



Committee Report

To: Councillor Milt McIver, Chair and
Members of the Transportation & Environmental Services
Committee

From: Amanda Froese
Director of Transportation & Environmental Services

Date: July 14, 2022

Re: Road Safety Awareness Campaign

Staff Recommendation:

The Summer Road Safety Campaign report is for information

Background:

In past years Bruce County has worked with the Transportation Departments in Huron and Grey County along with the OPP and MTO to produce a campaign aimed at drivers throughout the three Counties. For 2022, Grey County decided to run their own campaign, and TES staff felt that we should do one ourselves this year, and then revisit in the fall with the Regional Road Safety Group for synergies for future years. Messages to be included in this year's Summer Plan are:

1. Drive Safe, including texting, speeding, stunt driving,
2. Passing safety
3. Avoiding animal collisions
4. Share the road, including construction sites, emergency services, slow-moving horse drawn vehicles, farm equipment, motorcycles, etc.

The ads will be via social media, website, news releases, digital signage and radio ads.

Financial/Staffing/Legal/IT Considerations:

Funding for this program (approximately \$5,000) is being covered through the Summer Patrol Operating Budget.

Interdepartmental Consultation:

The Office of the CAO was integral in putting together the communications plan.

Link to Strategic Goals and Elements:

Develop and Implement tactics for improved communications
Leverage Technology

Approved for Submission:

Derrick Thomson

Chief Administrative Officer