

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

### **Background:**

In May 2017, the Operations Committee was presented with an introductory report on transportation demand management, which defined TDM as the application of strategies and policies to influence travel behaviour, with the objective of both reducing overall travel demand, especially from single-occupant vehicle use. The report further outlined the potential benefits of developing a TDM Plan for Greater Sudbury.

In May 2018, the final Transportation Demand Management Plan for Greater Sudbury was presented to the Operations Committee and was approved by Council in June 2018. The report introduced the TDM Plan for Greater Sudbury and provided a summary of key recommendations. The TDM Plan provides the City with a framework to promote and facilitate the use of sustainable modes of transportation including walking, cycling, transit and carpooling to complement investments being made in infrastructure.

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. This partnership-based approach not only increases support for the program and outreach opportunities, it also ensures that TDM initiatives are community-based rather than delivered solely by the municipality. With only one staff member at the City of Greater Sudbury currently dedicated to delivering sustainable infrastructure, programs and services, working alongside community groups enables an efficient and effective means to continuing shifting behaviour away from single-occupant vehicle travel.

There are currently a number of local groups, partnerships and not-for-profit organizations delivering small scale walking, cycling and transit related events and initiatives throughout Greater Sudbury. These are largely being coordinated and run by volunteers with little to no financial resources, which has in the past posed challenges for program continuity. By investing in a modest TDM community grant program, the City can leverage existing community partnerships, improve the sustainability of these programs and ensure the benefits they provide to residents of Greater Sudbury can continue or in some cases, be expanded.

The City delivers a number of other community-based grant programs, including the Arts and Culture Grants administered through the Greater Sudbury Development Corporation, the Lake Stewardship Grant Program administered by Environmental Planning and the Healthy Community Initiatives Fund administered by the Community Development Department. All of these programs aim to support investment in quality of life improvements for all

residents of Greater Sudbury and the TDM Community Grant Program would complement these programs by filling an additional program gap.

### **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 of more of the following four areas:

1. Individualized / Community-Based Social Marketing and Travel Planning Programs
  - Example project(s) may include:
    - i. a commitment campaign where people commit or pledge to engage in sustainable transportation
2. Community Events
  - Example project(s) may include:
    - i. Host a themed family-friendly community bike ride (i.e. glow ride, book ride, food ride, tweed ride, garden ride etc.)
    - ii. Create a regular bike or walk to school event
    - iii. Provide bike valet parking at existing community events
3. Education Programs
  - Example project(s) may include:
    - i. Hire a trained cycling instructor to deliver bike rodeos for children (or other demographics) in various communities
    - ii. Host a bike repair workshop or series of workshops
    - iii. Create a YouTube video to highlight specific considerations for walking, cycling and transit use in all seasons
4. Promotional and Awareness Programs
  - Example project(s) may include:

- i. Host a social media scavenger hunt to draw attention to new infrastructure or facilities that support various types of sustainable transportation

A Program Handbook has been created to guide applicants through the process of obtaining funds from the TDM Community Grant Program (Attachment 1). Applications will be accepted during one intake period per calendar year and will be reviewed by an Evaluation Team made up of City staff members. Applications will be scored based on evaluation criteria contained within the program handbook and subsequently ranked. Program funds will be allocated beginning with the highest ranking project and then to subsequently ranked projects until the fiscal year budget is reached.

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.

All TDM Community Grant Program materials will be made available on the City's Transportation Demand Management webpage at [www.greatersudbury.ca/TDM](http://www.greatersudbury.ca/TDM) as of June 7, 2019, which corresponds with the start of the 2019 intake application period. In future funding years, the initial intake period will take place in early Spring, following annual budget approvals.

A follow up report will be presented to the Operations Committee in August 2019 summarizing successful applicants who will receive funding from the TDM Community Grant Program in 2019. This report will outline how the funds will be spent to achieve the desired outcomes of the Transportation Demand Management Plan for Greater Sudbury and will also be accompanied by the appropriate enabling by-law to distribute funding.