

Transportation Demand Management Community Grant Program 2023 Update

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Report Summary

This report provides information regarding the status of the Transportation Demand Management (TDM) Community Grant Program, an overview of results from the 2021 and 2022 intakes as well as a description of the approved projects for the 2023 intake.

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

Items outlined within this report contribute to the goals of “Create A Healthy Community” by providing supportive cycling infrastructure at destinations and providing incentives to residents to use transit to visit their destination. It also contributes to the goals within the "Complete and implement Community Energy and Emissions Plan that will provide guidance to reduce greenhouse gas emissions" by promoting sustainable travel with a focus on reducing single vehicle occupancy.

Financial Implications

Recommendations of this report will be carried out within the existing approved budget and staffing resources.

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.

Transportation Demand Management Plan Community Grant Program

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.

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).

Since the launched of the TDM Community Grant program in June 2019, the City has held four separate intakes from 2019 to 2022 with 14 approved applications totally approximately \$14,000 in funding distributed to community groups to deliver TDM-related programs, initiatives, and services. The 2023 intake closed on April 14 and 16 applications were received.

In 2023, the City's Transportation Demand Management Community Grant Program received 16 applications from community groups seeking funding to support the delivery of programs to promote the use of sustainable modes of transportation in Greater Sudbury. 11 of the 16 applications were successful, amounting to a total funding allocation of \$11,000.

2023 Allocations

In 2023, the City's TDM Grant Program received 16 applications from community groups. The total available funding through the program is \$10,000 annually. One application from the 2021 intake was returned to the program for a total of \$1,000 therefore the total 2023 funding to be distributed is \$11,000. The applicant pool was large and unfortunately the program is unable to fund all proposals. With that said, 11 applications were successful. A summary of each application is provided below.

1. 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, 2020, and 2021 projects, they would like 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.

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

Amount Requested: \$1,000

2. Lockerby Composite School Environmental Council – Bike stand and repair station

Project Details: Lockerby Composite School Environmental Council are proposing to install a bike lift and repair station, that would include various tools and devices that are required to conduct repairs to bikes, on the grounds of the Lockerby School. A Lockerby Composite School Staff member will lead workshops teaching students and community members basic bicycle repair skills and how to use the repair station.

Use of Funds: Funds will be used for bike stands and repair stations.

Amount Requested: \$1,000

3. Chelmsford Valley District Composite School – Bike servicing and maintenance education Sessions

Project Details: Chelmsford Valley District Composite School is located in Chelmsford and many students travel to school by car despite living within “biking distance” to school. A barrier to commuting by bike is that their bikes need servicing. Staff are proposing to host free servicing and maintenance education sessions to teach students on how to care for a bike properly as well as road rules and safety.

Use of Funds: Funds will be used for the purchase of bike maintenance items such as tools, pumps, patch repair kits, chain oil, and other similar items.

Amount Requested: \$1,000

4. Sudbury Métis Council – One day bicycle helmet and education event

Project Details: Members of the Sudbury Métis Council are proposing to host a one-day bicycle helmet safety campaign that would educate participants on safe cycling and the importance of wearing a helmet during. Attendees will be provided with safe cycling information as well as resources promoting helmet use. A free helmet will be provided to those who need it. The event will also bring awareness around sustainable transportation.

Use of Funds: Funds will be used to purchase adult and youth bike helmets.

Amount Requested: \$1,000

5. Simon Lake Park Association – Multiple Cycling Events

Project Details: Simon Lake Park Association are proposing to host various cycling events at Simon Lake Park over the course of the summer. The events will focus around promoting cycling in the community neighborhood, safe cycling education for children, a “Glow Ride event and various other drop-in bicycle events. The goal is to encourage families to Bike to the Park together, connect and to promote a sense of community and active living.

Use of Funds: Funds will be used for promotional materials and paid advertising, material and supplies for the events and safety supplies (vest, flashlights first aid kits) for the events.

Amount Requested: \$1,000

6. Rainbow Routes Association – Annual Sudbury Camino

Project Details: Rainbow Routes Association will be hosting the 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 Junction Creek Water Park (JCWP) Trail. The event promotes active transportation and focuses on introducing participants to the numerous routes and trails that make active commuting in the community possible.

Use of Funds: Funds will be used for social media marketing campaigns to promote the event, directional signage, and to create publication material that show how the JCWP interconnects with neighborhoods and destinations.

Amount Requested: \$1,000

7. Westmount Avenue Public School – Supervised Active School Travel

Project Details: Staff at Westmount Public School are proposing to provide supervision on Tuesdays and Thursdays before and after school for nine weeks to support students who want to walk to/from school

instead of being driven by their parents or taking the bus. The supervisor will meet students at a designated location and will walk with them to school, helping students to familiarize themselves with their neighborhood and with safe walking routes. Students will learn how to use crosswalks, traffic lights and pedestrian signal devices as well as safety tips on walking to school.

Use of Funds: Funds will be used for paid supervision to lead and teach students how to walk to school safely and for “I walk to school” wrist band for students who participate.

Amount Requested: \$820

8. Rainbow District School Board – Bike Racks (Various Schools)

Project Details: Nine schools from the Rainbow District School Board submitted applications for bike racks as phase one of a multi-phase project. The idea is to install infrastructure that promotes active transport (in this case, biking) by providing equipment for students to safely store their bikes during the school day. The availability of this equipment will not only promote immediate interest in this activity, but it will be a precursor to future programs and activities planned for the next school year (2023-24) with the Active School Transportation Program.

The nine schools are:

- Confederation Secondary School
- Adamsdale Public School
- C.R. Judd Public School
- Lasalle Secondary School
- Levack Public School
- Lively District Secondary School
- R.H. Murry Public School
- Walden Public School
- Redwood Acres Public School

Use of Funds: Funds will be used to purchase bike racks.

Amount Requested: \$4,180

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.