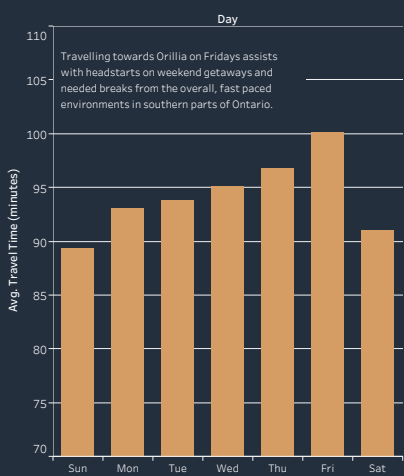


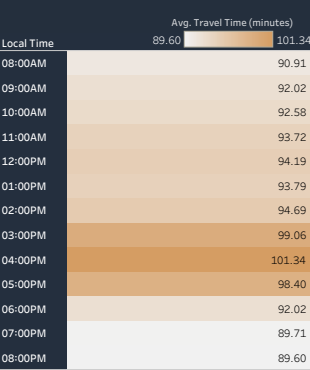
Traffic Patterns from Southern Ontario to Northern Ontario

Reflects two months worth of collected driving data acquired from Google Maps Platform between Milton to Orillia

Weekly Average Travel Times

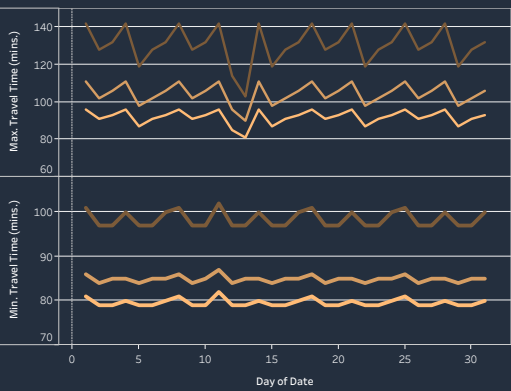


Hourly Average Travel Time



Hotspots of traffic expectedly come during rush hours (3PM - 5PM). A popular sweet spot to finish work is between 3PM-5PM which is when the roads are the most busiest.

Traffic Model Travel Time Comparisons Over Time



Traffic Model

- Pessimistic
- Best Guess
- Optimistic

Throughout the month, we can expect travel times to stay relatively consistent aside from the dip in travel time in the middle of the month.



Majority of the traffic delays come from travelling on the 401 highway. Use of the 407 highway would help avoid traffic delays that would be found travelling across the 401 towards the 400 and 404.



After getting onto the 400 highway northbound, traffic clears up with rarely any interruptions travelling to Orillia.