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Pro-Choice or not (10/24/07)

We are a society of choices...Go big on fries and a drink, sauce on the side, deluxe wax with my carwash; you get the point! But, this latest 'choice' has me angry and puzzled.

To my chagrin while thumbing through an O.C. Weekly Magazine (that may have been my first mistake), I read the following statement "**It's your choice.**" I thought to myself *great, more choices!* And read on...it was a 'clever' (used loosely here) ad depicting bumper-to-bumper traffic and a children's soccer game. In small print, I am presented with a simple question "Why risk having your kids miss the big game by getting stuck in traffic when you could take the Toll Roads instead?"

Are they out of their (insert expletive here) minds...This ad is insulting and unpersuasive on so many levels!

Let me state the obvious...The Toll Roads at best are a convenience off peak hours (and even peak hours are bleeding further and further infringing on off peak hours). If the ad is to appeal to an Inland Empire commuter, guess what...we all know! And further more, the Inland Empire commuter is leaving earlier to get home earlier for *Susie's soccer game* (but, thanks for giving us a 'choice'). And, if the ad is to appeal to Miss Orange County who is inconvenienced by a little traffic...suck it up 'butter-cup'! The reality is that 85+% of the commuters are from the Inland Empire! Ads and sentiments should be marketed towards the hard working (and hard commuting) folks of the I.E., period! It is not a 'choice', it is a damned if you do and damned if you don't justification for a bigger problem called the '91 Freeway'. And you know what, The Toll Road knows and understands the squeeze they have on everyone and yet they still say "It's a choice"! Walking a plank is 'a choice' but what's the alternative?

Here's my recommendations: Riverside Transit Authority, fix the 91 Freeway. Until the 91 Freeway is fixed, Corona City Council cease on your decision to proceed with an expansion of the Foothill Parkway. Toll Lanes, disperse and re-hire your Marketing Team because you are lobbing foul balls and not hitting home runs!

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