
Road Safety Promotional Subcommittee

Date

2019/09/13

Time

9:00 AM

Location

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

Members

Anna Ramlakhan, Citizen Member
Anne Marie Hayes, Citizen Member
Tony Power, Citizen Member

Agency Representatives/City Staff

Kimberly Hicks, Communications Advisor
Angela Partynski, Technical Analyst Environmental Education, Region of Peel

Contact

Allyson D'Ovidio, Legislative Coordinator, Legislative Services
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<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 Promotional Subcommittee Minutes – June 19, 2019
5. **MATTERS TO BE CONSIDERED**
 - 5.1. Discussion on the Region of Peel Vision Zero initiatives and Committee support
6. **INFORMATION ITEMS**
7. **OTHER BUSINESS**
8. **DATE OF NEXT MEETING(S) – TBD**
9. **ADJOURNMENT**

City of Mississauga
Minutes



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

Krystal Christopher, Legislative Coordinator, Legislative Services
905-615-3200 ext. 5411 krystal.christopher@mississauga.ca

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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 7th, 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)