitter	Support annual existing initiatives ●	
Outreach events @ community Centres, place of worship etc., ●●●●	Physical changes to roads to control speeds ●	Promotion of RSC - Logo, outreach, schools open house	Innovation – RSC Application	Instill a culture of safety across all agencies and departments	
Educate teens, seniors, violators ●●	Innovation – road paint ●●		Visual aids and videos		
Campaign – school bus	Better/more effective signage ●				
Courtesy on the Road ●	Encourage alternate transportation				
Educating and reminding on new and enhanced safety programs	Transforming sidewalks to multi-use trails ●				
	Targeted giveaways●				
	Align road safety w/ sustainable programs●●●				
	Active Transportation – support planned activities ●				

● - Indicates Priorities