Overview Tweets

what the events about

1. We are hosting a #hackathon Oct 2nd - 4th, 2015 to solve Toronto's traffic troubles. Sponsored by Evergreen Cityworks and City of Toronto.
2. Evergreen CityWorks and the City of Toronto are teaming up with engaged citizens, digital creatives and data detectives to fix Toronto’s traffic troubles.
3. During the 48-hour TrafficJam, 150 engaged Torontonians will collaborate to analyze data and build tools for real traffic solutions.
4. TrafficJam is a 48 hour hackathon to develop real solutions for Toronto’s traffic troubles
5. We are bringing together torontonians to brainstorm new ideas, analyze data and build tools that will kickstart the development of real traffic solutions.
6. We are throwing a #hackathon to generate solutions to Toronto’s traffic troubles
7. 150 engaged Torontonians will analyze data and build tools for real traffic solutions to help improve Toronto’s traffic troubles.
8. TrafficJam hackathon will bring together innovators to generate traffic solutions to save Torontonians time and money
9. Use #data to come up with new ways to improve old #Toronto #traffic troubles at the TrafficJam #hackathon
10. Generate new ideas for city transportation management at the TrafficJam Toronto October 2nd - 4th.
11. Come up with innovative solutions for Toronto Traffic problems Octoner 2nd - 4th.

**GTA Traffic Fact tweets**

facts on toronto's traffic problem, showing people why we need a hackathon to solve this problem

1. Residents in the GTA have the longest commute times in North America, estimated to cost the economy $6B annually.
2. traffic troubles aren’t just an economic issue, they’re also a quality of life issue and an environmental issue that ultimately impacts all Torontonians.
3. Toronto has the longest commute time in North America. TrafficJam is bringing together talented Torontonians to brainstorm innovative solutions to improve our traffic troubles
4. #Toronto has the highest commute time to work in the Canada at 32.8 minutes. October 2nd-4th Trafficjam will bring together Torontonians to improve Toronto’s #traffic troubles.
5. C.D. Howe Institute estimates $6 billion is spent trapped in gridlock in the GTA. TrafficJam hackathon will generate traffic solutions to save Torontonians time and money.
6. Toronto has the highest commute time to work in the country: 32.8 minutes. according to Statistics Canada. The Canadian average is 25.4 minutes.

Metropolitan cities such as Toronto face an increasing and immediate demand for new innovative solutions for old traffic troubles

transport, be it highway capacity or bike lane connectivity. All the while confronted with the reality of limited budgets that make it near impossible to provide the increase in transport network capacity that this demand requires.

Authorities need to find new ways of increasing levels of utilization of the transport networks they already have, whether that is by better use of Urban Traffic Control to improve use of existing road space or better information provision to increase bicycle patronage.

Technology can play an important part in this and deliver significant improvements for a fraction of the cost of new infrastructure.

Simply put: city transportation management needs new ideas. Modern transportation problems are increasingly complex and predictive big data analytics provides direction and can deliver solutions that have a higher chance of compelling real world social and economic benefits. Congestion is an economic issue and a quality of life issue. A hackathon will provide the perfect venue to bring transportation experts and technologists together to work on these tough challenges.

Generate new ideas for city transportation management at the TrafficJam Toronto October 2nd - 4th.

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**Recruitment Tweets**

1. It’s time to make a change. It’s time to join forces and collectively tackle the increasingly complex transportation issues of our city. Sign up today and help fix Toronto’s transportation troubles.

**Sponsor Highlight Tweets**

Traffic Jam is brought to you by Evergreen Cityworks and the City of Toronto

During the 48-hour TrafficJam, 150 engaged Torontonians are invited to collaborate with local traffic analysts, government officials and data collectors to brainstorm new ideas, analyze data and build tools that will kickstart the development of real solutions.

The most promising submissions will be recognized during an awards ceremony with Mayor John Tory and awarded prizes.

Toronto Traffic facts

*Torontonians’ 80-minute average round-trip journey to work*

*“High car-usage rates have led to traffic congestion, with annual costs for commuters in 2006 estimated at around $2.74 billion (US$) per year and the annual economic costs at $2.24 billion (US$) for the Greater Toronto and Hamilton Area.”*