

Terms of Reference

Road Safety Promotional Subcommittee

Background

The Road Safety Committee provides a community perspective on road safety issues, promotes public awareness and education for road safety initiatives and programs, with an aim to enhance community participation and cooperation. At its meeting held on February 27, 2018, the committee agreed to establish a promotional subcommittee to work with staff and stakeholders to develop promotional material and a social media campaign.

Mandate

The Road Safety Promotional Subcommittee (RSP Subcommittee) will develop materials including but not limited to brochures, social media messages and a new logo.

Appointed members are expected to participate in promotional events on a regular basis to raise awareness related to road safety to residents and business.

Objectives/Goals

The objective of the RSP Subcommittee is to develop materials and messages for the Road Safety Committee to promote road safety for all methods of transportation, including pedestrian, cyclist and vehicular traffic.

Through the creation of various initiatives and programs, the Committee will regularly disseminate information to the public on various road safety issues.

Procedures and Frequency of Meetings

All Committees are subject to Council Procedure By-law, which outlines the procedures for Council and Committee meetings.

http://www7.mississauga.ca/documents/bylaws/procedural_by-law_2013.pdf

The Road Safety Promotional Subcommittee will meet as required as determined by the Committee.

All recommendations from the Subcommittee will be communicated to the parent Road Safety Committee on the next available agenda.

Membership

All members are subject to the Code of Conduct and Complaint Protocol for Local Boards.

http://www7.mississauga.ca/documents/CityHall/pdf/2014/Local_Boards_Code_of_Conduct.pdf.

and Corporate Policy 02-01-01: Citizen Appointments to Committees, Boards and Authorities. <http://inside.mississauga.ca/Policies/Documents/02-01-01.pdf>

The Road Safety Promotional Subcommittee shall be comprised of:

- Members appointed by the Road Safety Committee

In addition to the Council appointed members of the Subcommittee, the following are non-voting members who may serve as a resource to the Subcommittee:

- Peel Regional Police;
- Ontario Provincial Police;
- Ministry of Transportation Ontario Road Safety Marketing Branch;
- Peel Region Traffic Safety;
- Region of Peel Health Unit;
- City of Mississauga Traffic Staff;
- Region of Peel Traffic Staff;
- Communications Representative.

In addition, other agencies, organizations and staff may be invited to attend as required.

Role of Chair

The Chair of the Subcommittee will be appointed at the first meeting of the Subcommittee and can be comprised of up to 2 (two) chairs.

The role of the Chair is to:

1. Preside at the meetings of Road Safety Promotional Subcommittee using City of Mississauga's Procedure By-law, and keep discussion on topic.
2. Provide leadership to the Road Safety Promotional Subcommittee to encourage that its activities remain focused on its mandate as an Advisory Committee of Council.
3. Review agenda items with the Committee Coordinator.
4. Recognize each Member's contribution to the Committee's work.
6. Liaise with the Supervisor of Road Safety and Communications Staff as required.

Role of Committee Members

The role of Committee Members is to:

1. Ensure that the mandate of the Road Safety Promotional Subcommittee is being fulfilled.
2. Actively participate in the promotion of road safety at the city or other events as determined by the Committee.
3. Notify the Committee Coordinator if they are unable to attend meetings to ensure that quorum will be available for all meetings.

Quorum

1. Quorum of the Subcommittee shall be reached with the presence of a majority of the appointed and elected members, at a time no later than thirty (30) minutes past the time for which the beginning of the meeting was scheduled and so noted on the agenda or notice of the meeting.
2. The issuance of an Agenda for a meeting of this subcommittee will be considered as notice of that meeting unless otherwise advised by the Chair or Legislative Coordinator.