

RECEIVED JAN 16 2018

Road safety is a major issue in Ontario, one that steals lives every single day.

At the Vision Zero Advocate Institute, we are working to change that, supporting municipalities just like yours as they create innovative, comprehensive traffic safety strategies, designed to eliminate serious injuries and fatalities. We know that can be a tall order—that is why we are here to help, making traffic safety planning easy, collaborative and effective.

On behalf of the Vision Zero Advocate Institute, I would like to invite you to attend the 2018 Vision Zero Advocate Conference (www.visionzeroconference.ca), hosted in Toronto from February 28th to March 2nd, 2018. **I'm also happy to offer a unique promotional code for \$100 off registration- please use AK395 at registration.**

This is the second Vision Zero Advocate Conference, preceded by a sold-out event in Edmonton. The conference is focused on the concrete implementation of proven traffic safety strategies, providing pragmatic solutions for municipalities ready to take the next step in Vision Zero adoption.

We are excited to feature speakers from around the world, including:

- Leah Shahum, Founder of the US Vision Zero Network,
- Chief Batiste, Washington State Police,
- Karin Hassner, Swedish Traffic Safety Expert,
- as well as representatives from Calgary, Vancouver, Los Angeles, Montreal, Toronto and more, to discuss the in-depth details of how they succeed in Vision Zero adoption

The Vision Zero Advocate Institute is a national leader in the accelerated adoption of Vision Zero, the international traffic safety framework that works to eliminate serious injuries and fatalities on our roadways. We offer our conference as a way to connect communities to best practice interventions to save lives. Delegates will leave with actionable ideas for traffic safety innovation in their community.

We are always here to help- for any questions, please email us at info@visionzeroai.com, or call me directly at 647-524-4841.

Warmly,



Alexandra Kelly
Director, Vision Zero Advocate Institute