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## Road Safety Committee

### Date

2019/09/24

### Time

9:30 AM

### Location

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

### Members

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

Anne Marie Hayes, Citizen Member

John Walmark, Citizen Member

James Fan, Citizen Member

Sunil Sharma, Citizen Member

Thomas Barakat, Citizen Member

Trevor Howard, Citizen Member

Laiq Siddiqui, Citizen Member (Mississauga Cycling Advisory Committee Representative)

Sushil Kumra, Citizen Member (Traffic Safety Council Representative)

### Contact

Allyson D'Ovidio, Legislative Coordinator, Legislative Services

905-615-3200 ext. 8587 [allyson.dovidio@mississauga.ca](mailto:allyson.dovidio@mississauga.ca)

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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 - June 25, 2019

5. **DEPUTATIONS**

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**

7.1. Bikes, E-Bikes and Scooters – Expanding Mississauga’s Transportation Options.  
Matthew Sweet, BA, Manager, Active Transportation (30 minutes)

7.2. Road Safety Committee Work Plan and Social Media Calendar

7.3. Promotional Awareness Campaigns:

1. Slow Down Lawn Signs, and;
2. October Pedestrian Safety Month

7.4. Recommendations for the Road Safety Promotional Subcommittee Meeting on September 13, 2019, for approval.

**RECOMMENDATION**

RSC-0033-2019

That Seema Ansari, Technical Analyst, Region of Peel (non-voting) be appointed to the Promotional Subcommittee of the Road Safety Committee.

7.5. Road Safety Promotional Subcommittee Minutes - September 13, 2019

8. **INFORMATION ITEMS**

8.1. Vision Zero Conference ( Verbal Update - Councillor Saito)

8.2. Bike Lanes Tenth Line (Councillor Saito)

8.3. Update on Citizen Member Outreach

8.4. Road Safety Citizen Member Updates

9. **OTHER BUSINESS**

10. **DATE OF NEXT MEETING(S)** –

\*Please note; the October 29, 2019 meeting will be rescheduled.

11. **ADJOURNMENT**

# City of Mississauga

# Minutes



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## Road Safety Committee

**Date**

June 25, 2019

**Time**

9:34 a.m.

**Location**

Council Chamber, 2<sup>nd</sup> Floor, Civic Centre, 300 City Centre Drive, Mississauga, ON L5B3C1

**Members Present**

Councillor Stephen Dasko, Ward 1  
Councillor Karen Ras, Ward 2  
Anna Ramlakhan, Citizen Member  
John Walmark, Citizen Member  
Sunil Sharma, Citizen Member  
Thomas Barakat, Citizen Member  
Sushil Kumra, Citizen Member (Traffic Safety Council Representative)

**Members Absent**

Councillor Pat Saito, Ward 9, (Chair)  
Tony Power, Citizen Member, (Vice-Chair)  
Anne Marie Hayes, Citizen Member  
James Fan, Citizen Member  
Trevor Howard, Citizen Member  
Laiq Siddiqui, Citizen Member (Mississauga Cycling Advisory Committee Representative)

**Agency Representatives/City Staff**

Colin Patterson, Supervisor, Road Safety, Traffic Management  
Will Wright, Road Safety Technologist, Traffic Management  
Kimberly Hicks, Communications Advisor  
Seema Ansari, Technical Analyst, Traffic Safety, Region of Peel  
Sergeant Greg Amoroso, Peel Regional Police  
Sergeant Sean Cole, Operational Support, Highway Safety Division, OPP (Port Credit)  
Constable Donna Maurice, Peel Regional Police  
Matthew Aymar, Analyst, Research and Policy, Region of Peel Public Health  
Sandra Fitzpatrick, Manager, Chronic Disease and Injury Prevention Peel Public Health  
Angela Partynski, Technical Analyst, Environmental Education  
Raymond Chan, Government Relations Specialist, CAA  
Joe Avsec, Manager, Traffic and Sustainable Transportation, Region of Peel  
William Toy, Supervisor, Traffic Safety, Region of Peel  
Krystal Christopher, Legislative Coordinator, Legislative Services

Find it online

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

1. **CALL TO ORDER**

In absence of the Chair and Vice-Chair, Councillor Ras called the meeting to order at 9:34 a.m.

2. **APPROVAL OF THE AGENDA**

Councillor Ras noted an addition to the agenda of the Road Safety Promotional Subcommittee Recommendations (Item 7.7.) and noted that Item 8.1 would be brought forward as the Peel Regional Police officers would like to address the committee and have to depart early.

Approved (S. Sharma)

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

4. **MINUTES FROM PREVIOUS MEETING**

4.1. Road Safety Committee Draft Minutes – May 21, 2019

Approved (A. Ramlakhan)

5. **DEPUATIONS**

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

8.1. **Road Safety Committee Member Update**

Sergeant Greg Amoroso and Constable Donna Maurice, Peel Regional Police spoke to the committee regarding the Road Watch Program and removing the program so it could be revamped. Constable Maurice and Sergeant Amoroso expressed their concerns with the program and how it is being used.

Members of the committee engaged in a discussion regarding the Road Watch Program, ways to revamp the program and the Road Watch Program in other municipalities. Members of the committee supported Constable Maurice and Sergeant Amoroso in removing the program until it is revamped.

**7. MATTERS CONSIDERED****7.1. Vision Zero Conference (Verbal Update)**

Colin Patterson, Supervisor, Road Safety, Traffic Management gave a brief overview of the Vision Zero Conference and spoke to the research items that were presented at the conference. William Toy, Supervisor, Traffic Safety, Region of Peel, also provided an overview of the Vision Zero Conference and spoke to distracted driving being one of the areas of discussion at the conference.

Members agreed to have this matter put on the next Road Safety Committee agenda.

**7.2. Road Safety Promotional Subcommittee Meeting, June 19, 2019 (Verbal Updated)**

Item 7.2 and Item 7.7 were discussed together.

**7.7. Road Safety Promotional Subcommittee Recommendations**

Anna Ramlakhan, citizen member, provided an overview Vision Zero Pedestrian Task Force meeting at the Region of Peel and the Road Safety Promotional Subcommittee meeting. Ms. Ramlakhan spoke to the areas of focus for the promotional subcommittee, right/left turns and education on pedestrian safety.

**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 (S. Sharma)

**7.3. Bike Lanes on Tenth Line**

This matter was deferred to the next meeting.

**RECOMMENDATION**

RSC-0032-2019

That the agenda item regarding Bike Lanes on Tenth Line be deferred to a future meeting.

Approved (Councillor Dasko)

7.4. Family Fun Day Event (Verbal Update)

Anna Ramlakhan and Sunil Sharma, citizen members, spoke to the Family Fun Day Event and the outreach/education that was done at the event to residents. Mr. Sharma raised concerns regarding the lack of promotional items and spoke to working with Traffic Safety Council and Mississauga Cycling Advisory Committee members for outreach.

7.5. Road Side Memorials (Verbal Update)

Councillor Ras raised a question regarding the policy that is in place for Road Side Memorials for local municipalities. William Toy, Supervisor, Traffic Safety, Region of Peel noted that most municipality's policy for road side memorials aligned and spoke to the location of the road side memorial.

Members engaged in a discussion regarding symbols, location, size and type of roadside memorials that could be used and the removal of roadside memorials after a period of time.

7.6. Road Safety Promotional Materials

Sunil Sharma, citizen member, spoke to the lack of promotional items to promote Vision Zero and the City having a Vision Zero webpage. Kimberly Hicks, Communications Advisor, noted that the City is currently transitioning to a new website and will not be adding anything new until it is completed.

Committee members engaged in a discussion regarding the kinds of promotional items needed for the Road Safety Committee. The committee agreed to look into attaining more promotional items in the Fall.

Colin Paterson, Supervisor, Road Safety spoke to the role of Vision Zero within the Transportation Master Plan. Joe Avsec, Manager, Traffic and Sustainable Transportation, Region of Peel, spoke to the statistics on the Red Light Camera program.

8. **INFORMATION ITEMS**

8.2. Road Safety Committee Member Outreach

Sunil Sharma, Citizen Member, provided the committee an update regarding the Mississauga Cycling Advisory Committee (MCAC) and spoke to MCAC concerns with some of the bicycle lanes in the City.

Sushil Kumra, Citizen Member, provided the committee an update regarding the Traffic Safety Council and spoke to the Walk to School program and surveying of areas that request crossing guards.

Colin Patterson, Supervisor, Road Safety spoke to revamping the slow down lawn signs. Mr. Patterson provided the committee some examples of lawn signs used in other municipalities and noted that he will be working with Creative Services to create new signs.

The committee engaged in a discussion regarding the possible colours, designs and messages to be used for the lawn signs and agreed on specifications. Direction was given to Mr. Patterson to work with the Creative Services team to come up with options of the lawn signs for the committee to choose from.

Kimberly Hicks, Communications Advisor, spoke to an upcoming photoshoot to capture images for the Road Safety Committee to use for promotional campaigns. Ms. Hicks asked the committee members to contact her if they are interested in participating.

8. **OTHER BUSINESS** – Nil.
9. **DATE OF NEXT MEETING:** Tuesday, September 24, 2019
10. **ADJOURNMENT:** 11: 17 A.M.



## **Kick Style Electric Scooter (E-Scooter)**

### **Background:**

The Ministry of Transportation (MTO) is strongly committed to promoting the highest standards of safety for all Ontarians who travel on our roads, including drivers, cyclists, and pedestrians, and will continue working with all our partners on measures that enhance this objective. Trends and technology are evolving, with new forms of vehicles such as e-scooters entering the market.

MTO is interested in new and environmentally-friendly vehicles, however it is important that new vehicles are constructed with appropriate safety features to allow safe integration with all other road users.

MTO is considering the following proposal and invites you to submit your comments for consideration.

### **E-Scooters**

E-scooters have been launched in more than 125 cities across the United States. They represent a new way for residents to get around their communities, are seen as providing first and last mile connections to transit, and represent an opportunity to reduce traffic congestion.

E-scooters are currently not permitted to operate on roads in Ontario as they do not meet any federal or provincial safety standards for on-road use. These devices may only be operated where Ontario's Highway Traffic Act (HTA) does not apply such as private property.

The ministry is interested in exploring the feasibility of these vehicles safely integrating with other road users while promoting road safety and fostering business innovation in the province.

MTO is soliciting public comment on potentially permitting the use of e-scooters on roads in Ontario as part of a pilot project. This will allow the ministry to ensure e-scooters can be safely integrated with other road users before a final, permanent, regulatory decision is made.

**Proposed E-Scooter Pilot Framework:****Pilot Duration:**

The length of the pilot will be for a prescribed period of 5 years, to ensure sufficient time to effectively monitor and evaluate the pilot results.

**Operator/Rider/Vehicle Requirements Include:**

- Can operate on-road similar to where bicycles can operate; prohibited on controlled access highways
- Minimum operating age 16
- Bicycle helmet required for those under 18 years old
- No passengers allowed
- Maximum operating speed 32 km/h
- No pedals or seat allowed
- Must have 2 wheels and brakes
- Maximum wheel diameter 17 inches
- Must have horn or bell
- Must have front and back light
- Maximum weight 45kg and Maximum power output 500W

**Data Collection:**

- Municipalities to remit data to the province, as requested



**City of Mississauga**  
Transportation and Works Department  
300 City Centre Drive  
MISSISSAUGA ON L5B 3C1  
mississauga.ca

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Ministry of Transportation  
Road Safety Policy Office  
Safety Policy and Education Branch  
87 Sir William Hearst Avenue  
Building "A", Room 212  
Toronto, Ontario  
M3M 0B4

September 12, 2019  
Re: Kick Style Electric Scooter (e-scooters) - Proposal #19-MTO026

Greetings,

Thank you for the opportunity to provide comments on behalf of the City of Mississauga on the Ministry of Transportation's proposed e-scooter pilot framework.

The City's recently adopted Transportation Master Plan includes an action item specifically related to the issue of e-scooters, namely Action 22 which calls for the creation of a "micromobility policy framework". The City has a keen interest in the issue of "micromobility", shared modes of transportation used for short distances using vehicles weighing less than 500 kilograms. This field is experiencing a rapid surge in both scale and scope, and technology is rapidly evolving. The most recent innovation in this field, starting in 2017, is the introduction of e-scooter share systems. Any steps to permit e-scooters to operate within the public right-of-way must be mindful that e-scooters are a very recent innovation and develop frameworks accordingly, which are flexible enough to allow the Province and municipalities to respond to changes in technology, in order to be agile and adaptive.

City staff's comments follow, first with some general comments, and then specific comments on the subsections in the Proposed Framework section of the MTO's background document:

#### General Comments

The municipality must be given the authority to further regulate the use of e-scooters on municipal roads, and the ability to tailor local bylaws accordingly. These customizations would relate to considerations for seasonality, maintenance standards, instituting modified regulations in areas of significance (ie downtowns, BIAs, parks), and others. For example, in New York State, local cities or towns are able to "further regulate the time, place and manner of the operation of electric scooters, and may limit prohibit the use thereof in specified areas, or prohibit entirely the use of electric scooters".

The Province should indemnify local municipalities during the pilot phase, unless there is an opt-out mechanism or other tools to absolve the municipality of liability.

#### Pilot Duration

The pilot duration should be reduced from 5 years to a maximum of 2 years. Technology and innovation in this field is happening too fast for a pilot phase of 5 years to be able to properly evaluate. There should also be the ability for the Province to cancel or modify the pilot program early in case of safety or other concerns. Municipalities should also have the ability to opt out of the pilot program early or entirely in case of safety or other concerns.

#### Operator / Rider / Vehicle Requirements

Specific language needs to be developed about where e-scooters will be permitted to operate. It is important to note that individual municipalities have the authority to restrict or permit bicycle use on sidewalks and other areas of significance. Municipalities should have the same authority over e-scooters during the pilot phase. The City would have significant concerns if e-scooters were permitted on the sidewalk, related to maintenance standards implications, particularly winter maintenance, and safety issues created by the speed differential between scooters and pedestrians.

Age restrictions have proven difficult to enforce and are frequently violated in other jurisdictions (Electric Scooters Sent Nearly 250 Riders to L.A. Emergency Rooms Last Year. Is That a Lot?, 2019; PBOT 2018: E-Scooter Findings Report, 2018 ; The Secret Life of Teen Scooter Outlaws, 2018). With this in mind, it may be preferable to allow for younger users in order to account for their safety when planning permanent regulations.

All users should be required to wear a helmet. While the proposal to have only users under 18 wear helmets is consistent with the existing regulations for bicycles, e-scooters have a very challenging safety record in many jurisdictions in the short time since their introduction, and the MTO should acknowledge that and react accordingly by requiring all users to wear a helmet. For example, the e-scooter pilot in Portland, Oregon found that there were many injuries resulting from e-scooter use; based on statewide emergency department visit data, there were 176 scooter related ER visits during a four month period, representing 5% of traffic injuries in that period, mostly the result of falls rather than collisions (PBOT: E-Scooters Findings Report, 2018).

The maximum speed of e-scooters should be between 20-25 km/h. This matches the direction in other jurisdictions. For example, in Montreal the maximum speed is 20 km/h and is reduced to 8 km/h in the City Centre; in Calgary, the maximum assisted speed on flat ground is also 20 km/h.

#### Data Collection

The MTO should work with municipalities to develop specific metrics for reporting in order to guarantee a meaningful and success pilot phase. Examples of possible metrics could include those shown in Appendix 1 – Measures and Indicators for Measuring Success in Micromobility Systems, attached at the bottom of this letter.

Critically, MTO's collision reporting framework / template must be updated to include e-scooters; Police agencies must be engaged to collect the data and given the tools and training to collect the data accurately. The importance of the pilot period and accurate evaluation needs to be communicated.

Rights of use for the data should be clearly spelled out during the pilot phase. If there are more evaluation factors than simply safety (such as rider demographic data, trip purpose etc), the ownership of that data should remain with the municipalities, with transparency demonstrated to e-scooter users over the uses of the data and the intention / requirement to share with the Province.

If you have any questions about the above, please do not hesitate to contact me.

Sincerely,

Matthew Sweet  
Manager, Active Transportation, City of Mississauga

### Appendix 1 - Measures and Indicators for Measuring Success in Micromobility Systems

Measure	Indicator(s)
Climate	<ul style="list-style-type: none"> <li>• Greenhouse gases</li> </ul>
Health	<ul style="list-style-type: none"> <li>• Air quality</li> <li>• Physical activity</li> </ul>
Economy	<ul style="list-style-type: none"> <li>• Congestion</li> <li>• Local economic activity</li> </ul>
Safety	<ul style="list-style-type: none"> <li>• Road injuries and crashes per million</li> <li>• User compliance with rules and regulations</li> </ul>
Access	<ul style="list-style-type: none"> <li>• Average device density per square km of service area</li> <li>• Device location to jobs, transit etc</li> </ul>
Ridership	<ul style="list-style-type: none"> <li>• Trip purpose</li> <li>• Trip length</li> <li>• Mode share</li> <li>• Total trips</li> <li>• Average trip per device</li> <li>• Average daily trips per 100,000 residents</li> </ul>
Parking Compliance	<ul style="list-style-type: none"> <li>• Percent of devices improperly parked</li> <li>• Percent of devices blocking access</li> </ul>
Maintenance	<ul style="list-style-type: none"> <li>• Percent of devices in good working order</li> <li>• Percent of devices with safety hazards</li> <li>• Instances of website/app down time</li> <li>• Percent of critical stations full or empty (if using stations)</li> </ul>
Equity	<ul style="list-style-type: none"> <li>• Percent of trips starting in underserved communities</li> <li>• Percent of devices distributed in underserved communities daily</li> <li>• Percent of users using alternative access services (text-to, low-income passes, cash payment etc)</li> </ul>

<b>Road Safety Calendar</b>		
<b>Month</b>	<b>Campaign</b>	<b>Website</b>
January	Distracted Driving Blitz (TPS) 1 -20	
February		
March	Distracted Driving Campaign – March Break (OPP)	
April	Sharetheroad – 1-2 Ontario Bike Summit Focus Seatbelt – 19-22 (OPP blitz coincides with Easter long weekend)	Sharetheroad.ca
May	Canada Road Safety Week (Canadian Association of Chiefs of Police) – 14-20 National Summer Safety Week (Canada Safety Council) – 1-7 National Road Safety Week (Canada Safety Council) 14-20 Road Safety Challenge (MTO) – Date TBC	Cacp.ca  Canadasafetycouncil.org  Ontario.ca/transportation
June	Safe Kids Week (Parachute) – 3-9 Canada Day Long Weekend (OPP) – (focus on aggressive driving) 28-July 1 (OPP)	Parachutecanada.org
July	National Injury Prevention Day (Parachute) - 5	
August	Operation Move Over (OPP) - 2-5 (Civic Day long weekend) Operation Safe Trucking (OPP) – 18-24 Focus Distracted Driving (OPP) -30 – Sept. 2 (Labour Day long weekend)	
September	National Trucking Week (Canada Trucking Alliance) – 1-7 Rail Safety Week ( ) – 22-18 (Operation Lifesaver) Pedestrian Safety campaign (PRP) – Sept 16 Road Safety Superhero	Cantruck.ca  <a href="https://twitter.com/PeelPoliceMedia/status/1173677689884033026">https://twitter.com/PeelPoliceMedia/status/1173677689884033026</a>
October	Fall Seatbelt Campaign (OPP/MTO) 2-11 Operation Impact (CACP/Transport Canada) 11-14 National School Safety (Canada Safety Council) – 17-23 School Bus Safety Week (ORBA) – 21-	

	25 National Teen Driver Safety Week (Parachute) – 22-27	
November	Pedestrian Safety Month – 1-30 Project Red Ribbon (MADD) 1 – Jan 2020	MADD – Project Red Ribbon Madd.org Festive RIDE Campaign - OACP
	Festive R.I.D.E. Campaign (OACP) - 23-Jan. 2, 2020	
December	National Safe Driving Week (Canada Safety Council) 1-7	<a href="https://canadasafetycouncil.org/category/campaigns/road-safety-week/">https://canadasafetycouncil.org/category/campaigns/road-safety-week/</a>

**General campaigns being done elsewhere:**

Road Safety Campaign 2019 – You’re a Road Safety Superhero (Peel Regional Police)

Bicycle Safety Campaign (City of Toronto)

<https://www.toronto.ca/services-payments/streets-parking-transportation/road-safety/vision-zero/educational-campaigns/bicycle-safety-campaign/>

Please Slow Down Lawn Sign Campaign (City of Toronto and City of Mississauga) (April 1-Nov. 30)

<https://www.toronto.ca/services-payments/streets-parking-transportation/road-safety/vision-zero/educational-campaigns/fall-safety-campaign/>

Stay Alert/Stay Safe Campaign

<https://www.toronto.ca/services-payments/streets-parking-transportation/road-safety/vision-zero/educational-campaigns/stay-alertstay-safe-campaign/>

Bumper Magnet Campaign (City of Toronto) – keeping pedestrians and cyclists safe

<https://www.toronto.ca/services-payments/streets-parking-transportation/road-safety/vision-zero/educational-campaigns/bumper-magnet-campaign/>

#### 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.



City of Mississauga  
**Minutes**



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## Road Safety Promotional Subcommittee

**Date**

2019/09/13

**Time**

9:06 AM

**Location**

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

**Members Present**

Councillor Pat Saito, Ward 9 (Ex-Officio) – Left 9:27am  
Anna Ramlakhan, Citizen Member  
Anne Marie Hayes, Citizen Member  
Tony Power, Citizen Member

**Members Absent - Nil****Agency Representatives/City Staff Present**

Seema Ansari, Technical Analyst, Region of Peel  
Matthew Aymar, Analyst, Research and Policy, Public Health, Region of Peel  
Jeremy Harris, Supervisor, Environmental Education  
Angela Partynski, Technical Analyst, Environmental Education, Region of Peel  
Roger Silva, Traffic Analyst, Region of Peel  
Kimberly Hicks, Senior Communications Advisor  
Allyson D'Ovidio, Legislative Coordinator, Legislative Services  
Krystal Christopher, Legislative Coordinator, Legislative Services

**Contact**

Allyson D'Ovidio, Legislative Coordinator, Legislative Services  
905-615-3200 ext. 8587 [allyson.dovidio@mississauga.ca](mailto:allyson.dovidio@mississauga.ca)

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1. **CALL TO ORDER** – 9:06 AM

Anna Ramlakhan, Citizen Member, called the meeting to order at 9:06 AM.

2. **APPROVAL OF AGENDA**

The order of the agenda was amended and the following items were added:

5.2. Discussion on Road Safety Committee Messaging, Councillor Saito

5.3. Establishing Parameters, All

**Approved** – (A.M. Hayes)

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

4. **MINUTES FROM THE PREVIOUS MEETING**

4.1. Road Safety Promotional Subcommittee Minutes – June 19, 2019

**Approved** – (A.M. Hayes)

5. **MATTERS TO BE CONSIDERED**

5.2. **Discussion on Road Safety Committee Messaging, Councillor Saito**

Councillor Saito spoke about the Please Slow Down lawn signs noting that the final product, a blue and yellow sign, was not a reflection of the Road Safety Committee colours, black and yellow. Further, Councillor Saito noted the importance of being consistent with messaging and the use of colours on promotional materials and campaigns. The Committee Members discussed the possibility of revisiting the design of the signs through the Road Safety Promotional Subcommittee and requested that staff follow up on the status of the new signs at a future meeting.

Councillor Saito requested that the Committee Members have a discussion with respect to setting parameters for the future production of promotional materials and campaigns in order to establish a consistent message from the City of Mississauga. Further, Members of the Committee discussed the possibility of working alongside the Region of Peel to develop campaigns that have similar messaging of Vision Zero.

### 5.1. Discussion on the Region of Peel Vision Zero Initiatives and Committee Support

Angela Partynski, Technical Analyst, Environmental Education, Region of Peel, gave a presentation which highlighted the outcomes from their last meeting and the 2019 Pedestrian Safety Month Campaign. Ms. Partynski discussed the feedback received from their membership, noting the key areas such as: being empathetic; sharing personal stories; focussing on schools; the appetite to create a video as well as multi-language messaging. Ms. Partynski discussed current and future awareness tactics taking place such as: interactive activities; Twitter Campaigns; Instagram; Peel e-newsletter; mobile signs; the parent newsletter and possible next steps.

Members of the Committee engaged in a discussion with respect to the news release and social media messages presented by the Region of Peel and suggested that statistics be included in messages where possible. Communications staff will follow up on how the City of Mississauga might support the Region's Pedestrian Safety month campaign at a future meeting of the Road Safety Committee.

Members of the Committee engaged in a discussion about membership on the Road Safety Promotional Subcommittee. Seema Ansari, Technical Analyst, Region of Peel, noted her interest in participating as a Member. Members of the Committee made a recommendation that Ms. Ansari be appointed to the Subcommittee.

#### RECOMMENDATION

RSC-0033-2019

That Seema Ansari, Technical Analyst, Region of Peel (non-voting) be appointed to the Promotional Subcommittee of the Road Safety Committee.

Approved – (A.M. Hayes)

### 5.3. Establishing Parameters, All

Members of the Committee engaged in a discussion about the Pedestrian Safety month campaign of the Region of Peel. Tony Power, Citizen Member, requested that clarification be provided on how traffic signals work in an effort to aid in the education on safe street crossing. Seema Ansari, Technical Analyst, Region of Peel advised that the Region of Peel has post cards with respect to the traffic light process. Ms. Ansari was asked to provide cards for the next Road Safety Committee meeting. Region of Peel Staff noted that this card is under review.

Kimberly Hicks, Senior Communications Advisor, City of Mississauga, spoke about the visioning session had by the Road Safety Committee in early 2019. Ms. Hicks will provide a calendar of events from the Ministry of Transportation, Peel Police, etc., for the next Road

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Safety Committee meeting to assist in developing a future campaign.

Members of the Committee discussed previous initiatives such as the messages on City of Mississauga bus tails and the effectiveness of such a campaign.

6. **OTHER BUSINESS** – Nil
7. **DATE OF THE NEXT MEETING(S)** - TBD
8. **ADJOURNMENT** – 10:42 AM (A. M. Hayes)

DRAFT

**From:** Pat Saito  
**To:** [Geoff Wright](#)  
**Cc:** [Chris Fonseca](#); [Krystal Christopher](#)  
**Subject:** Bike lanes Tenth Line  
**Date:** 2019/06/19 11:11:13 AM

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Geoff sending to you as this covers traffic as well as active Transportation.

I have bike lanes along Tenth Line..painted lines. Every single day I end up behind motorists who are driving IN the lanes..mainly to avoid catch basins in road but even where there are none they are driving far to the right and in full half of bike lanes.

These lanes are not busy with cyclists but it is getting to be the norm for drivers to be in them and this is so dangerous.

I was ordering if we could install occasional flexible posts along this route..perhaps every 20 feet or more to let drivers know they are not to be on them. Signs are not working, paint doesn't work and I think the only safe thing is to have physical means installed. I think they could be spaced far apart as the main goal is to indicate the lanes are not for driving in.

Could you please have staff review and get back to me. I am sharing with Councillor Fonseca and asking Cycling Committee to discuss and asking Clerk to put item on our next Road Safety meeting.

Thanks  
Pat

Councillor Pat Saito, Ward 9  
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