

## **Transportation Demand Management Community Grant Program 2021 Update**

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### **Report Summary**

This report provides an update on the status of the Transportation demand Management (TDM) Community Grant Program. An overview of results from the 2020 intake as well as a description of the approved projects for the 2021 intake is outlined.

### **Relationship to the Strategic Plan, Health Impact Assessment and Community Energy & Emissions Plan (CEEP)**

Implementing recommendations of the Transportation Master Plan (TMP) by building new cycling infrastructure and developing new policies, programs and initiatives, supports the achievement of strategic objectives under both the Climate Change and Create a Healthier Community strategic initiatives. Items outlined within this report contribute to the goals to "Complete and implement Community Energy and Emissions Plan that will provide guidance to reduce greenhouse gas emissions"; "Deliver City-led goals from Population Health Call to Action 2018-2028" (Healthy Streets); and "...attain 'Silver Bicycle Friend Community' status from Share the Road Cycling Coalition".

### **Financial Implications**

As part of the 2019 Budget process, Council approved the reallocation of \$10,000 from the Cycling Infrastructure budget annually to fund the Transportation Demand Management Community Grant Program which supports implementation of the Council-approved Transportation Demand Management Plan (2018).

Three TDM-related projects will receive funding with the total amount allocated being \$3,000.

## **Purpose:**

This report provides an update on the status of the Transportation Demand Management (TDM) Community Grant Program. An overview of results from the 2020 intake as well as a description of the approved projects for the 2021 intake will be presented.

## **Background:**

In 2016, the Transportation Master Plan (TMP) was updated to take a sustainability-focused approach to optimizing and enhancing the transportation network. The 2016 TMP outlines a cycling facility network, and recommends a suite of policy options to support the delivery of pedestrian and cycling infrastructure in Greater Sudbury.

One of the recommendations of the TMP was the development of a Transportation Demand Management (TDM) Plan to provide education and encouragement initiatives and incentive programs to complement cycling, pedestrian and transit infrastructure investments being delivered in the community. The TDM Plan for Greater Sudbury was approved by Council on June 12, 2018.

The Infrastructure Capital Planning division is responsible for the implementation of the Transportation Master Plan and the associated policies and programs to support active transportation. Over the last four years, significant strides have been made to deliver on the recommendations of the Transportation Master Plan and staff are continuing to develop new policies and programs to serve the needs of Greater Sudbury citizens who walk or bike as transportation.

### Transportation Demand Management Plan Community Grant Program

In May 2018, the final Transportation Demand Management (TDM) Plan for Greater Sudbury was presented to the Operations Committee and was approved by Council in June 2018.

The success of the TDM Plan relies on actively engaging with community partners to participate in or take the lead on delivering TDM programs, initiatives and events. In 2019, the City launched the [Transportation Demand Management Community Grant Program](#), which supports Council's commitment to deliver programs and initiatives to make the highest and best use of transportation infrastructure investments. The goal of the TDM Community Grant Program is to support a robust, non-profit sector program that is designed to provide eligible organizations with funding assistance for community-based activities that will have a positive city wide impact and support implementation of the TDM Plan for Greater Sudbury.

The City launched the first intake of the TDM Grant program in June 2019, with seven successful applications. In 2020, the City received four applications, all of which were approved. Based on the approved applications, approximately \$4,000 in funding was distributed to community groups to deliver TDM-related programs, initiatives and services. Staff believe that the ongoing Covid-19 pandemic may have reduced the number of applications received for the 2020 TDM Community Grant program. Intake for 2020 was held during the month of March as the effects of the pandemic were first starting to be felt throughout the country.

## **2020 Funded Programs/Initiatives:**

### **1) Bike Sudbury – Community Video**

Bike Sudbury created a short video showcasing Greater Sudbury community members explaining why they bike using visual aids (signs with text) at various locations with cycling infrastructure throughout the City. Residents were asked to finish statements such as "I bike because...", "I bike to...", and "I bike for..." on white boards with markers. Residents were also asked to verbally finish similar statements with the intent of sharing safe cycling tips and highlighting proper use of cycling infrastructure. These were combined in a short video intended to celebrate and promote established cycling infrastructure as well as the beauty and enjoyment of cycling in Greater Sudbury. The video is being finalized and will be shared through digital channels as a social media campaign this upcoming cycling season.

## 2) Bike Sudbury – Self-guided Bicycle Tours

Through this project, Bike Sudbury has delivered an exceptional resource for Greater Sudbury residents and visitors by creating a collection of self-guided bike rides. The utilized a GPS-based application to showcase cycling routes that promote Greater Sudbury neighbourhoods, safe cycling options to get around the city, and various local destinations of interest. In addition, Bike Sudbury has developed longer routes, for the cyclists who prefer to ride longer distances. Each tour has been populated with general information, background on the area and points of interest as well as providing riders with safety information. Thanks to TDM Community Grant, these routes are being made available to the public for free via a mobile app (Figure 1), Ride with GPS, which is an internationally recognized resource for cycle tourism.

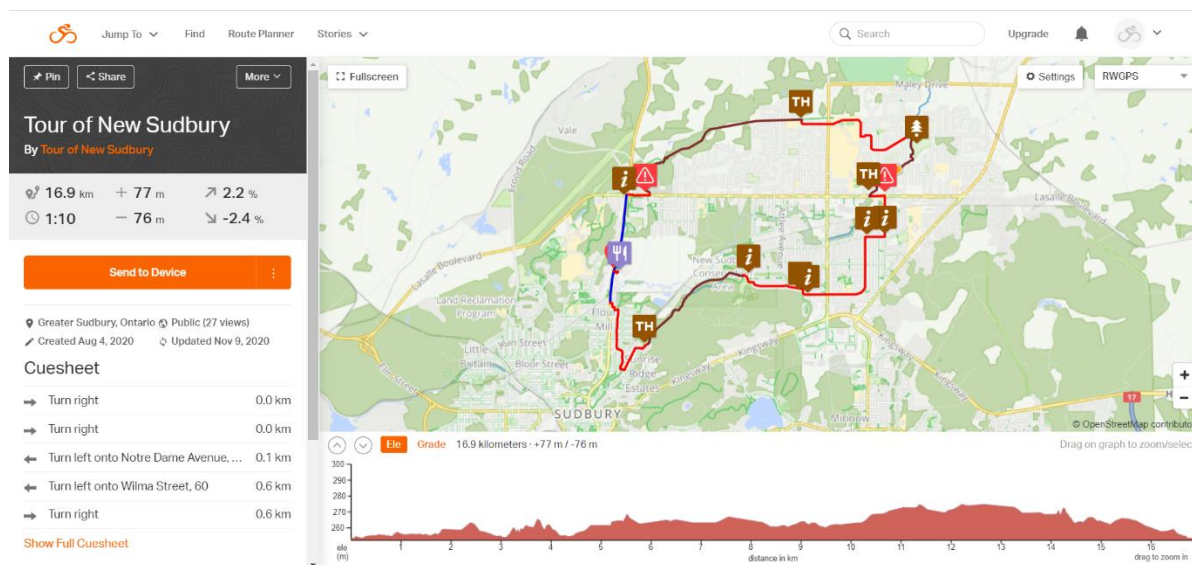


Figure 1 - Sample image of neighbourhood route

## 3) Rainbow Routes Association – Sudbury Camino

In 2020, Rainbow Routes Association hosted the 4<sup>th</sup> Annual Sudbury Camino, a family friendly event that offers the community a free, unique on-foot exploration of urban and wilderness trails along the 30 km segment of the Great Trail from Lively to Moonlight Beach. The event promotes active transportation and focuses on introducing participants to the numerous routes and trails that make active commuting in the community possible. Funds were originally intended to be used to provide shuttle services with four bus runs from Moonlight Beach to Lively during the event. However, because of the Covid-19 pandemic, the event went virtual and the funds were used to update promotional materials, advertise the event to a broader audience, create a Certificate of Accomplishment for participants and purchase an event tear drop flag that will be used in all future years for the in-person event.

## 4) Sudbury Performance Group – Encouraging Transit Use to Attend Events

With the success of their 2019 project, Sudbury Performance Group (SPG) wanted to continue to incentivize audience members to attend performances using transit, by providing one free entrance admission to a show with proof of a valid GOVA transfer or a GOVA bus pass. Due to Covid-19 restrictions, the theatrical season was cut short, however, SPG was able to pivot and use the funds to incentivize attendees of the Northern Arts Festival throughout the summer months. The festival included live performances at local businesses and

was hosted at various locations throughout the community. Funds were used to advertise the program on social media, in the Sudbury Star and on Sudbury.com. SPG was also able to leverage the TDM Community Grant Funding to access additional funding from the Ontario Arts Council, as they were offering free admittance to transit riders.

## **2021 Allocations:**

In 2021, the City's TDM Grant Program received four applications from community groups, three of which were successful, amounting to a total funding allocation of \$3,000. A summary of each application is provided below.

### **1) Bike Sudbury – Grand Tour of Greater Sudbury**

**Project Details:** Bike Sudbury is planning to use the Ride with GPS platform to create the “Grand Tour of Greater Sudbury”, which will be a continuous 100 km ride highlighting existing cycling infrastructure and quieter side roads that showcase the diverse neighbourhoods of the Greater Sudbury community.

**Use of Funds:** Funds will be used to access the professional version of the Ride with GPS software as well as advertise the route availability on social media and through other mediums to the community.

**Amount Requested:** \$1,000

### **2) Bike Sudbury – Cycling Training Courses**

**Project Details:** Bike Sudbury currently has members who are CAN-BIKE certified cycling instructors. The organization would like to make use of these resources to deliver free safe cycling courses to the community at large to increase the comfort level of people who are interested in cycling.

**Use of Funds:** Funds will be used to compensate instructors for their time, purchase required PPE for participants and to advertise the availability of the courses through social media and other mediums.

**Amount Requested:** \$1,000

### **3) Sudbury Performance Group - Encouraging Transit Use to Attend Events**

**Project Details:** Sudbury Performance Group stages entertainment productions that include musicals, concerts and stand-up comedy events. With the success of their 2019 and 2020 projects, they would like continue to incentivize audience members to attend performances using transit, by providing one free entrance admission to a show with proof of a valid GOVA transfer or a GOVA bus pass.

**Use of Funds:** Funds will be used for advertising of incentive program and promotional campaign on social media and in the local newspaper.

**Amount Requested:** \$1,000

## **Implications of Covid-19 Pandemic**

Staff believe that the ongoing Covid-19 pandemic may have reduced the number of applications received for the 2020 and 2021 TDM Community Grant programs. Intake for 2020 was held during the month of March as the effects of the pandemic were first starting to be felt throughout the country.

All 2020 funding recipients noted that the pandemic resulted in lower than anticipated participation or in some additional challenges in delivering their programs. However, it is encouraging that all of the community groups were able to adapt to find ways to use their funding to continue to incentive sustainable travel in our community.

As the duration of the pandemic and information on how physical distancing restrictions may be eased is unavailable at this time, staff will continue to work closely with the community groups to provide as much flexibility as possible to help each group successfully implement their project. This may include extending the deadline to utilize the provided funds into 2022.

**Next Steps:**

Successful applicants will be required to submit a Final Project Report within 60 days after the completion of the project or by the end of the calendar year, whichever comes first. The Final Project Report will provide the City with the means to monitor the success of the TDM Community Grant Program and results from funded projects will be included within future iterations of the Active Transportation Annual Report that are presented to the Operations Committee.