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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**

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

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)