

Transportation Demand Management Community Grant Program 2019 Allocations

TDM Community Grant Program Overview:

The TDM Community Grant Program 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.

Of the 23 measures outlined in the Transportation Demand Management Plan for Greater Sudbury, there are four specific areas that are recommended to be implemented in conjunction with community partners. For a project to be eligible for funding under the TDM Community Grant Program, it must contribute directly to one or more of the following four areas:

- 1) Individualized / community-based social marketing and travel planning programs
- 2) Community events
- 3) Education programs
- 4) Promotional and awareness programs.

2019 Allocations:

1) Bike Sudbury

Project Details: Bike Sudbury is planning to create a short video highlighting community members and why they choose to ride a bicycle. The video will also celebrate and promote established cycling infrastructure as well as the beauty and enjoyment of cycling in Greater Sudbury. The video will be shared through digital channels to encourage more residents to ride a bike as transportation.

Use of Funds: Funds will be used to license music, hire a videographer and promote the video using paid social media ads.

Amount Requested: \$1,000

2) Bike Sudbury

Project Details: Bike Sudbury has identified a gap in cycling-related programming in the community where no organization is currently taking the lead for organizing and running Bike Rodeos in Greater Sudbury to teach children basic safe cycling skills. Bike Sudbury would like to create a community resource by

purchasing new equipment and developing a toolkit and promotional materials for other organizations to be able to host additional Bike Rodeos.

Use of Funds: Funds will be used to purchase new equipment including signage, traffic cones, and spare helmets and to create both digital and print materials.

Amount Requested: \$1,000

3) Flour Mill Community Action Network

Project Details: The Louis Street neighbourhood has over 125 children and youth who regularly participate in community-led activities. The Flour Mill CAN would like to partner with the Louis Street Residents' Association to educate children and youth on how to use Greater Sudbury Transit and propose to do so by taking the children and youth on (weekly) trips to other City and community facilities such as Kivi Park, Anderson Farm, various beaches and parks, splash pads and community events.

Use of Funds: Funds will be used to purchase transit fares, day passes and 6-ride passes for adult supervisors, children and youth.

Amount Requested: \$1,000

4) Laurentian University Student General Assembly

Project Details: The Laurentian University Student General Assembly (SGA) is working to encourage more students to use sustainable and active transportation modes. The SGA would like to purchase and install a bike repair station on campus to help reduce some of the barriers associated with cycling on or near campus.

Use of Funds: Funds will be used to purchase a bike repair station.

Amount Requested: \$1,000

5) Rainbow Routes Association

Project Details: Rainbow Routes Association offers Greater Sudbury residents five weekly urban hikes, one monthly hike club event and several special events annually. Events regularly attract between 5-100 attendees, many of whom arrive in single-occupant vehicles which has led to overcrowding of vehicles at some trail head locations. Rainbow Routes Association would like to incentivize event participants to carpool or travel to events by other sustainable transportation methods.

Use of Funds: Funds will be used to purchase incentive prizes and for promotional materials for the incentive program.

Amount Requested: \$1,000

6) ReThink Green

Project Details: ReThink Green would like to develop and deliver a social-media based information campaign to raise awareness of transportation demand management options outside of walking, cycling and public transit. Based on anecdotal evidence the organization has collected from running the annual Commuter Challenge in Greater Sudbury, ReThink Green is proposing to run the *Beyond the Bike and Bus* campaign to highlight other opportunities to reduce travel, including telework, carpooling, trip-chaining, condensed work schedules, ride-sharing and non-work related transportation.

Use of Funds: Funds will be used to develop a fully bilingual social media campaign including the development of unique content, graphics, infographics and contest incentives.

Amount Requested: \$1,000

7) Sudbury Performance Group

Project Details: Sudbury Performance Group stages entertainment productions include musicals and stand-up comedy events and would like to incentivize audience members to attend performances using transit, by providing one free entrance admission to a show. To encourage uptake in this incentive program and to inspire residents to make more sustainable travel choices, Sudbury Performance Group is seeking to create a promotional campaign.

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

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.