



MEMORANDUM

To: Mayor and Members of Council

From: Loy Cheah, Sr. Manager, Transportation, ext. 4838

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Date: July 16, 2024

Re: **Markham Vision Zero Road Safety Plan – Project Branding**

RECOMMENDATION:

That Council receives this memorandum pertaining to the proposed branding of Markham's Vision Zero Road Safety Plan for information and awareness.

PURPOSE:

As part of Markham's Road Safety Plan (RSP) study, staff are developing a "Project Brand" for the resulting Road Safety Plan that will be used to promote the RSP during its development and implementation. Engineering Department staff have coordinated with Corporate Communications staff to develop a "Vision Zero" brand that includes a logo and the tagline. This branding is to be used to promote the RSP, and will be applied to the project website, public consultation materials, newsletters, and e-materials to promote the study and public participation in the project.

BACKGROUND:

The City is currently developing a RSP, using York Region's Vision Zero Traveller Safety Plan (VZTSP) as a foundation. It will also be informed by the City's Traffic Safety Audit, completed in 2020. As the RSP is intended to align with Vision Zero principles, it will be proactive and data-driven, with priority placed on the safety of all road users. The main principle of Vision Zero is that serious injuries and fatalities is not acceptable, and given that collisions are inevitable, proactive measures must be taken to ensure that the risk of death and serious injuries is minimized.

The development of the RSP requires a comprehensive consultation campaign where input received from the public and stakeholders will be used to ensure the RSP meets the specific safety needs of the City. As such, project branding will be a core element of the public consultation and engagement process. It will be used as a tool to succinctly communicate the purpose and objective of the RSP and promote participation. The proposed logo and tagline are illustrated in "Attachment 1". The imagery and

language is purposefully designed and structured to convey a simple, yet strong and effective message that improving road safety in all communities, and for road users of all ages and types, is the over-arching goal.

NEXT STEPS:

Provided below are key deliverables and their tentative schedule where the project branding will be used to effectively promote and maximize public awareness of the RSP:

- a) Project Website – mid July 2024
- b) Public Opinion Survey – late July 2024
- c) Public Information Centre #1 – late September 2024
- d) Stakeholder Workshop #1 – late September 2024
- e) Council Workshop – November 2024
- f) Stakeholder Workshop #2 – January 2025
- g) Public Information Centre #2 – March 2025
- h) Study Completion – Summer 2025

ATTACHMENT:

Attachment 1 – Project Branding Logo & Slogan