



# VISIONZERO

Mississauga

## Action Plan 2021



MISSISSAUGA

## Introduction

In Mississauga, no loss of life on our roadways is acceptable. Ensuring the safety of all road users is critical when making decisions about developing and updating our transportation network. The Vision Zero approach prioritizes safety for all road users by slowing speeds, educating people and enforcing laws to support safer behaviour on the roads. The Vision Zero approach to road safety started in Sweden in 1997. Since then, it has been adopted by many cities across the world, including Peel Region and Mississauga.



### VISION ZERO COMMITMENT

In 2018, the City of Mississauga officially committed to Vision Zero through a Council-approved motion. That means city staff and elected officials are working toward a goal of ZERO fatalities and serious injuries from collisions on city streets.

**0 FATALITIES**  
**0 SERIOUS INJURIES**

The Vision Zero approach acknowledges that people make mistakes and that the transportation system needs to be designed and operated in a way that mitigates the negative impacts of human error. To do this, the Vision Zero approach relies on data-driven decision making to provide a safe and equitable transportation network that protects all users, with specific emphasis on the most vulnerable users of our roads like pedestrians and cyclists.

The City of Mississauga (“the City”) has developed this *Vision Zero Action Plan* to provide city staff with actions they can apply to their current and ongoing projects so that they contribute to the Vision Zero goal of eliminating fatalities and serious injuries in our transportation system. The plan also consists of education and engagement actions that the City can take to help inform residents about road safety and create transportation-related behaviour change.

Vision Zero efforts are categorized into the 5 “Es” of road safety:



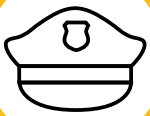
### **Evaluation**

Tracking and monitoring incidents, learning from the past to improve conditions in the future.



### **Engineering**

Prioritizing the safety of pedestrians, cyclists, and other vulnerable users when designing and operating streets.



### **Enforcement**

Ensuring there are consequences for breaking rules or taking unnecessary risks while travelling.



### **Empathy**

Fostering concern for community members who are at risk or have been harmed while travelling.



### **Education**

Enabling travellers to learn and follow best practices through road signs, social media, formal training, and other creative outreach and education tactics.

This plan presents actions for all 5 focus areas, with Education and Empathy combined together. The 5 Es are of equal importance as efforts from all 5 are needed to improve road safety conditions in Mississauga. All recommended actions have been categorized under one primary focus area, but many actions are influenced by additional focus areas, which are also highlighted throughout the document with the use of the icons identified above.

## Vision Zero in Mississauga

The City of Mississauga committed to Vision Zero in 2018 through a Council-approved motion. Mississauga City Council also passed a resolution to adopt Vision Zero and work towards a goal of zero fatalities and serious injuries as a result of collisions on city streets.

The City's pledge to achieve Vision Zero was further strengthened through the *Transportation Master Plan* (TMP) approved in 2019. The TMP included 91 action items related to transportation improvements in the city. The TMP provided further direction to advance Vision Zero work. This led to the development of this *Vision Zero Action Plan*.

## Data, Targets and Equity

The fundamentals of Vision Zero are based in data-driven decisions. The City of Mississauga needs to analyze and assess available data through a Vision Zero lens to provide targeted direction for many of the actions identified in this document. Analyzing available data to determine trends, hot spots and areas of focus are key to a successful Vision Zero approach. Data-driven decisions also help achieve equity in road safety efforts. Projects are prioritized based on proven need rather than perceived need.

Vision Zero principles and practices should be applied equitably throughout the city. Data plays a key role in staff's ability to be successful in this regard, by enabling a proactive (i.e. analysis and prioritization of needs) versus reactive (i.e. complaints-driven) approach.

It is also important that staff understand the limits of the data currently available and look for ways to supplement with other sources of data, including input gathered through inclusive approaches to community engagement. There is evidence to suggest that often communities most in need are also least likely to report collisions, injuries or other serious concerns. They may not have the same access to their local representatives, the same amount of time to allocate to voicing their concerns and providing their input, or the belief that they will be heard to the same degree if they present an issue. Vision Zero efforts must account for this and look for opportunities with equity at the forefront of decision making.


A Vision Zero annual report to highlight progress with implementation of the recommended action items in this plan will be presented to Council. However, real change is best analyzed over multiple years. Without an appropriate baseline of data, setting a target for change over time would be premature. Many of the action items that follow in the Evaluation section will help determine the City's baseline and appropriate targets for collision reductions in Mississauga.



## About This Plan

This plan consists of 99 actions that are intended to help Mississauga reach its goal of achieving zero fatal and serious injury collisions on the road network. City staff can use this plan as a toolkit of possible actions that they can take in their work to protect vulnerable road users.

Many of the actions identified in the following tables are currently in progress or have already been applied to city projects. Some actions will require further research and coordination before they can be implemented within the city.

The intention of this plan is to build upon the recommendations in other transportation-related plans already approved by the City including the *Cycling Master Plan*, *Pedestrian Master Plan* and *Transportation Demand Management Plan*. The *Vision Zero Action Plan* has also been developed in coordination with forthcoming plans including the *Changing Lanes Street Classification system* and *Complete Streets Guide*. This plan expands upon the recommendations of the City's *Transportation Master Plan* (TMP), and any links between TMP Actions and Vision Zero Actions are identified in the tables with this icon: 

## Acronyms & terms used in the action plan tables

The following is a list of the acronyms used in the “Lead” column of the action plan tables:

Organization/Department/Group/Individual	Acronym
Vision Zero Program Lead	VZ
Vision Zero Working Group	VZWG
Infrastructure Planning & Engineering	IPE
Traffic Management and Municipal Parking	TMMP
Works, Operations & Maintenance	WOM
Strategic Communications and Initiatives	SCI
MiWay	MW
Planning and Building	PB

The following terms are used in the “Timeline” column:



Status	Description
Initiated	Staff are in the process of completing this action already.
Short	1-2 years
Medium	3-5 years
Currently Considered	Many of the actions, particularly within the Engineering focus area have an indicated timeline of “Currently Considered” which refers to a change in staff practices that shifts prioritization to safety of vulnerable road users. Many of these new options have been used already as part of some city projects or considered for upcoming road-related projects. Many of the actions identified as “Currently Considered” are evaluated on a project-by-project basis for their applicability.







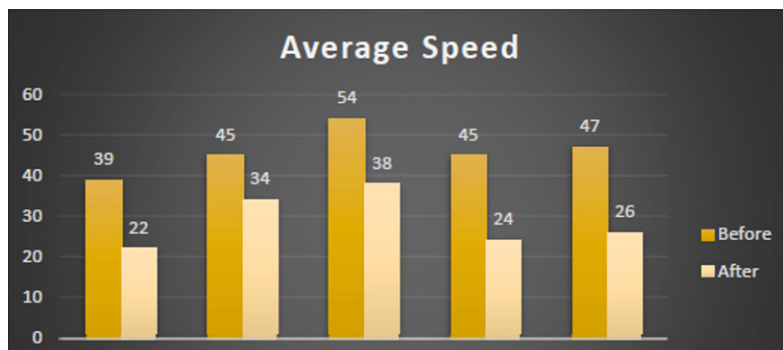
## Evaluation

Vision Zero is based on data-driven decision making that is transparent. The City needs to advance its data collection and analysis efforts in order to better inform decision making. Good quality, reliable data allows staff to be increasingly proactive to mitigate safety concerns rather than reactive to incidents or neighbourhood complaints.

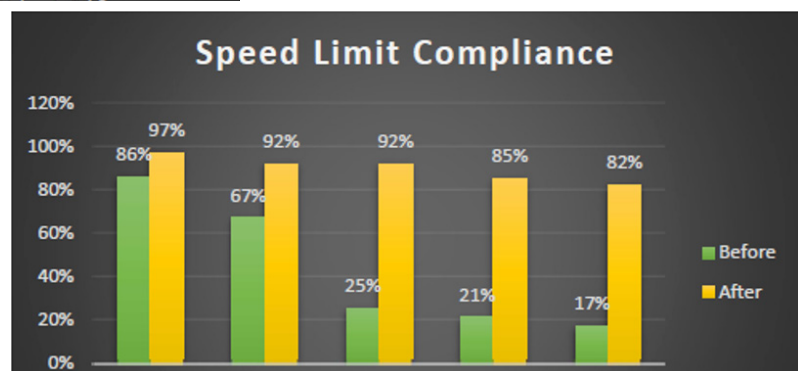
Below is a list of actions to improve the overall evaluation and data collection related to road safety in Mississauga.

EVALUATION				
	Action	Lead	Timeline	Other Relevant Areas
1	<b>Collision Report Processing</b> Procure services to process annual collision reports received from Peel Regional Police for ease of tracking and evaluating.	TMMP	Short	
2	<b>Transportation Data Plan</b> Conduct a Transportation Data Study to look at trends on the transportation network, and guide planning and road safety decisions.	TMMP	Short	
3	<b>Data Management Program</b> Enhance existing management program for the City's collision and traffic data to inform future road safety initiatives. Explore opportunities to obtain additional data including near-miss collisions or those that go unreported.	TMMP	Short	
4	<b>Online Dashboard</b> Develop a digital dashboard of up-to-date information about collision data and other key road safety statistics and metrics that can be publicly accessed.	VZ	Short	
5	<b>Vision Zero Digital Map</b> Develop a public map where all Road Safety and Vision Zero projects (traffic calming projects, slow street locations, engagement events, etc.) are displayed and can be queried by different criteria.	VZ	Short	

6	<b>Road/Intersection Audits</b> Develop an audit program for intersection and road safety practices. Work with the Region of Peel to standardize the audits for locations where regional roads and city roads intersect.	TMMP	Short	
7	<b>Program/Project Follow Up</b> Implement a post-project review for road safety-related education and infrastructure projects to determine effectiveness in improving safety for road users.	All	Medium	
8	<b>Collision Review</b> Develop a process to review completed collision reports from serious and fatal injury collisions occurring on Mississauga roadways to inform future road safety efforts.	VZWG	Medium	
9	<b>Collision Reduction Target</b> Use data gathered through collision report processing, traffic volume, speed data and other available data to set a target for collision reduction in Mississauga.	VZ	Short	
10	<b>Annual Report to Council</b> Report back on Vision Zero efforts and progress annually to Mississauga Council.	VZ	Short	



*Before and after evaluation of traffic calming effectiveness – Action #7*






## Engineering


Mississauga's road network was developed to move vehicle traffic as efficiently as possible. Over time, the city has evolved and urbanized, and the way people move has changed. Some of the biggest opportunities for behaviour change by all road users come from altering the physical built form of the transportation network. In a Vision Zero city, the road network should be built to guide decisions for speed, crossing, turning and other movements. Change can be difficult to adapt to, especially when it comes to speed reductions and perceived travel times, but as the needs of our residents change and safety is prioritized, our road network must also adapt.


ENGINEERING: Design				
	Action	Lead	Timeline	Other Relevant Areas
11	<b>Lane Widths</b> Implement narrower lane widths where possible as a tool to improve speed compliance, reduce crossing distances and accommodate the needs of all road users.	IPE	Currently Considered	
12	<b>Design Speed</b> Through the Capital or development-related design process or as part of planning and design for any street project, reduce the design speed for new and retrofit road projects.	IPE	Currently Considered	
13	<b>Channelized Right Turn Lanes</b> Avoid channelized right turns at any new intersections within the city. Look for opportunities to remove and retrofit roads with existing channelized right turns.	IPE	Currently Considered	
14	<b>Auxiliary Turn Lanes</b> Limit the use of auxiliary turn lanes in new road designs and seek to remove them where appropriate in redesign and retrofit projects to shorten crossing distances for pedestrians and slow speeds.	IPE	Currently Considered	
15	<b>Stop Bar Location</b> Evaluate the distance of vehicle stop bars from pedestrian crossings and crossrides to increase visibility.	TMMP	Currently Considered	








16	<b>Roundabouts</b> Roundabouts should be considered where appropriate to reduce the severity of collisions and improve traffic flow while maintaining the safety of vulnerable road users. Ensure any new roundabout has a robust education campaign.	IPE	Currently Considered	
17	<b>Protected and Dedicated Cycling Infrastructure</b> Continue to implement the cycling network approved in the Mississauga Cycling Master Plan. Where possible, strive for protected and dedicated infrastructure.	IPE	Currently Considered	
18	<b>Pedestrian Master Plan Implementation</b> Continue to implement the recommendations of the <i>Pedestrian Master Plan</i> with particular focus on the actions related to a safe and connected network of pedestrian facilities.	IPE	Currently Considered	
19	<b>Protected Pedestrian Crossings</b> Prioritize protected crossings for pedestrians based on the local context, specifically where pedestrian volumes are high and controlled crossings are not convenient or accessible.	TMMP	In Progress	
20	<b>Road Diets/ 2+1 Roadways</b> Explore opportunities across the city to transition 4-lane roads to 2+1 configuration where the local characteristics support this approach in an effort to reduce conflicts and improve safety.	TMMP/ IPE	Currently Considered	
21	<b>Sightline Improvements</b> Maintain sightlines at intersections and driveways to improve driver visibility of vulnerable road users. Do not place trees, street furniture, or bus stops (where possible) in locations that limit visibility.	VZ	Medium	
22	<b>Centre Medians/Refuge Islands</b> Where appropriate, use centre medians and refuge islands as locations to provide for two-stage crossings.	TMMP/ IPE	Currently Considered	
23	<b>Crossing Guards</b> Continue the City's crossing guard program and evaluate new locations with the assistance of Traffic Safety Council.	TMMP	Initiated	

## ENGINEERING: Retrofit/Reconstruction/Resurfacing

24	<b>Posted Speed Limits/Neighbourhood Speeds Project</b> Continue implementation of Neighbourhood Speeds Project to lower speed limits from 50 km/h to 40 km/h on local roads and from 40 km/h to 30 km/h in school zones. Explore opportunities to change speed limits on arterial and collector streets.	TMMP	Initiated	 
25	<b>School Zones</b> Continue to prioritize safety in school zones through engineering opportunities including traffic calming, lower speed limits, parking restrictions, mobile speed boards, pavement marking and any other effective infrastructure.	TMMP	Initiated	
26	<b>Traffic Calming</b> Continue to implement the City's existing traffic calming portfolio. Implement traffic calming solutions including raised crossings, speed cushions and raised intersections.	TMMP	Initiated	
27	<b>Coordination of Traffic Calming Opportunities with Road Resurfacing</b> Ensure coordination between traffic calming opportunities, active transportation infrastructure and road resurfacing program to optimize project budget and resources.	TMMP/ IPE	Initiated	
28	<b>Long-Range Vulnerable Road User/Traffic Calming Infrastructure Planning</b> Develop a long-range, data-driven traffic calming and pedestrian cross over program to strategically address speeding and safety challenges in neighbourhoods where it is most needed.	TMMP	Medium	
29	<b>Mobile Speed Boards</b> Continue to use mobile speed boards across the city as a tool for improving speed compliance. Rotate the City's fleet of boards to have greater impact city wide.	TMMP	Initiated	  

30	<b>Mountable Truck/Bus Aprons</b> In locations that have high truck and bus traffic as well as significant pedestrian and cycling traffic, implement mountable truck aprons to allow large vehicles to navigate intersections safely while narrowing the travel lanes and reducing the turning radius for standard vehicles.	IPE	Currently Considered	
31	<b>Vehicle Access Points</b> Make an effort to limit the number of driveways and access points on Mississauga roadways. Driveways create increased conflict zones for all road users.	IPE	Currently Considered	
32	<b>Pavement Markings/Urban Edge Lines</b> Where appropriate, use pavement markings to narrow travel lanes in an effort to improve speed compliance and lower travel speeds. Pavement markings can be used to alter turning radii and shorten crossing distances.	TMMP/ IPE	Currently Considered	
33	<b>On-Street Parking</b> Use on-street parking locations strategically to act as a speed management tool. In contrast, ensure that on-street parking restrictions are in place where parked vehicles may impact sightlines and safety.	TMMP	Currently Considered	
34	<b>All-Way Stop Policy Implementation</b> Implement the City's new all-way stop policy to avoid the installation of unwarranted all-way stops as a false means for calming traffic and protecting vulnerable road users.	TMMP	Initiated	
35	<b>Vision Zero Staff Workshops</b> Host bi-annual staff workshops to coordinate upcoming roads projects and find opportunities to prioritize Vision Zero projects and efforts.	VZ	Short	
36	<b>Vision Zero Working Group</b> Continue regular meetings of the Mississauga Vision Zero Working Group to ensure coordination and actualization of the <i>Vision Zero Action Plan</i> and other Vision Zero efforts.	VZ	Initiated	   



37	<b>Peel Region Vision Zero Taskforce</b> City of Mississauga will continue to collaborate with regional partners through the Vision Zero Task Force coordinated by Region of Peel Road Safety Staff.	VZ	Initiated	 
<b>ENGINEERING: MiWay/Transit</b>				
38	<b>Transit Stop Rationalization Analysis</b> Undertake stop rationalization analysis to determine the most suitable location for transit stops while prioritizing safety of pedestrians and cyclists.	MW	Initiated	
39	<b>Bus Stop Infrastructure</b> Continue to implement bus stop infrastructure such as transit shelters that ensures connections to the existing and proposed pedestrian and cycling networks.	MW	Currently Considered	
40	<b>Mid-Block Bus Stops</b> Where possible avoid installation of new mid-block bus stop locations where protected crossings are not accessible.	MW	Currently Considered	
41	<b>Queue Jump Lanes</b> Continue to implement queue jump lanes for transit vehicles where appropriate and ensure safety for all modes is considered during location and design evaluations.	MW	Currently Considered	
42	<b>Red Plastic Pavement Application</b> Use red plastic pavement application to identify bus bays and bus only lanes.	MW	Currently Considered	
43	<b>Mixing Zones</b> Make efforts to reduce mixing zones of various modes at bus stops. Where mixing zones are unavoidable due to constraints in available right of way, spaces shall be clearly identified for all users.	MW	Currently Considered	

ENGINEERING: Lighting				
44	<b>Street Lighting Upgrades</b> Plan for and incorporate appropriate street, trail and sidewalk lighting upgrades into planning and design of ongoing and new city projects.	TMMP	Initiated	
45	<b>Street Lighting at Intersections</b> Ensure that street illumination at intersections across the city provides a safe environment and enhanced visibility for all road users.	TMMP	Initiated	
46	<b>Street Lighting Along Street Corridor</b> Ensure that street lighting requirements are identified through larger improvement projects, where possible to align with the City's upgraded standard.	TMMP	Currently Considered	
47	<b>Review of Street Lighting Standards</b> Review the industry standard and update city policies and practices on street lighting in accordance with the standard.	TMMP	Medium	
48	<b>Lighting at Trail Crossings</b> Look for opportunities to increase visibility where off-road trails intersect with roadways through enhanced lighting.	TMMP	Short	
ENGINEERING: Signals				
49	<b>Infrastructure Quality and Synchronization</b> Continue to maintain and construct physical infrastructure of signals consistent with current practices. Ensure appropriate synchronization to reduce driver frustration, improve traffic flow and ensure high levels of safety.	TMMP	Initiated	
50	<b>Leading Pedestrian Interval</b> Determine locations throughout the city where the Leading Pedestrian Interval can be implemented to provide pedestrians with the 'Walk' interval prior to the start of the green indications for motorists.	TMMP	Short	
51	<b>Exclusive Pedestrian Phasing</b> Explore opportunities to implement exclusive pedestrian phasing at key signalized intersections throughout the city.	TMMP	Short	









52	<b>Audible Pedestrian Signals</b> Continue to install audible pedestrian signal equipment at new and rebuilt traffic signal locations throughout the city as per the current Accessibility for Ontarians with Disabilities (AODA) Act and as per requests to the City's Traffic Signal staff by the Canadian National Institute for the Blind (CNIB).	TMMP	Initiated	
53	<b>Pedestrian Countdown Timers</b> Continue to use pedestrian countdown timers and explore additional locations to install them throughout the city.	TMMP	Initiated	
54	<b>Pedestrian Signal Timing</b> Update pedestrian crossing times and walking speeds at signalized intersections to provide more time for pedestrians to complete their crossing.	TMMP	Short	
55	<b>No Right Turn on Red</b> Explore opportunities to limit right turns on red lights at signalized intersections. Place higher focus on large intersections where collision reduction potential is highest and on intersections with high cycling volumes and bike signals.	VZ	Short	
56	<b>Protected Left Turns</b> Expand existing number of locations where fully-protected left turn phasing is implemented for vehicles to only turn during a separate phase.	VZ	Medium	
57	<b>Bicycle Signals</b> Continue to install bicycle signals at appropriate locations to provide specific guidance for cyclists at intersections.	IPE	Initiated	
58	<b>Mid-Block Protected Pedestrian Crossings to Complete Trails</b> Look for opportunities to implement signalized pedestrian crossings where they would improve access and pedestrian safety in the trail network.	TMMP/ VZ	Initiated	

## ENGINEERING: Operations & Maintenance

*\*Mississauga's Works, Operations and Maintenance Division conducts practices in line with the Minimum Maintenance Standards unless given alternative direction from Council.*

59	<b>Street Sweeping</b> Continue to conduct regular street sweeping, with an emphasis on roads with on-road active transportation facilities in an effort to maintain safety for all road users.	WOM	Initiated	
60	<b>Winter Maintenance/Snow Clearing</b> Follow existing snow clearing practices and continue to explore potential improvements to enhance safety following a snow event.	WOM	Initiated	
61	<b>Pot Hole Repairs</b> Continue with the City's pot hole repair program to maintain safety for all road users.	WOM	Initiated	
62	<b>Maintenance Hole and Catchbasin Repair</b> Keep maintenance holes and catchbasins in good repair and in compliance with minimum maintenance standards to maintain safety on Mississauga roadways.	WOM	Initiated	
63	<b>Sidewalk/Boulevard Trail Maintenance</b> Continue to maintain and repair sidewalks and boulevard trails in accordance with minimum maintenance standards.	WOM	Initiated	
64	<b>Leaf Collection</b> Maintain the City's leaf collection program to ensure safe and accessible facilities for vulnerable road users.	WOM	Initiated	
65	<b>Pavement Markings</b> Explore opportunities across the city for improvements to pavement markings and continue to regularly inspect existing markings to determine need for re-applying.	WOM	Short	
66	<b>Regulatory Signage Upgrades</b> Ensure that all regulatory signs across the city are in compliance with existing standards and upgrade where necessary.	WOM	Short	

67	<b>Fleet/Telematics</b> <ul style="list-style-type: none"> <li>Report annually on the City's fleet driver behaviour and compliance with rules of the road as an example of corporate responsibility.</li> <li>Use advanced technology available for municipal fleet vehicles to report and identify deficiencies on Mississauga roadways via staff out ensuring minimum maintenance standards are met.</li> </ul>	WOM	Medium	
68	<b>Advanced Traffic Management System</b> Explore ways to use the City's Advanced Traffic Management System to improve safety for all road users by optimizing signals, managing traffic flow and responding to challenges on roadways in real time.	TMMP	Medium	
69	<b>At-Grade Rail Crossings</b> Maintain all at-grade rail crossings within the city and ensure that all safety precautions are in place to keep road users and rail traffic safe.	TMMP	Currently Considered	
<b>ENGINEERING: Studies, Plans &amp; Policies</b>				
70	<b>Traffic Management Plan</b> Develop a Traffic Management Plan to balance competing needs and priorities on our roads and inform the planning process for traffic-related work.	TMMP	Short	
71	<b>Turn Calming Program</b> Develop a program to address speeds and collisions associated with turning. Options to explore include removing channelized right turns, tighter turning radii, protected left turns, left turn hardening and other geometric changes to improve safety.	VZ	Short	
72	<b>Arterial Speed Management Study</b> Review and address speeds and safety on major roadways.	TMMP	Medium	
73	<b>Construction Management Plans</b> Develop a standard for all Construction Management Plans to ensure that vulnerable road users and accessibility are protected at and around construction sites.	VZ	Short	

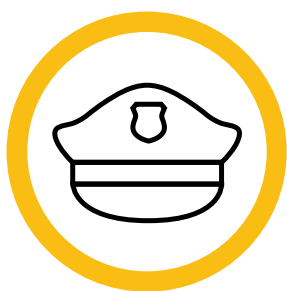
74	<b>Multi-Modal Level of Service (MMLOS) Guideline</b> Develop MMLOS Guideline for Mississauga to help inform decision making that does not focus solely on vehicle delay and travel times. This guideline should be used to inform all transportation projects and environmental assessments for road-related projects.	IPE	Medium	
75	<b>Changing Lanes Implementation</b> Support the implementation of the <i>Changing Lanes Street Classification system</i> and <i>Complete Streets Guide</i> .	IPE	Short	
76	<b>Vision Zero Checklist for Road Projects</b> Use the internal Vision Zero Checklist for road-related projects to identify opportunities to exceed facilities provided for vulnerable road users where the existing warrant process is not sufficient.	VZ	Short	
77	<b>Long-Range Policy Planning</b> The fundamental principles of Vision Zero should inform all long-range policy planning related to roads and transportation. Safety of vulnerable road users should be prioritized in all relevant Planning work.	PB/IPE	Initiated	



*Crew clearing snow after a snow event – Action #60*



*Slow Street deployment as temporary traffic calming – Action #26*





## Enforcement

Enforcement is a key component of effective behaviour change for all road users. As technology advances, Mississauga's ability to expand enforcement efforts continues to increase. Provincial regulations now allow for the use of technology, specifically cameras, to enforce speed limits and encourage desired driver behaviour to supplement the efforts of local police. The City of Mississauga will continue to work with its partners at Peel Regional Police, as well as Region of Peel staff to coordinate enforcement efforts for maximum efficiency.

Below is a list of key enforcement opportunities that Mississauga will continue to use or will introduce to reduce collisions and change behaviour on city roadways.

ENFORCEMENT				
	Action	Lead	Timeline	Other Relevant Areas
78	<b>Automated Speed Enforcement Implementation</b> Roll out automated speed enforcement cameras in school zones and community safety zones to improve speed compliance.	TMMP	Initiated	
79	<b>Automated Speed Enforcement Growth</b> Grow the automated speed enforcement program to increase the number of cameras deployed throughout the city to improve compliance with posted speed limits.	TMMP	Short	
80	<b>Capacity for Automated Enforcement Administration</b> Explore opportunities to expand capacity for administration of charges related to automated enforcement to support the growth of current and future programs.	TMMP	Medium	
81	<b>Automated Speed Enforcement Funds</b> Develop a strategy to reinvest funds received through the automated speed enforcement program back into road safety and Vision Zero programs and projects.	TMMP/ VZ	Short	
82	<b>School Bus Cameras</b> Support the Region of Peel in implementing school bus arm cameras to improve safety for students who travel by school bus.	TMMP	Short	



83	<b>Red Light Cameras</b> Explore opportunities for red light cameras across the city to increase enforcement through technology and reduce red light running in strategic locations.	TMMP	Medium	
84	<b>Partnerships with Peel Regional Police</b> Collaborate with Peel Regional Police on enforcement blitzes and communications opportunities.	VZ/SCI	Initiated	



*Automated Speed Enforcement camera in front of a school - Actions #78-80*



*School bus stop sign - Action #82*



*Automated Speed Enforcement curb information sign - Action #78*










## Education and Empathy

When it comes to road safety, everyone has a responsibility to keep one another safe on Mississauga's road network. An important component of behaviour change is a clear understanding of the rules of the road, and an understanding that the potential consequences for failing to comply could mean the difference between life and death, or serious and life-altering injury. An emphasis on education can enhance empathy between more vulnerable and less vulnerable road users, and will help all road users understand that we each have a role to play in Mississauga successfully achieving Vision Zero.



Below are the action items associated with increased education and empathy related to road safety in Mississauga.

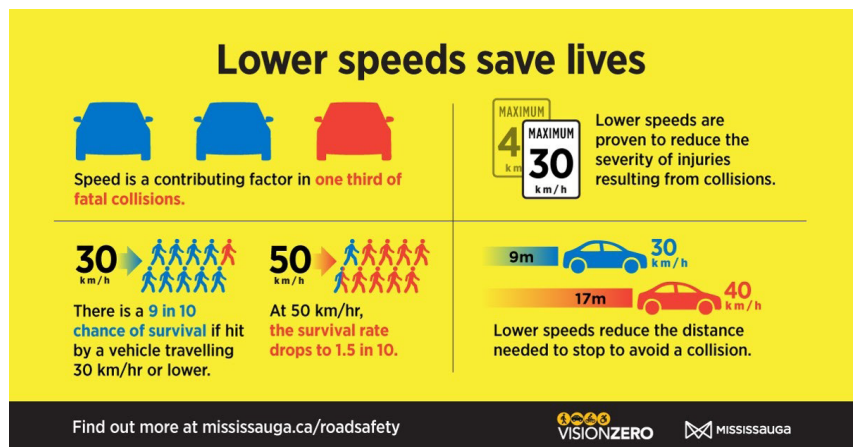
EDUCATION AND EMPATHY				
	Action	Lead	Timeline	Other Relevant Areas
85	<b>Education and Engagement Strategy</b> Develop a comprehensive long-term education and engagement strategy for Vision Zero in Mississauga. The strategy should cover all phases of Vision Zero work from introducing the concept to residents, to communicating ongoing efforts across the city, to following up with neighbourhoods where Vision Zero projects have been undertaken.	VZ/SCI	Short	
86	<b>Data-Driven Review of Target Audiences</b> Explore the various target audiences for Vision Zero messaging and education to ensure that the appropriate groups are being communicated with and that the most effective tools are being used to reach them.	VZ/SCI	Short	
87	<b>Tools and Resources to Reach Target Audiences</b> As a part of the ongoing education and communication efforts related to road safety, conduct a study to determine the best and most successful tools and avenues to communicate road safety information city wide.	VZ/SCI	Short	

88	<b>Cohesive Campaigns and Signage</b> Look for opportunities to align and create cohesive look and feel for transportation signage throughout the city as well as campaign efforts city wide.	VZ/SCI	Medium	
89	<b>“Slow Down” Lawn Signs</b> Continue to offer “Slow Down” lawn signs free to residents to place on their property as a reminder to drivers to comply with speed limits on local roads.	TMMP	Initiated	
90	<b>School Streets Pilot</b> Develop a pilot program to create a car-free environment in front of Mississauga schools during drop-off and pick-up times to encourage active travel to school and improve safety for students by reducing congestion and conflicts.	IPE	Initiated	 
91	<b>School Walking Routes Program</b> Support the existing School Walking Routes Program, currently led by Active Transportation staff and Traffic Safety Council, to establish and promote school walking routes in Mississauga.	IPE	Initiated	
92	<b>Open Streets</b> Explore opportunities for Open Streets events to restrict vehicle traffic on certain roadways and have them be accessible to pedestrians and cyclists only.	IPE	Medium	
93	<b>New Infrastructure/Road Safety Projects Communications</b> Focus efforts on enhanced communications to local area residents and businesses when new projects and initiatives are being implemented.	VZ/SCI	Medium	
94	<b>Follow-Up Studies to Inform Future Work</b> Return to local areas of past projects to follow up and obtain feedback to better inform future work from both an infrastructure and communications perspective.	VZ/SCI	Medium	
95	<b>Road Safety Public Survey</b> Maintain a solid understanding of the priorities of Mississauga residents by conducting a road safety-related survey as needed but, at minimum, every 3 years.	VZ	Initiated	

96	<b>Vision Zero Memorial for Victims of Fatal Collisions in Mississauga</b> Develop and implement a program by which a loss of life on the road can be formally recognized.	VZ	Short	
97	<b>Vision Zero Communication and Education Funding</b> Work internally to establish a standard for incorporating funds for education and communications related to future capital projects intended to improve road safety. Funds will be spent on communication and engagement with local neighbourhoods throughout the course of the project.	All	Short	
98	<b>Education of Municipal Drivers</b> Look for opportunities to educate staff within the organization (ex. fleet drivers, library couriers, maintenance crews) about the responsibility of operating municipal vehicles safely.	VZ	Initiated	
99	<b>Equity</b> All Vision Zero efforts should be equitably applied across the city with a focus on projects supported by evaluations showing where there is the greatest proven need.	All	Currently Considered	



*“Slow Down” lawn signs – Action #89*



*Safety education infographic – Action #85*



## Conclusion

The City of Mississauga is committed to achieving Vision Zero. This action plan is the roadmap for how to get there. The Vision Zero approach to road safety flips traditional network planning on its head and will require an internal culture change for the various departments to plan for and implement road projects. From street design, to signals, to traffic calming, and education, there is a lot of work to be done. These 99 actions, many of which are already under way, will help Mississauga achieve its goal of zero fatalities and serious injuries on our roads.

This action plan is intended to be a living document. As technology, standards, trends and practices change, so too will the City's priorities. The ultimate goals will remain the same: keep Mississauga residents safe on city roads, encourage safe travel behaviour, and eliminate all serious injury and fatal collisions.



*Pothole repair – Action #61*



*Red “bus only” lane – Action #42*



*New 40 km/h speed limit sign – Action #24*



