



**COALITION FOR  
SAFER ALBERTA  
ROADS**

# **THE COALITION FOR SAFER ALBERTA ROADS**

The Coalition for Safer Alberta Roads is a not-for-profit community-based organization that brings industry, government, and community partners together to prevent highway fatalities through education and advocacy.

# Why join the Coalition for Safer Alberta Roads?

## Top three reasons to become a member:

1. The members of the Coalition for Safer Alberta Roads are united under one goal: saving lives on Alberta's highways. With your help, we can save even more in the future.
2. Your organization will be part of a team that includes oil and gas, pipelines, Alberta Government, regional municipalities and the media. We all come from different backgrounds, but we are all advocating to make Alberta roads safer for our families, friends, employees and contractors and everyone who travels on them. By joining our team, you'll make a difference in your community.
3. Provide education and advocacy outreach to communities along Highways 40, 43, 63 and 881 to help people develop safer driving habits. We know that safer driving habits reduce serious and fatal collisions and make our highways safer. By working with us, we can work to foster good driving habits in our peers and in the next generation.

# Why are the benefits of joining the Coalition?

Our membership is divided into two categories. You can choose the level of membership that suits your organization.

## Membership Tiers



### PLATINUM

- ✓ Guide the actions and priorities of the Coalition with a Board seat
- ✓ Provide input on the overall strategy of the Coalition
- ✓ Set the strategy when we meet with Provincial and Municipal governments
- ✓ Representation on the communications, technical and sponsorship committees
- ✓ Access to all promotional material and resources of the Coalition



### GOLD

- ✓ Representation of the Coalition's communications, technical and sponsorship committees
- ✓ Access to all promotional material and resources of the Coalition

# Our Accomplishments

To give you an idea of our activities here are a few highlights from 2019.



## Meetings with Ministers from the Government of Alberta

The Coalition for Safer Alberta Roads has had numerous meetings with Transportation Minister Ric Mclver and Finance Minister Travis Toews to discuss road safety and infrastructure upgrades in the Grande Prairie region.

*From L to R: Tertius Genis, Chamber of Commerce Grande Prairie and District; Honorable Ric Mclver; Staff Srg. Darrell Dickenson; Debbie Hammond, Coalition for Safer Alberta Roads; Tracy Allard, MLA; Honorable Travis Toews.*

## Holidays Heroes

A positive ticketing campaign with the Grande Prairie RCMP, Western Alberta District RCMP and 'K' Division Traffic Services to celebrate Holiday Heroes (designated drivers) that ensure a safe ride home for their friends and family.



## Get a Grip on Winter

Partnering with Kal Tire, we ran a contest in Grande Prairie with entrants sending in photos of their bad rubber, with the winner receiving a new set of winter tires. We received more than 50 entries to the contest and over 12,000 engagements on Facebook.



## How to Become a Member today?

Find membership details on [saferalbertaroads.ca](http://saferalbertaroads.ca), or contact Debbie Hammond, executive director, Coalition for Safer Alberta Roads at, E: [dhammond@live.ca](mailto:dhammond@live.ca) or Cell: 587- 580-9436.