



CARSP's New Tagline – The Votes are in!

The tagline which received the most votes was “Sharing Knowledge for Safer Roads”, with 42% of the votes. This submission was given by Dr. Jean Wilson, Consultant with Safety Metrics West. Dr. Wilson is also a CARSP Board Member. The CARSP leadership would like to congratulate Dr. Wilson for her winning submission.

We received 42 tagline submissions from delegates during the 2014 CMRSC in Vancouver, B.C. From this list, CARSP Board Members were asked to pick their top five from among the submissions. These top five choices were then voted upon by the delegates from the 2014 CMRSC through an online survey. The total number of respondents was 67, a response rate of 39% (total delegates = 170). The names of those submitting the taglines were kept confidential both during the board selection process and during the delegate voting.

While the “Sharing Knowledge for Safer Roads” was the top choice, the second most popular choice was “The Forum for Road Safety Excellence” with 19.4% of the votes, and then “Professional Excellence in Road Safety” with 16.4% of the votes.

Thank-you to all of those who submitted tagline ideas. We received many excellent options, which made the board selection step difficult. Congratulations once again to Dr. Jean Wilson for her winning submission.