

## Council Priority Funds – Application

(Page 2 of 2)

**PRIORITY FUND INFORMATION – Completed by Applicant**Organization Name CARTS - Community Action on Residential Traffic SafetyAddress 2 Grant Ave

Street and number

Subdivision if rural

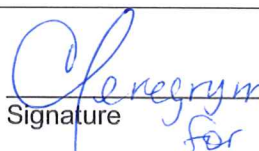
City or town Sherwood ParkProvince ABPostal code T8A 3B6Contact person Christie PeregrymTelephone 780-720-3658Email address (optional) shpkCARTS@gmail.com or nutrit@shaw.caProject Type ☒ Event ☒ Project ☒ ExpenseAmount Requested \$ 4000

Brief description of request

We hope to engage the citizens of urban and rural Strathcona County in slowing down for traffic safety. We have previously held 2 sign campaigns and distributed FREE signs to neighbours encouraging drivers to slow down. This year we hope to blitz the county with signs over National School Safety week from Oct 17-23, 2019. All funds raised go towards promotion of residential road safety - new colorplast signs (approximately \$10 per sign) and boosting our social media posts. Through our social media channels we hope to keep citizens informed about how to find our signs & education about traffic and pedestrian safety. Residential speeding is a community based problem that needs a community based solution. We hope to make our streets more liveable!

Christine Peregrym

Print name



Signature for CARTS

April 1, 2019

Date

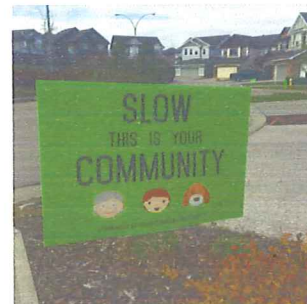
**Please remember to attach a proposed budget and request letter to this request.**Number of attached pages 2**Collection and use of personal information**

Personal information is collected under the authority of section 33(c) of the *Freedom of Information and Protection of Privacy Act* and will be used to manage and administer Council Priority Funds. Please be aware that information provided may be made public. If you have questions regarding the collection, use or disclosure of this information, contact Vicky Cushman at 780-464-8098.



Dear Community Member,

We're a group of Sherwood Park residents with a common goal: creating safer neighbourhood streets. We banded together in 2016 to share our stories of close-calls, crashes, speeders, and overall frustration with distracted and irresponsible driving. Within weeks, **Community Action on Residential Traffic Safety (CARTS)** was born.



With support from Vision Zero, Strathcona County, and Strathcona County RCMP, we've successfully launched two sign campaigns to encourage drivers to *slow down!* Every year, Sherwood Park streets and homes are lined with hundreds of our **FREE**, brightly-coloured signs. We've garnered fantastic media attention and even won a 2018 Pride of Strathcona Award for our efforts.

CARTS is **grassroots** and entirely **volunteer-based**. We rely on corporate donations and grant funding to carry-out our campaigns and advertising.

As a contributor to our cause, we will promote your support through our platforms on **Facebook**, **Instagram**, and **Twitter** - reaching hundreds of local residents through targeted advertising. For 2019, we are moving our main sign campaign to October to coincide with National School Safety Week. **Will you join us?**

All funds raised go toward promotion of residential road safety, awareness events, and, of course, our annual sign campaign! We've witnessed **real results** with our signs - just ask our members on social media!

We hope you'll join us in our mission to bring neighbourhoods together and create **safer**, more **engaged communities**.



In kind spirit,

Christie Peregryn for

**Community Action on Residential Traffic Safety**  
email: [shpkCARTS@gmail.com](mailto:shpkCARTS@gmail.com)





**CARTS 2019 Proposed Budget**

<b>Project or Program Revenues</b>	
Fund It Forward (secured)	\$ 1000.00
Sponsorships & Other (secured)	\$ 0.00
Grants (non-secured)	\$ 0.00
Sponsorships & Other (non-secured)	\$ 0.00
Fees (if applicable)	\$ 0.00
<b>Project or Program Expenses</b>	
Salaries & Benefits	\$ 0.00
Supplies & Materials	\$ 4,800.00
Staff training (if applicable)	\$ 0.00
Other (fees for boosting posts on Facebook)	\$ 200.00

Monies will be used to support the purchase of 500 new coroplast signs and metal legs (costing about \$10 per sign) with a new slogan for the 2019 CARTS campaign. The main campaign with new signs will be in October for the National School Safety Week, Oct 17-23, 2019. We plan to boost our Facebook posts to engage more residents. We will regular communications on Facebook, Instagram and Twitter. We will be creating some 1-2-minute videos and some safety facts each time we post.

Throughout the year we will ask residents to re-use their green or yellow signs from the 2017 and 2018 campaigns. We plan on running campaigns for the Canada Day weekend, the Labour Day weekend and on Halloween.

The signs change each year to have a different colour and a different slogan. This helps to keep the message new each year and engage residents.

We are working on a new slogan for the sign and continue looking at various grants and sponsorships to fund our project. As well as attempting to improve sign costs by investigating other vendors.