



# How-to for Mayors, MP's & City Leaders

## 10 top tips to create a new normal

Our cities are in crisis because they revolve around the car. It's killing us, our communities and our economy, but most of all it's robbing us all of our money and our time. Commuters, communities and businesses are faced with 3 major problems.

1. **Traffic congestion wastes our precious time** –The average Aussie, British and American family spends more time sat in the car than around the kitchen table
2. **Traffic congestion wastes our money.** The average adult spends the first 2 months of every year working just to pay for their car and many of us spend more than \$25,000 a year on car parking
3. **Traffic congestion causes stress and stress ruins our health and our relationships.** 53% of us feel constantly tired and more than 80% of us are failing to get 1 hour of exercise a day.

Changing people's behaviour is difficult & slow. People love their cars. There is, however, a huge opportunity for Mayors, MP's and City Leaders to cut traffic congestion and improve road safety with direct benefits for everyone. Here's a checklist of 10 questions (10 Top Tips) to consider and ask yourself if you're a Mayor, MP or City Leaders who wants to cut traffic congestion and create a new normal in your town/city.

1. What is my vision?
2. What is my financial commitment?
3. How can I be positive? - creating change is about talking and writing in positives.
4. What can I do to be part of the solution?
5. Is there an appetite for change?
6. Can I invite people to discuss the impact traffic congestion has on their daily life, their time, money and health?
7. Is there a difference between what's undesirable now – e.g. two hours a day stuck in the car – and what is desirable in the future – e.g. working at home one day a week, more time, better health, less stress?
8. How will I negate people's fears?
9. Do I have success stories to share? - e.g. real financial savings from working from home one day a week.
10. Can I help people build new habits?

**What will you do? Are you committed to cutting traffic congestion in your town/city?**

If you enjoyed these tips and want more.... I'm available for presentations, workshops and school assemblies

**Buy my book.** Decongestion is 232 pages of help, advice and information in paperback (\$24.95), e-book & Kindle formats from \$10 <http://www.cyclingrachelsmith.com/buy-books-services-speaking/>

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