Date October 8, 2019

To Chair and Members
Committee of the Whole – Operations and Administration

From Chair and Members
Brant, Brantford and Six Nations Impaired and Distracted Driving Advisory Committee

1.0 Type of Report
Consent Item [ ]
Item For Consideration [X]

2.0 Topic Impaired and Distracted Driving Advisory Committee
Social Media Plan

3.0 Recommendation

A. THAT the Social Media Plan for the Brant, Brantford and Six Nations Impaired and Distracted Driving Advisory Committee (attached as Appendix ‘A’) BE APPROVED; and

B. THAT a separate funding option to support larger committee-driven awareness campaigns BE INVESTIGATED.

4.0 Background

The Brant, Brantford and Six Nations Impaired and Distracted Driving Advisory Committee met on September 12, 2019 to review and discuss the Social Media Plan that was prepared by the City’s Communications Department at the request of the Committee.
The Plan includes key messaging, draft language for social media posts, and a draft copy of a webpage that will contain more information and resources regarding impaired and distracted driving.

The Plan will help to carry out various aspects of the Committee’s mandate (as outlined in the City of Brantford Municipal Code Chapter 26, Schedule ‘3’ - The Brant, Brantford and Six Nations Impaired and Distracted Driving Advisory Committee). These aspects include helping to foster a social attitude that regards impaired and distracted driving as unacceptable conduct and to enhance public awareness of the dangers of impaired and distracted driving.

This Plan will be a key piece in the Committee’s outreach efforts going forward as it will provide a consistent platform for the Committee’s advocacy.

The Committee would also like to undertake larger awareness campaigns that could use advertising methods such as electronic billboards and ads on public transit vehicles (“bus wraps”). The Committee’s budget is currently used to fund the annual “Safe Streets, Save Lives” Awards, as well as to send Committee members to educational conferences and events to increase the overall knowledge base and skills of the Committee.

With the recent legalization of marijuana and the current drug epidemic effecting Brantford, as well as the presence of mobile communication devices in our everyday lives, spreading awareness about the consequences of impaired and distracted driving is becoming increasingly more important. We hope that Council will support the Committee by approving the Social Media Plan, as well as investigating an additional means of funding impaired and distracted driving campaigns outside of the Committee’s existing budget.

p.p. Lawrie Palk, Chair
Brant, Brantford and Six Nations Impaired and Distracted Driving Advisory Committee

Attachments:

Appendix ‘A’ – Impaired and Distracted Driving Social Media Plan