

October 16, 2007

Smart Thinking About Alternative Commuting Drives Award-Winning Partnership

York Region , ON ~ Richmond Hill and Markham are together in the driver's seat of an innovative partnership between a number of levels of government and the business community. Their joint venture – Smart Commute 404-7 – was selected as the recipient of the Sustainable Urban Transportation Award, from the Transportation Association of Canada. The award recognizes the partnership that was formed between the two communities and acknowledged their work as environmental leaders.

"We are honoured that our urban transportation initiative, Smart Commute 404-7, has been selected as a role model for other communities," said Richmond Hill Mayor Dave Barrow. "We are bringing government and local businesses together to find answers to traffic problems."

"Markham is an environmental leader," said Markham Mayor Frank Scarpitti. "This is another way we can be partners as we jointly work together to maintain our communities' quality of life."

Smart Commute 404-7 was formed when the municipalities of Richmond Hill and Markham joined forces with the Regional Municipality of York, the Richmond Hill Chamber of Commerce, the Markham Board of Trade, local business leaders with funding from Transport Canada, and the Urban Transportation Showcase Program to improve mobility and accessibility in the two communities. As an alternative commuting program, it promotes public transit, teleworking, carpooling and parking management, while capitalizing on the shared expertise and resources of the partners to reduce traffic congestion, increase mobility, and create more livable communities.

The Sustainable Urban Transportation Award, from the Transportation Association of Canada, was presented at the Transportation Association of Canada's 2007 conference in Saskatoon, Saskatchewan, on Monday, October 15. It recognizes exemplary and innovative contributions to the development and enhancement of sustainable urban transportation.

For more information on Smart Commute 404-7, please see attached [backgrounder](#) or call George Flint, Manager of Smart Commute 404-7, at 416-557-2092 or visit www.smartcommute404-7.ca