
Congratulations!

It is my pleasure to inform you that Strathcona County has been selected as the winner of the Most Innovative Public Education Campaign, a category of the Vision Zero Advocate Institute 2017 awards.

The Vision Zero Advocate Institute is committed to eliminating serious traffic injuries and fatalities. Your work to uphold the highest standards of traffic safety while constantly applying innovative approaches is truly commendable.

As a recipient of the Most Innovative Public Education Campaign award, we are pleased to recognize your commitment through the following:

- Traffic Safety Countermeasures: products that support the overall traffic safety goals of Vision Zero, up to an amount of \$6,500.
- Membership to the Vision Zero Advocate Institute: membership that includes a full day planning session with municipal staff and stakeholders to develop traffic safety strategies, tailored to your community's unique needs, in addition to a one-year membership to the Vision Zero Advocate Institute, online resources and coaching, a value of \$6,500.
- Promotion and Knowledge Translation: support in sharing the great work of your community, through national exposure with the Vision Zero Advocate Institute. This will include supported social and traditional media promotion, the opportunity to host a knowledge translation webinar in which you can share best practices, and participation in a case study, detailing the success of your innovative approach to traffic safety.
- Recognition at the 4th International Conference on Transportation Information and Safety on August 8-10, 2017 in Banff, Alberta.

Please note that this information is embargoed until the formal award presentation at the 4th International Conference on Transportation Information and Safety on August 8-10, 2017 in Banff, Alberta. We ask that you keep the announcement of this award limited until that time.

We look forward to working with you, and again, congratulate you on this achievement. Thank you for helping save lives.

Sincerely,

Alexandra Kelly
Director, Vision Zero Advocate Institute
416-845-0023
alexandrak@atstraffic.ca