



May 15, 2013

Dear Mayor McMullen:

The Niagara Poverty Reduction Network (NPRN) Transportation Working Group is promoting the Commuter Challenge and would like to ask the City of St. Catharines to support the event by encouraging your employees to participate the week of June 2-8, 2013. Mayor McMullan, we are also hoping that either you or one of your Councillors will champion the event for St. Catharines.

The Commuter Challenge is a national event which takes place in cities and communities all across Canada during National Environment Week each year. This weeklong event challenges cities and their respective business communities to reduce the emissions created by their employees' daily commute. Businesses, organizations and municipalities encourage their employees to choose sustainable modes of transportation to and from the workplace during Commuter Challenge week, and to log their commutes on the Commuter Challenge website (www.commuterchallenge.ca).

The Commuter Challenge is structured around two basic principles:

- ❖ Recognize and reward individuals and corporations that are exercising or supporting environmentally healthy commuting options
- ❖ Emphasize the personal, social, economic and environmental benefits of healthy commuting to encourage other commuters to choose these options

The NPRN believes that an active and sustainable intermodal transportation system is an integral part of a healthy community. Not only does it reduce access barriers for people living in poverty, it is critical to continued growth and competitiveness for St. Catharines and the Niagara Region.

Increasing transit ridership and the number of people using active transportation to get to and from work will create the support we need for a built environment conducive to active transportation, as well as the service enhancements that make transit a desirable option.

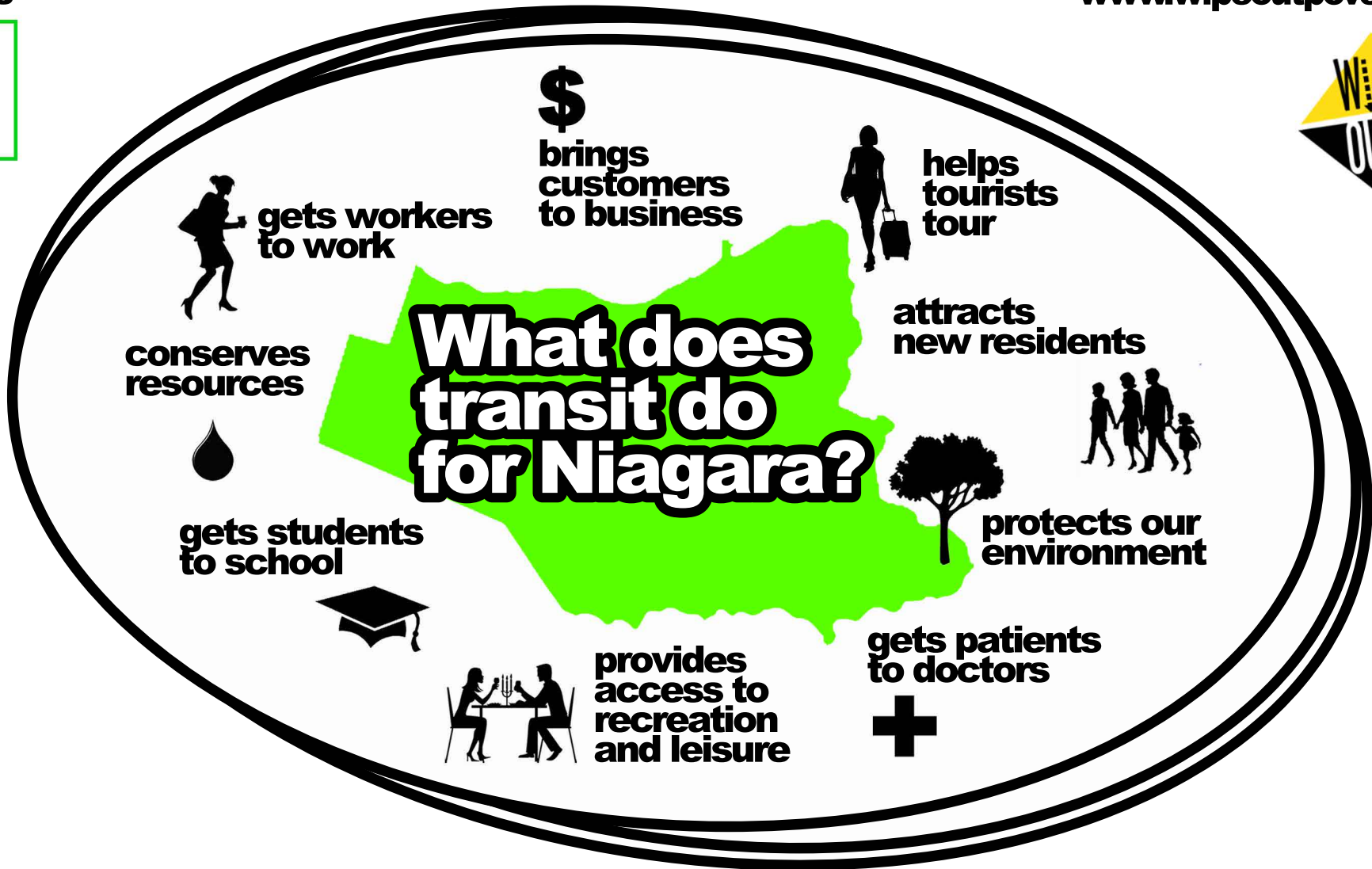
The Commuter Challenge has seen substantial growth over the years, thanks in large part to in-kind support from the media, businesses and the corporate sector, as well as community associations across the country.

For more information on the Niagara Poverty Reduction Network, visit the website at www.wipeoutpoverty.ca. You can also 'Like' us on Facebook or join us on Twitter.

We hope you will consider participating in the event. If you have any questions, please feel free to contact me.

Kind regards,

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What can Niagara do for transit?

Take the Commuter Challenge | June 2 to 8

**Give your car a day off. Take the bus. Walk. Bike. Carpool.
Register your contribution at commuterchallenge.ca**