

**FOR IMMEDIATE RELEASE** - Thanks to our successful application to Shell Canada's Social Investment program, Grande Yellowhead Public School Division received a \$10,000 cheque in support of driver speed feedback signs that were recently installed at GYPSD local schools in the Town of Edson. The installation of the radar speed signs, also known as driver feedback signs, are traffic calming devices designed to slow speeders down by alerting them of their speed. They have proven highly effective in reducing speed in installed areas from 10-20%. Increasing driver speed awareness and ensuring roadway safety continue to be priorities for Grande Yellowhead and our Director of Transportation Services, Gail Prokopchuk.

"We implement a number of safety initiatives throughout the year but we are always looking for other strategies that will increase driver awareness. Driver speed feedback signs have been in place at all school zones in the Town of Hinton for a number of years, and we would like to see them installed throughout the division. Thanks to the grant available through Shell, we were able to purchase three solar-powered speed signs over the summer months for École Westhaven, Mary Bergeron Elementary, and at the joint intersection in front of Parkland Composite High School and École Pine Grove Middle School."

Charlene Parker, Community Liaison for Shell Canada Ltd., was very pleased to be able to present the funds on behalf of Shell for this safety program. "At Shell, safety is our top priority and it goes beyond just our work sites - we want the communities in which we work to be safe too. We believe in supporting the community and this is a great initiative that we are very proud to support."

The division also contributed funding towards the signs that are approximately \$4,000 a piece and the Town of Edson agreed to install them onsite as well as be responsible for future maintenance. Prokopchuk noticed an immediate decrease in the number of complaints to her office for drivers speeding in school zones. "They work - I personally have seen cars slow down once their speed is flashing. This is a great driver education strategy and our next step is to seek other partners in assisting us in financing their installation in all our school zones."

Grande Yellowhead will be investigating options available for the future installation of nine more signs: two in Jasper, three in Grande Cache and four for the east end of the division. There is currently a driver speed feedback sign installed on Highway at Fulham School.



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Left to right: C. Parker & D. Rechenmacher from Shell Canada Ltd., Edson Trustee J. Zaporosky, Board Chair B. Rosadiuk, Supt. C. Lewis and Director of Transportation Services, G. Prokopchuk from GYPSD