



Stuck in traffic? You are the traffic!



ext time you find yourself crawling – or worse – sitting in traffic on the 404, Highway 7, or any major road in Markham and Richmond Hill in rush hour, take a look around you. What do you see? Chances are you see people just like yourself, driving alone in a vehicle built for more than one person. In fact 85% of the traffic around you is SOV (Single Occupancy Vehicle). But how often do you blame being late on the traffic? Have you ever wondered what would happen if you removed yourself from that equation? We always blame the other people – not ourselves – for tying up the roadways. We are special, need to drive alone and don't want to be inconvenienced.

It's estimated that GTA traffic congestion costs the local economy approximately \$6 billion a year. And people gasp in shock when they learn that Toronto and the GTA have the longest commute times – at 80 minutes roundtrip – in North America!

Think there's nothing you can do about it? Think again: there are alternatives!

Carpooling, active transportation (such as cycling and walking), transit, and working flex hours, a compressed week or from home, are among the choices that can provide extensive benefits to you, your family and society. One bus can take 40 cars off the road and remove 168 tonnes of pollutants from the air each year. If one million people worked from home just one day each week, Canada would save \$40 million in fuel and 50 million hours of time commuting annually!

The difference begins with me. And you.

Think you can't change behaviour? When you consider that there are kids who have never not recycled, there are people who can't believe that smoking was allowed on airplanes and in restaurants...is sustainable transportation really that hard to fathom?

Think about that tomorrow morning, at 8 a.m.!

Smart Commute Markham, Richmond Hill is a not-for-profit sustainability initiative of the municipalities of Markham and Richmond Hill, York Region and Metrolinx. We help local employers and commuters explore different commute choices to ease gridlock, improve air quality and reduce greenhouse gas emissions while making your commute less expensive and more enjoyable. www.smartcommutemrh.ca

If you have a business of 50+ employees, contact us and **make a difference!** ■

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