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## Road Safety Promotional Subcommittee

**Date**

2019/06/19

**Time**

2:40 PM

**Location**

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

**Members Present**

Councillor Pat Saito, Ward 9 (Ex-Officio)  
Anna Ramlakhan, Citizen Member  
Anne Marie Hayes, Citizen Member

**Members Absent**

Tony Power, Citizen Member

**Agency Representatives/City Staff Present**

Kimberly Hicks, Communications Advisor  
Angela Partynski, Technical Analyst, Environmental Education, Region of Peel  
Megan McCombe, Supervisor, Environmental Education, Region of Peel  
Katya Seckar, Education Specialist, Environmental Education, Region of Peel  
Roger Silva, Traffic Analyst, Region of Peel  
Krystal Christopher, Legislative Coordinator, Legislative Services

**Contact**

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**Find it Online**

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

1. **CALL TO ORDER** – 2:40 PM

Krystal Christopher, Legislative Coordinator, called the meeting to order at 2:40 PM

2. **APPOINTMENT OF CHAIR**

Councillor Pat Saito nominated Anna Ramlakhan, Citizen Member as Chair of the Road Safety Promotional Subcommittee. Ms. Ramlakhan accepted the nomination but agreed to share the role of chair with Anna Marie Hayes, Citizen Member. Ms. Hayes accepted the nomination of co-chair with Ms. Ramlakhan.

Krystal Christopher, Legislative Coordinator, spoke to the Promotional Subcommittee Terms of Reference being amended to include up to 2 (two) chairs.

**RECOMMENDATION**

RSC-0030-2019

That the Road Safety Promotional Subcommittee Terms of Reference be amended to include 2 (two) chairs on the Promotional Subcommittee.

**RECOMMENDATION**

RSC-0031-2019

That Anne Marie Hayes, Citizen Member and Anna Ramlakhan, Citizen Member be appointed as Chair of the Road Safety Promotional Subcommittee until the end of the Council term, November 14, 2019 or until a successor is appointed.

Approved (Councillor Saito)

3. **APPROVAL OF AGENDA**

Anna Ramlakhan took over as Chair of the meeting.

Approved (A. Hayes)

4. **MATTERS CONSIDERED**

4.1. **Discussion of Pedestrian Safety Awareness Campaigns**

Anna Ramlakhan, Citizen Member, spoke to the Vision Zero Pedestrian Working Group meeting held on June 7<sup>th</sup>, 2019 at the Region of Peel.

Katya Seckar, Education Specialist, Environmental Education, Region of Peel spoke to statistics relating to collisions involving pedestrians and highlighted the following: driver action; vehicle maneuver to cause injury; driver condition; right of way; pedestrians age; and emergency room visits.

Members of the Committee engaged in a discussion regarding: crosswalk signals; collision statistics involving pedestrians; distracted driving; pedestrian attitudes and behaviours while walking; demographic age for campaign focus; campaigns to educate pedestrians and drivers; and promotional materials.

The Promotional Subcommittee spoke to the following ideas for campaigns:

- Messages on screensavers at the library
- Messages on washroom stalls
- Distribute cards/promotional materials at community centres
- Phone messages for 3-1-1 Call Centre
- Promotional videos
- Left/Right turn messages on mobile signs
- School bus ads and working with schools for education
- Working with Canadian Automobile Association (CAA) and Ministry of Transportation (MTO)

The committee spoke to left/right turns, distracted pedestrians and education on pedestrian safety for drivers and pedestrians as being the main areas of focus. The committee spoke to a deadline of July to come up with a plan to bring forward to the Region of Peel.

4.2. Anne Marie Hayes, Citizen Member, regarding promotional videos

Anne Marie Hayes, Citizen Member, spoke to using promotional videos for education and raising awareness. Ms. Hayes noted that when the committee is ready, she has a team who can work with the committee to create promotional videos at a reduced cost.

5. **OTHER BUSINESS** - Nil
6. **DATE OF NEXT MEETING(S)** - TBD
7. **ADJOURNMENT** – 4:36 PM ( A. Hayes)