

Transportation Demand Management Community Grant Program 2025 Update

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Report Summary

This report provides an update regarding the status of the Transportation Demand Management (TDM) Community Grant Program, including the results from the 2024 intake and approved projects from the 2025 intake.

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

The total value of approved grants of \$10,000 is within the Transportation Demand Management Community Grant Program's 2025 operating budget of \$10,000.

Purpose:

In 2025, 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.

Background

In 2016, the Transportation Master Plan (TMP) for Greater Sudbury was updated to emphasize sustainability, with a focus on enhancing cycling infrastructure and promoting pedestrian and cycling policies. One key recommendation from the TMP was the creation of a Transportation Demand Management (TDM) Plan, which aims to offer educational programs, encouragement initiatives, and incentives to complement the ongoing development of cycling, pedestrian, and transit infrastructure. This TDM Plan was formally approved by City Council in June 2018.

To help implement the TDM Plan, the City launched the TDM Community Grant Program in 2019. This program provides funding to community-based initiatives that align with the goals of the TDM Plan and generate positive, citywide impacts. Since its inception, the program has held six funding intakes (2019-2025), approving a total of 34 applications, and distributing approximately \$34,000 in grants.

These successful projects have significantly impacted the community by raising awareness of sustainable transportation options, improving access to training, and enhancing the infrastructure needed to support active travel. The funding has enabled organizations to create long-term, sustainable solutions that promote healthier lifestyles and reduce reliance on single-occupancy vehicles. Furthermore, it has empowered local schools and organizations to increase their infrastructure for biking, host educational workshops, and provide essential tools like bike racks and repair stations.

As a result of these initiatives, there has been increased participation in active transportation programs, with noticeable improvements in community engagement, access to bike safety education, and overall transportation behavior. This support has not only helped reduce traffic congestion but also contributed to the city's efforts in promoting a cleaner, greener environment for its residents.

2024 Funded Programs/Initiatives:

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

In 2024, Sudbury Performance Group (SPG) continued to build on the success of their previous efforts to encourage public transit use among their audience. The initiative, which started in 2019, offered one free ticket to a show for individuals who provided proof of a valid GOVA transfer or bus pass. SPG used the funding to further promote the program in 2024, reaching a broader audience by advertising through various channels such as social media, the Sudbury Star, and Sudbury.com. The ongoing success of this program reflects its positive impact in encouraging sustainable transportation.

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

In 2024, building on the success of their previous project, the Rainbow District School Board expanded their efforts to promote cycling by installing bike racks at four additional schools: Redwood Acres Public School, Lasalle Public School, Lively District Secondary School, and Algonquin Public School. This initiative continues to provide secure bike parking, encouraging more students to cycle. Positive feedback from the schools has highlighted the growing interest in cycling, with a noticeable increase in the number of bikes being parked at the racks. The Board plans to extend this initiative to more schools, reinforcing their ongoing commitment to promoting active lifestyles within the community.

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

In 2024, Lockerby Composite School expanded on their 2023 project by adding a bike pump station to complement the bike repair station installed the previous year. The repair station, which provides students and community members with the opportunity to learn basic bicycle repair skills, remains a valuable resource for promoting active lifestyles and reducing transportation barriers. With the additional pump station, students now have access to more comprehensive bike maintenance tools. Further training sessions were conducted to ensure that students are equipped to use both stations effectively, enhancing the school's commitment to supporting sustainable transportation and active living in the community.

4) MacLeod Public School – Bike locks

In 2024, MacLeod Public School utilized the grant funds to enhance cycling safety and education for students. The project provided bike locks for students, ensuring their bicycles can be securely stored while promoting the importance of bike safety. Along with the provision of locks, the school offered educational sessions on essential biking equipment and road safety, encouraging students to adopt safe cycling

practices.

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

In 2024, the Student Senate of the Sudbury Catholic District School Board launched the GOVA Public Transportation Education campaign, aimed at promoting environmentally friendly transportation options and ensuring equity for all students. The campaign, which aligned with 21st-century competencies and Catholic Graduate Expectations, included GOVA information sessions at Marymount Academy, St. Benedict, and Bishop Alexander Carter, reaching over 400 students in grades 7 and 8. Students learned essential skills such as route planning, safety, and how to navigate the city's bus system. The campaign also focused on the availability of bike racks, wheelchair access, and the safety measures in place on GOVA buses. Additionally, new bus riders were provided with one-ride passes to encourage public transit use. The sessions were well received by both students and teachers, with GOVA representatives providing valuable insights on ticket purchasing, bus cleanliness, and priority seating.

6) Levack Public Schools - Events

Levack Public School's 2024 "Bike Week" proposal aimed to promote cycling and sustainable transportation through various activities, including safety demonstrations, community bike rides, and bike maintenance education. However, following the retirement of the original project lead and the transition to a new lead, there was not enough time to carry out the planned events before the end of the 2024 school year. As a result, the new lead requested to defer the funds to a 2025 event, allowing for a revised and more feasible approach. The new lead has expressed interest in moving forward with the proposal, focusing on key elements such as: collecting bicycles in need of minor repairs and holding a bicycle repair workshop to allow access to all students to have a bicycle to ride. Once the repairs are complete and the greater student population has a bicycle, we will promote a bike-to-school event. Once here, we will have GSPS come to do a bicycle safety presentation to ensure all students know the rules of the road while adjusting the scope to fit the available timeframe and resources. The school still plans to use the funding to purchase prizes to incentivize participation in these activities and encourage the use of sustainable transportation.

7) Junction Creek Stewardship – Junction Creek Festival & Trout Release Event

Junction Creek Stewardship applied for funding to enhance sustainable transportation options at their Junction Creek Festival & Trout Release event in New Sudbury. The funds were intended to support social media marketing campaigns, create directional signage, and develop publication materials to promote sustainable travel and highlight how the Junction Creek Water Park (JCWP) connects neighborhoods and destinations. However, as the event was planned for the spring, the funds did not arrive in time. In response, the organization requested to defer the funds to this year's annual event, ensuring they can still implement their sustainable transportation initiatives and engage the community effectively.

Deferred Projects from 2023:

8) Rainbow Routes Association – Annual Sudbury Camino

Due to staffing constraints, Rainbow Routes Association was unable to hold the 2023 Sudbury Camino event as planned. However, the event was successfully rescheduled and took place in 2024, continuing its tradition of celebrating the Trans Canada Trail in the City of Greater Sudbury. The event saw strong community participation, with volunteers playing a crucial role in its success. Local dignitaries, including Mayor Paul Lefebvre and MPP Jamie West, participated in the event, further enhancing its community engagement. Despite weather challenges, the event was a success, with participants celebrating their achievements and receiving special wooden medals.

2025 Allocations:

In 2025, 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 2025. 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) Art Gallery of Sudbury – Pedal and Paint Workshop

Project Details: The Pedal and Paint Workshop is a community event designed to combine physical activity with artistic expression. Participants will bike along Bell Park trail and stop at a scenic location for a one-hour plein air painting session, led by a local artist. Afterward, participants will bike to the Art Gallery of Sudbury for a guided tour of the current exhibition, followed by refreshments. This event promotes cycling as a sustainable mode of transport while encouraging participants to engage with their community and explore local arts. It supports TDM by reducing car dependency and encouraging a more active lifestyle.

Use of Funds: Funds will be used to cover the cost of event coordination, promotional materials, art supplies for the painting sessions, and refreshments for participants.

Amount Requested: \$1,000

3) Cycle North Network – Community Bike Exchange

Project Details: Cycle North Network is organizing a community bike exchange event to promote cycling as a sustainable mode of transportation. The event will allow participants to donate, exchange, or purchase gently used bicycles and accessories. The goal of the project is to make cycling more accessible to a wider range of people by providing affordable options and encouraging reuse. In addition, the event will provide educational opportunities on bike maintenance and safety, ensuring that participants are equipped to use their bikes safely and effectively.

Use of Funds: Funds will be used for event coordination, promotional materials, and to ensure the availability of resources like safety equipment and bike maintenance tools.

Amount Requested: \$1,000

4) Cycle North Network – Community Bike Rides

Project Details: Cycle North Network is organizing community bike rides to encourage active transportation and promote cycling as a sustainable mode of travel. The rides will be open to all community members and will highlight cycling routes in the city while increasing a sense of community. The project aims to educate participants on safe cycling practices, improve their confidence in cycling, and showcase local cycling infrastructure. The community bike rides will also help raise awareness about the benefits of cycling for personal health and the environment.

Use of Funds: Funds will be used to support the organization of community bike rides, including promotional materials, event coordination, and ensuring participants have the necessary resources and support for safe cycling.

Amount Requested: \$1,000

5) Rainbow Routes – Annual Sudbury Camino

Project Details: The Sudbury Camino, a 30km challenge that can be completed in one day or over several days, is hosted annually by Rainbow Routes Association. This year, the event will be accompanied by training days to help volunteers and participants prepare for the route. The training sessions will provide information on starting locations, bus routes, and transportation options for participants to use transit, carpool, or bike to the event. The project aims to encourage sustainable travel to and from the event while celebrating the Trans Canada Trail within Greater Sudbury. Attendees who use sustainable transportation will be eligible for the Sustainable Travel Prize.

Use of Funds: Funds will support promoting the event through the website, social media, and e-newsletters, as well as organizing training sessions and providing prizes for those using sustainable transportation.

Amount Requested: \$1,000

6) ReThink Green – Grow Together Festival Sustainable Transportation Challenge

Project Details: The Grow Together Festival Sustainable Transportation Challenge aims to encourage attendees to use sustainable transportation options to travel to and from the festival. Held on June 7th in Capreol, this public, family-friendly event is organized by reThink Green in collaboration with the Northern Ontario Railroad Museum and Heritage Centre (NORMHC). The project includes a social media campaign promoting sustainable transportation such as carpooling, cycling, walking, and transit, with specific information on travel options from downtown Sudbury to Capreol. A commitment campaign will encourage attendees to pledge online to use sustainable transportation, and prizes will be awarded to those who sign the pledge.

Use of Funds: Funds will support the social media campaign, development of educational content, and purchase of prizes for attendees who pledge to use sustainable transportation.

Amount Requested: \$1,000

7) Sudbury Secondary – Transit Use Education and Training

Project Details: The proposed project aims to improve student understanding and accessibility of the city transit system, located near the school. Often, students require transportation for appointments, illness, or cooperative education placements but lack familiarity with how the transit system works. This project will place transit tickets centrally in the main office, allowing students to easily access them when needed. Additionally, bus system posters and information will be displayed at key exit points of the school to help students learn how to use the transit system confidently and independently. By promoting the use of public transportation, this initiative will reduce the carbon footprint of both students and parents, enabling more sustainable travel options and preparing students for future vocational or academic goals.

Use of Funds: Funds will be used to cover the cost of transit tickets, the creation and printing of educational posters, and administrative resources to manage the program.

Amount Requested: \$1,000

8) Student Senate – Sudbury Catholic District Schools – Sustainable Travel Campaigns

Project Details: The Student Senate aims to encourage sustainable transportation among students by promoting the use of GOVA transit, bicycles, and shared transportation options such as carpools and shuttles. The project will continue its efforts to reduce single-occupancy vehicle trips by organizing a GOVA bus visit to four secondary schools, where grade 7/8 students will learn how to use city transit safely and

effectively. Additionally, the project plans to install bike racks at select schools and promote cycling through various campaigns. The goal is to alleviate traffic congestion and reduce carbon emissions while progressing an environmentally conscious student community.

Use of Funds: Funds will be used to support the GOVA bus visits events, including the purchase of GOVA bus passes, prizes for the campaign, and potentially bike racks.

Amount Requested: \$1,000

9) Lockerby Composite School Environmental Council – Pump Stop, Training and Educational Campaign

Project Details: Building on their previous projects, Lockerby Composite School plans to install a "pump stop" in 2025, a device designed to hold bicycles upright while inflating tires, complementing their existing bike repair and pump stations. This addition will further enhance the bike maintenance resources available to students and community members. In addition to the infrastructure, educational sessions on bike repairs will be hosted by staff members to teach students how to use the stations effectively. A social media campaign will also be launched to raise awareness and encourage students to use the stations for bike maintenance.

Use of Funds: Funds will be used to purchase and install the pump stop, promote the educational sessions, and support the social media campaign.

Amount Requested: \$1,000

10) Lansdowne Public School – Encouraging Students to Ride Their Bikes to School Campaign

Project Details: This project aims to promote healthy and sustainable transportation by encouraging students to bike to school. It includes a bike repair workshop, where students will learn basic bike maintenance skills, such as fixing flat tires and adjusting brakes, promoting a sense of independence and responsibility. Additionally, secure, weather-resistant bike racks will be installed, along with bike locks for students who don't have their own, improving accessibility to biking as a mode of transportation. The project aligns with the school's EcoSchools goals and will foster a biking culture at the school, benefiting both students and the wider community by reducing traffic congestion and promoting active lifestyles.

Use of Funds: Funds will go towards the purchase of bike locks for students.

Amount Requested: \$1,000

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.

Resources Cited

City of Greater Sudbury, Transportation Demand Management Plan 2018, Accessed online: <https://pub-greatersudbury.escribemeetings.com/filestream.ashx?documentid=8786>

City of Greater Sudbury, Transportation Master Plan 2016, Accessed online: <https://www.greatersudbury.ca/live/transportation-parking-and-roads/roads/drafttransportation-master-plan1/>