

April 6, 2016

**TO: ITE Members, Friends, Students and Guests**

The April 2016 meeting of the ITE Manitoba Section will be held on **Thursday, April 21** starting at **12 noon** at the **Round Table Steak House** located at **800 Pembina Highway**.

The speaker this month will be **Rebecca Peterniak**, M.Sc. CE, B.Sc. CE, EIT. Rebecca is a Transport Infrastructure Specialist at Fireseeds North Infrastructure who specializes in road safety, vulnerable road user accommodation, and inclusive transportation. She holds a M.Sc. in transportation engineering from the University of Manitoba. Rebecca has completed over 100 safety audits and in-service road safety reviews, and worked on multiple safety guidelines. She is the first and only individual to receive both the Charles Miller Road Safety Award and the Mavis Johnston Traffic Safety Award for best-of-conference papers in the evaluation and policy streams, respectively, from the Canadian Association of Road Safety Professionals (CARSP). She is Past Chair of the Canadian Road Safety Youth Committee, Editor of CARSP's Safety Network newsletter, and a member of the Transportation Association of Canada Road Safety Standing Committee.

Rebecca will be speaking about **Vision Zero**, an approach to road safety characterized by aggressive casualty and injury reduction goals, coordinated and multidisciplinary action, increased priority and resources allocated toward road safety improvement, and a specific ethical policy framework. Vision Zero was launched by Sweden in 1997 and gradually spread to other countries and states. It is distinctly different from historic road safety approaches in that it recognizes that all road fatalities and injuries are preventable and has the long-term goal of eliminating road fatalities and injuries. Central to Vision Zero is the notion that humans are fallible and will make mistakes: fault for a road fatality or injury does not exclusively lie with road users, but with the entire transportation system (e.g., the road infrastructure, policy and regulatory framework, vehicle technology, post-crash care, etc.). Canada's most recent national road safety strategy was published in January 2016 by the Canadian Council of Motor Transport Administrators (CCMTA) and adopts the vision of *Towards Zero: The Safest Roads in the World*. The national strategy is intended to influence the direction of road safety strategies at the provincial, territorial, and municipal level, and may lead to the widespread adoption of Vision Zero in Canada.

The presentation will cover:

- Vision Zero overview and key differences between traditional road safety approaches
- Case studies, including New York City's highly publicized Vision Zero program
- Principles for effective adoption of Vision Zero
- Vision Zero adoption in Canada, based on a survey with 31 jurisdictions



Institute of  
Transportation  
Engineers

District 7 (Canada)

Manitoba Section

[itemanitoba.wordpress.com](http://itemanitoba.wordpress.com)

**ITE Manitoba 2015  
Executive Committee**

Past-President  
Jonathan Regehr

President  
Björn Rådström

Vice-President  
David Wiebe

Secretary  
Jennifer Chapman

Treasurer  
Ken Wimble

Please note that the price of the luncheon is **\$20.00** for members and friends and **\$15.00** for students. Fees will be collected at the luncheon.

Hope to see you there!

Jennifer Chapman, P. Eng.  
Secretary  
ITE Manitoba Section