

*GRANTS AVAILABLE TO ALBERTA  
COMMUNITIES FOR TRAFFIC SAFETY  
INITIATIVES*

# ALBERTA TRAFFIC SAFETY FUND



## GRANT OVERVIEW

2010

**Government  
of Alberta** ■  
Transportation



# Alberta Traffic Safety Fund

## OVERVIEW

The Alberta Centre for Injury Control & Research (ACICR) is pleased to provide you with information about project funding available under the Alberta Traffic Safety Fund (ATSF). Organizations that meet the eligibility criteria are invited to submit a grant application for consideration. We encourage you to share the information in this pamphlet with other organizations and groups in your community that may be interested in obtaining the application form and user guide.

Note: the 2010 ATSF Application Form and Guidelines and User Guide are available by contacting the Grant Program Coordinator at (780) 492-0887, or at [mandy.fisher@ualberta.ca](mailto:mandy.fisher@ualberta.ca), or from the ACICR website at [www.acicr.ualberta.ca](http://www.acicr.ualberta.ca) under *Funding Opportunities*.

## Background and Introduction

Motor vehicle-related deaths alone account for more than 25% of all injury deaths in the province and have a staggering impact on the physical, social and emotional health and well-being of Albertans. Whether fatal or non-fatal, motor vehicle-related injuries inflict enormous personal suffering and burdens on the injured, their families and friends, their communities and ultimately society as a whole. The financial and lost productivity costs are tremendous.

The overwhelming majority of deaths and injuries on our roads can be prevented. As a designated Affiliate Support Centre of the World Health Organization's Safe Community Network, ACICR believes it is the people who live, learn, work and play in a community who best understand their community's specific problems, needs, assets, and capacities. Strong collaboration at the local level has been proven to be the most effective way to identify and mobilize resources to create effective, comprehensive, coordinated, and sustained action toward greater traffic safety. Community involvement, commitment, and action are some of the most powerful tools in tackling traffic safety problems.

With support from Alberta Transportation, Office of Traffic Safety the **Alberta Traffic Safety Fund** works in close conjunction with the Alberta Traffic Safety Plan and with community-based groups and organizations throughout the province that want to make their communities safer.

The goal of the ATSF is to increase individual and community safety by preventing traffic collisions and by addressing specific traffic safety issues in Alberta communities. The ATSF will play a role in assisting communities with the resources they need to undertake community-based solutions to traffic safety problems. The ATSF is not intended to duplicate or replace the excellent work that is already going on in many Alberta communities. Rather, it is meant to build on, enhance and strengthen existing efforts as well as stimulate new activity. The resulting initiatives will demonstrate the benefits of working together to prevent injuries where such efforts work best – at the community level.

## Available Funding and Application Deadlines

Two levels of grants are available. During each funding cycle, a sponsoring organization may submit an application for more than one project in either level of grant, but may not apply for more than one grant for any one project.

### **Larger Grants – over \$5,000 to \$17,000**

Grants over \$5,000 and up to \$17,000 are available for approved projects for a maximum of one year. The ATSF may consider applications for the extension of project funding beyond one year depending on funding priorities, project results, and the availability of funds.

**The deadlines for the submission of applications for larger grants are June 15, October 15 and February 15.**

**Organizations wishing to apply for a larger grant must have completed an initial consultation with the Grant Program Coordinator by June 1, October 1 or February 1 respectively.**

This consultation involves discussing your group's eligibility and whether the project conforms to ATSF guidelines. If advised to proceed, you will be given a **consultation number** that must be entered on your application form.

### **Smaller Grants – up to \$5,000**

Smaller grants up to \$5,000 are available for traffic safety projects or activities, or for specific components of larger projects. Funded projects or activities must be fully completed within a year of funding approval. Applications for smaller grants will be accepted and reviewed on an ongoing first come, first served basis.

A consultation with the Grant Program Coordinator before the submission of an application is also required for smaller grants.

## **Funding Guidelines**

### **What is the purpose of the funding?**

The purpose of the Alberta Traffic Safety Fund is to stimulate and support local collaborative action that enhances traffic safety awareness and reduces the frequency and severity of motor vehicle-related injuries within Alberta communities. The fund is intended for specific, time-limited projects that complement the strategies/targets of the Alberta Traffic Safety Plan, address the prevention of traffic collisions or address specific traffic safety issues identified by the community.

### **ATSF Objectives**

1. Mobilize community-based groups and organizations to identify and address the leading causes of motor vehicle-related injuries in their communities through collaborative, coordinated, community-based planning and action.
2. Build and strengthen the capacity of organizations and communities to develop, implement, and evaluate initiatives that increase traffic safety awareness and reduce the incidence of motor vehicle-related injury in their communities.
3. Improve coordination, focus efforts, fill gaps, and reduce duplication of traffic safety initiatives in the community.
4. Encourage communities and organizations to share traffic safety strategies and results with other organizations and communities to improve knowledge of traffic safety issues and for possible replication or adaptation of successful projects.

### **Eligible Sponsors**

#### **Who can receive funding?**

To ensure financial accountability, grants can only be issued to a proposing/sponsoring organization that is either:

- Incorporated as a non-profit society or association with the Government of Alberta or;
- Non-profit registered charitable organization; or
- Publicly funded organization or institution excluding those already directly funded by Alberta Transportation.

#### **Grants will not be issued to:**

- Fundraising foundations
- Organizations with a regional or provincial mandate unless:
  - a. The proposed project will be carried out in partnership with the communities where the project will be implemented; or
  - b. The proposed project will make possible the implementation of projects in multiple communities in the province.
- Commercial or for-profit businesses or organizations
- A community action group, coalition, alliance, or network that is not registered with Alberta Registries. Such groups may have an application submitted by an eligible member/partner organization that will act as a sponsor for the project. The community action group/coalition/network should be identified in the grant application as a co-applicant.

#### **What types of projects will the ATSF support?**

##### **Grants may be provided for:**

- New or innovative pilot projects;
- The replication of projects that have previously been evaluated positively;
- Previously funded projects that can provide evidence after the first year that they have had a positive impact on the traffic safety issue and have an action plan to further enhance the project's delivery;
- The delivery of a previously implemented project in other communities. Evidence of the project's effectiveness is required. Communities must demonstrate a need for the project and their active cooperation in implementing it.

##### **Preference will be given to projects that:**

- Clearly link the initiative to one of the strategies/targets of the Alberta Traffic Safety Plan;
- Provide credible evidence in support of the traffic safety problem identified;
- Demonstrate strong community collaboration, particularly projects that may result in establishing a community action group that has a long-term commitment to improve traffic safety in the community;

- Show evidence of effective coordination and communication;
- Are new to the community.

### **What are the priority traffic safety issues for funding?**

Initiatives should align with one of the strategies/targets of the Alberta Traffic Safety Plan and/or a traffic safety problem/need of the community.

- Projects should align with at least one of the leading causes of motor vehicle injury in Alberta as identified in the Alberta Traffic Safety Plan that includes:
  - Speed related crashes
  - Intersection related crashes
  - Impaired driving - Alcohol/drugs
  - Seat belt violations
 and also-
  - Driver fatigue
  - Distracted driving
- And/or address the leading causes of motor vehicle-related injury to the following groups that are particularly vulnerable to motor vehicle-related injuries:
  - Teens/young adults
  - Aging drivers
- Initiatives will also be considered that address a traffic safety problem or need specific to a community or target group that can be identified, supported by evidence, and demonstrated as a local traffic safety priority.

**For motor vehicle injury statistics in Alberta (provincially and by regions), see the injury data reports on the ACICR website: [www.acicr.ualberta.ca](http://www.acicr.ualberta.ca)**

**Or, call 780-492-6019 to speak to the ACICR Data Analyst for more information.**

### **Types of Eligible Projects:**

#### **1. Developing and implementing traffic safety strategies; communications and advocacy.**

##### **Types of strategies/activities:**

- Educational** (e.g. public awareness campaigns or materials, school programs, training workshops)
- Technological** (e.g. raising awareness and promoting the use of new technological devices; guidelines for the use of new devices; public awareness and education through review, analysis, and reporting of new devices; initiatives to reduce or remove the threat of motor vehicle-related injury in community environments)
- Legislative** (e.g. preparation of briefing packages for awareness and education that might include economic, enforcement and traffic safety implications of legislation, policies, laws or regulations)

#### **2. Building or strengthening leadership, coordination, and local involvement in community traffic safety coalitions, action groups, alliances, or networks.**

##### **Types of strategies/activities:**

Community presentations, coalition member recruitment activities and orientation sessions, organizational meetings, planning sessions, forums, communication tools, promotional materials.

#### **3. Developing or strengthening local information systems that support traffic safety efforts.**

##### **Types of strategies/activities:**

Systems for collecting, analyzing and sharing local traffic safety data, systems for coordinating and sharing traffic safety program information, needs assessments, community traffic profiles, focus groups.

---

#### **For more information contact:**

Grant Program/Information Coordinator  
 Alberta Centre for Injury Control & Research  
 University of Alberta  
 School of Public Health  
 4075 Research Transition Facility  
 8308 – 114 Street  
 Edmonton, Alberta T6G 2E1  
 Phone: (780) 492-0887 or: (780) 492-6019  
 Fax: (780) 492-7154  
 Email: [mandy.fisher@ualberta.ca](mailto:mandy.fisher@ualberta.ca)  
 Website: [www.acicr.ualberta.ca](http://www.acicr.ualberta.ca)