

Sophisticated intelligent transportation systems, including satellite communication and navigation, are not only getting us to different places accurately and faster, they are also making connections between various modes of transportation much easier. More and more, urban transit systems are linking downtown with rail stations, airports, and ports. Canadians will have more options from which to choose the best combination of commuter rail, intercity bus, subway connections, railways, or cars, benefiting the environment by increasing the use of more sustainable modes.

### Choosing the Sustainable Option

Achieving sustainable transportation will depend largely on changing behaviour. One of the biggest challenges is to build awareness among the general public about sustainable transportation in Canada. This involves raising awareness of the issues themselves, as well as promoting concrete actions that individuals can take to reduce the adverse impacts of transportation and improve quality of life. Working together with other federal departments, provinces and territories, industry groups, and nongovernmental organizations is necessary in developing and delivering consistent messages that promote sustainable transportation options.



Behaviour change is the ultimate goal of improving public awareness of sustainable transportation. When individuals understand the impacts of their transportation behaviour, they can in turn make choices that reduce the need for resources and minimize the adverse impacts of transportation.

Clean Air Day Canada has been proclaimed by the Government of Canada to increase public awareness and action on two key environmental priorities: clean air and climate change. It is very much a grassroots, locally based event relying on strong partnerships with all sectors of society. The program in 2000, managed by the Canadian Urban Transit Association (CUTA) with participation from Environment Canada, Transport Canada, Health Canada, and Bombardier Transportation, focused on sustainable transportation and highlighted initiatives by environmental and health organizations, transit companies, and private sector businesses in over sixty communities all across Canada.

In its Speech from the Throne in January 2001, the Government of Canada committed to working with partners across the country to launch a dialogue on the opportunities and challenges facing urban