

Transportation Demand Management Community Grant Program 2024 Update

Presented To:	Operations Committee
Meeting Date:	May 21, 2024
Type:	Correspondence for Information Only
Prepared by:	LyAnne Chenier Linear Infrastructure Services
Recommended by:	General Manager of Growth and Infrastructure

Report Summary

This report provides updates to the status of the Transportation Demand Management (TDM) Community Grant Program, including the results from the 2023 intake and approved projects from the 2024 intake. In 2024, the City's Transportation Demand Management Community Grant Program received 10 applications from community groups seeking funding to promote sustainable transportation in Greater Sudbury. All 10 applications were successful, resulting in a total funding allocation of \$10,000.

Relationship to the Strategic Plan, Health Impact Assessment and Climate Action Plans

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, City 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).

Background

In 2016, the Transportation Master Plan (TMP) was updated with a sustainability focus, outlining a cycling facility network, and recommending policy options for pedestrian and cycling infrastructure in Greater Sudbury.

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

To support this plan, the City launched the Transportation Demand Management Community Grant Program in 2019. This program aims to fund community-based activities that support the TDM Plan and have a positive citywide impact.

Since its launch in June 2019, the TDM Community Grant program has held five intakes (2019-2023), approving 24 applications totaling approximately \$24,000 in funding distributed to community groups. The 2024 intake received 10 new applications.

2023 Funded Programs/Initiatives:

1) Sudbury Performance Group – Encouraging Transit Use to Attend Events

Sudbury Performance Group (SPG) has seen continued success with their initiative aimed at encouraging audience members to use public transit. Building on the triumph of their 2019 project, SPG has provided one free entrance admission to a show for anyone with proof of a valid GOVA transfer or a GOVA bus pass. The initiative's success has persisted into 2023, using the funds towards advertising the program on various platforms including social media, the Sudbury Star, and Sudbury.com.

2) Rainbow District School Board – Bike Racks (Various Schools)

The project installed bike racks at several schools, promoting cycling and providing secure parking. Positive feedback indicates success, with increased interest in cycling and improved storage. Schools reported a noticeable increase in the number of bikes parked on the racks. They plan to expand to more schools, reiterating their commitment to promoting active lifestyles.

3) Lockerby Composite School Environmental Council – Bike stand and repair station

A bike repair station, equipped with various tools, was installed at Lockerby Composite School. This initiative provides students and community members with opportunities to learn and apply basic bicycle repair skills at no cost. Led by a staff member from Sudbury Cycling Club, sessions were held last fall to teach how to use the station. Located in the city's south end, the station is easily accessible, linking to Rainbow Route trails. This project eliminates transportation barriers for some community members and promotes active lifestyles.

4) Chelmsford Valley District Composite School – Bike servicing and maintenance education sessions

Chelmsford Valley District Composite School launched a program to encourage biking to school by addressing maintenance issues that hindered many students. Free servicing sessions and bike prizes were offered, resulting in over 50 bikes serviced over six weeks. Monitoring showed a notable increase in students riding to school, from an average of 8 to 34 bikes per day. The initiative will be repeated in 2024, with plans to involve a high school leadership class.

5) Sudbury Métis Council – One day bicycle helmet and education event

The Sudbury Metis Council used grant funding to purchase bicycle helmets for families, addressing a need exacerbated by financial strain from COVID-19. Approximately 40 helmets were purchased and distributed to families facing financial challenges, ensuring that children had access to necessary safety equipment to cycle.

6) Simon Lake Park Association – Multiple Cycling Events

The Simon Lake Park Association purchased and distributed bicycle helmets to families. Their aim is to foster community and promote active living, especially through biking, at the park. They organized various bike-friendly events, including a Spring Social, Stay & Play sessions in summer, and Tricks & Treats in fall, all well attended and enjoyed by the community. With the support of local sponsors, they managed to organize these events within budget, enhancing community engagement and promoting active lifestyles.

7) Westmount Avenue Public School – Supervised Active School Travel

Funds from the program were used to organize walking school bus events before and after school on Tuesdays and Thursdays. A walking school bus is like a traditional bus route, but children walk to school together with adult supervision. These events encouraged walking, promoting physical activity and reducing traffic. Westmount Public School closed in June, \$470 of remaining funding was transferred to Lasalle Elementary for a bike rack purchase as part of the amalgamation, ensuring continued support for active transportation initiatives.

8) Rainbow Routes Association – Annual Sudbury Camino

Due to staffing constraints last year, Rainbow Routes Association regrettably had to postpone the Sudbury Camino event, 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. They requested to extend last year's funds to this year, ensuring the Sudbury Camino can take place, bringing the community together for this enriching experience once again.

2024 Allocations:

In 2024, the City's TDM Grant Program received 10 successful applications, resulting in \$10,000 distributed. Projects include:

1) Sudbury Performance Group - Encouraging Transit Use to Attend Events

Project Details: Due to the success of their past projects, Sudbury Performance Group plans to continue incentivizing audience members to attend performances using transit in 2024. They will offer 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

2) Lockerby Composite School Environmental Council – Bike pump/Repair station

Project Details: Expanding on last year's achievements, Lockerby Composite School installed a bike repair station, providing free repair sessions led by Sudbury Cycling Club. This year funds will be used to extend the initiative by adding a bike pump station. These stations encourage active lifestyles and remove transportation barriers.

Use of Funds: Funds will be used for bike pump station.

Amount Requested: \$1,000

3) MacLeod Public School – Bike locks

Project Details: The project funds will be used to provide bike locks to students as well as educating students on the necessary equipment for safety and basic rules of the road for cycling.

Use of Funds: Funds will be used for purchase bike locks.

Amount Requested: \$1,000

4) Student Senate – Sudbury Catholic District Schools – Bike Rack and Prizes for Campaigns

Project Details: The funds will be used for prizes for various campaigns centered around promoting sustainable transportation at Sudbury Catholic Secondary Schools. Additionally, any leftover funds will be used to purchase bike racks to support Transportation Demand Management (TDM) measures. The goal is to reduce single-occupancy vehicle trips by encouraging students to use GOVA transit, bicycles, or shared transportation options like carpools and shuttles.

Use of Funds: Funds will be used to purchase prizes to incentivize students using sustainable transportation.

Amount Requested: \$1,000

5) Levack Public School – Events

Project Details: The funding will support Levack Public School in hosting various events that promote cycling, community involvement, and healthy living in Levack/Onaping and beyond. They will feature safety demos, free helmets, community rides, a fun fair, and guest speakers. Prizes will be purchased and distributed to promote bike use for all ages and purposes.

Use of Funds: Funds will be used to purchase prizes to incentivize participants using sustainable transportation.

Amount Requested: \$1,000

6) Junction Creek Stewardship – Junction Creek Festival & Trout Release event

Project Details: Funding for the project will be used to enhance sustainable transportation options at the Junction Creek Festival & Trout Release event in New Sudbury. This involves collaborating with partners, developing signage, and offering incentives to promote sustainable travel. Information through paid social media ads and event communications will be shared to encourage interest in sustainable transportation.

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

Project Details: Building on the success of the 2023 project, this year Rainbow District School Board will continue with four new locations for bike racks. The four schools are:

Redwood Acres Public School
Lasalle Public School
Lively District Secondary School
Algonquin Public School

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

Amount Requested: \$4,000

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.