



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

Houston, we have a traffic congestion problem.

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 precious time.

So what are the real traffic congestion issues affecting our people, towns and cities? Right now, many of us are spending more than 15 hours a week (that's around 700 hours a year) sitting in our cars, literally stuck in traffic. In Australia and the United States the average adult sits behind the wheel of their car for 72 minutes a day, and spends the first eight weeks of each year working just to pay for their car.

Here in Australia, traffic congestion is costing the economy more than A\$9.4 billion a year, and US\$121 billion in the US and A\$30 billion in the UK. This is expected to exceed A\$20 billion a year in Australia by 2020. Some suggest being stuck in traffic congestion alone costs each car-commuting household more than A\$1,000 a year. And – get this – 70% of traffic in our city centres is simply people in cars searching for a parking spot.

Worse still, four people die and 90 people are seriously injured on Australian roads every day. More than 60% of men, women and children are seriously overweight or obese, and Aussie kids are among the least active in the world, with more than 80% failing to get one hour of exercise each day. Add to that 53% of us claim to be constantly tired, 15% of us always feel “exhausted”, and the average Australian and British family spends more time sitting in the car than they do around the dining table. Every year, one in five Australians experience some form of mental illness, while 2 million Aussies live below the poverty line. Little wonder our cities, our lives, our time, our economy and our health are in crisis.

Traffic congestion has two main causes. Firstly, too many cars, and secondly, traffic jams: when one car brakes or slows down it forces the car behind to slow down as well. This effect spirals and multiplies, creating traffic jams.

My book *Decongestion* answers the following question: “How do I cut traffic congestion, without the expense of new roads and annoyed residents?”, and solves the main cause and the biggest issue of too many cars on our roads. We don't need to question whether congestion exists or not. We all know that traffic congestion exists. We see it every day. It's what you/we do about it that's important. That's why I've created a Seven-Step Program to solve the problems of traffic congestion without building new roads. I recognise the amount of work that has to be done to encourage people to change their travel behaviour; for parents to walk with their children to school, to encourage commuters to carpool once a week, for businesses to allow their staff to work at home once a month, or for families to have a car-free day out. I believe, and I know, that the Seven Steps in my book will enable Mayors and other City Leaders to cut traffic congestion without the expense of new roads or annoyed residents.

I'm Rachel. I'm an Author, Keynote Speaker, Transport Planning Consultant and a Traffic Decongestion Specialist. I am the Author of **Decongestion - 7 steps for mayors and other city leaders to cut traffic congestion without the expense of new roads or annoyed residents**. I am passionate about helping Mayors and other city leaders to cut traffic congestion so that their/our towns/cities are lucrative, liveable and lovable. If you enjoyed this information and want more... I'm available for talks and workshops or **Buy my book**. *Decongestion* is 232 pages of help, advice and information in **paperback** (RRP \$24.95) or **e-book & Kindle** formats (\$10) <http://amzn.to/1JP64jb> or <http://www.cyclingrachelsmith.com/>

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