If you ask the average person about one of the biggest issues they face in their daily life, inevitably the conversation turns towards our transportation system.

According to a recent GTA survey, 2/3 of people identified their commute as harmful to their quality of life. Shuttle is the first public engagement program designed to encourage people to reduce their driving impact by giving them the information, tools and incentives toward behaviour change in their day-to-day life.

Shuttle is focused on improving driving behaviour within the Greater Toronto and Hamilton Area (GTHA), and features an on-board data tracking system, opinion surveys, eco-driving training and incentives to take action.

In March 2013, Shuttle will engage GTHA drivers to take action and lower their driving impact!

For a summary of the key steps each participating driver needs to complete, please see below.

1. **Register**
   - Register to receive a package with your start date, unique Shuttle Code and vehicle data logger. All of our data logging methods are Canadian designed, safe and simple to use

2. **Measure Your Baseline Impact**
   - For two weeks, drive while using the data logger to identify a regular driving baseline. Drive just like you always do – drive to work, drop your kids off at school, do your shopping, run errands – it’s that easy
   - Complete an online survey
   - Log in to your personalized My Challenge page to view your daily driving impact and chat with your fellow drivers
3. Get the Tools
- Take our free online *Eco Driver Training* class and view our online resources for tips and suggestions on how to **drive better** (more efficiently) and **drive less** (reduced distance)

4. Your Challenge
- We challenge you to improve your driving impact by 10% over the next two weeks. Compared to your *Baseline*, you’re encouraged to drive 10% less (reduced distance) and 10% better (reduced gas consumption)
- We’ll show you how you’re doing throughout the *Challenge*. Use your *My Challenge* page to view how each day of your *Challenge* compares against your *Baseline*
- Join the conversation - chat with your fellow drivers about your successes, challenges and how to improve our transportation system
- At the end of the *Challenge* complete a final online survey
- Return your data logger in the pre-paid package provided to you

5. Be Rewarded
To **say thank you for completing the Shuttle program**
⇒ Receive a $25 gas card

To **reward you for beating the 10% Challenge**
⇒ Receive another $25 gas card
⇒ Get entered into a draw to win $1,000

6. Drive Change
Your results and feedback will help us drive a wider conversation about transportation in the Greater Toronto and Hamilton Areas (GTHA). Your successes and challenges will be a driving force for improvements in our transportation systems!