August 13, 2008

Mayor Fred Eisenberger
City of Hamilton
71 Main Street West, 1st Floor
Hamilton, ON
L8P 4Y5

Dear Mayor Eisenberger:

I am writing to invite and encourage you, members of your Council and your senior staff to attend the second annual Association for Commuter Transportation of Canada (ACT Canada) Transportation Demand Management Summit taking place in Halifax on October 19 – 22, 2008.

ACT Canada is a national association dedicated to the advancement of sustainable transportation in Canada through transportation demand management (TDM). TDM is the wide range of policies, programs, services and products that influence how, when, where and why people travel to make travel behaviours more sustainable. The focus of the TDM Summit is on building collaboration through our pillars of environmental sustainability - transportation, health, land use, economy and the environment.

TDM provides the ability to maximize the return on infrastructure investments. It has other unique benefits that infrastructure cannot offer, such as deferring the need for new infrastructure by maximizing the efficiency of existing transportation systems, eliminating trips, reducing trip lengths, and shifting trips out of congested corridors and peak hours. TDM maximizes personal mobility choices by ensuring that individuals are aware of their travel options, understand how to use them, and are encouraged to do so.

This TDM Summit will be of interest to municipal councillors, and senior transportation, planning, health or environmental staff. TDM is important in combating climate change, reducing air pollutant emissions, minimizing congestion, promoting smart growth, improving accessibility of employment opportunities, reducing the infrastructure deficit and improving public health.

For sustainable urban mobility strategies it is vital that leading centres in Canada not only include TDM within their transportation master plan strategies but aggressively act on these initiatives. I hope that you will join me at this important Summit to send a strong and united message
attendance of your senior staff and relevant council members will ensure that demand management strategies are a crucial element of a successful overall transportation sustainability plan.

For registration, program and accommodation information, please visit www.actcanada.com.

I look forward to seeing you, your staff and your council members in our Region.

Respectfully, I remain

Peter Kelly
Mayor