

Transportation Demand Management Community Grant Program Update

Purpose

This report provides an update on the status of the Transportation Demand Management (TDM) Community Grant Program. It will provide an overview of the results from the 2019 intake as well as a description of the approved projects for the 2020 intake.

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.

2019 Programs/Initiatives

As part of the funding program requirements, a final report was submitted by each eligible organization. The reports will help staff monitor and track progress on delivering measures outlined in the [Transportation Demand Management Plan for Greater Sudbury](#). The following is a summary of those reports.

1) Bike Sudbury

Bike Sudbury is the one of the only organization in the City of Greater Sudbury that is equipped and has the training to hold bike rodeos. Bike rodeos are clinics designed to teach children the skills and precautions to ride a bike safely. Funds from the program were used to replenish and update the bike rodeo toolkit.

This includes:

- chalk line marker machine, used to create tracks
- sand bag weights, used to help secure the tent
- new traffic signs
- wooden post for signs
- weights for signs

The new supplies have not only upgraded older equipment, it has also allowed Bike Sudbury the ability to run two bike rodeos simultaneously in the City of Greater Sudbury.

Part of the funding was also used to conduct a review of various bike rodeo manuals and resources used in other communities and to create a draft Greater

Sudbury Bike Rodeo Community Toolkit. Work will continue through 2020 to complete the toolkit and once finalized it will be a community resource that will allow Bike Sudbury and other organizations to offer additional bike rodeos in Greater Sudbury.

2) Rainbow Routes Association

Rainbow Routes Association (RRA) offers Greater Sudbury residents five weekly urban hikes, one monthly hike club event and several special events annually. Events regularly attract between 5 to 100 attendees, many of whom arrive in single-occupant vehicles, which has led to overcrowding of vehicles at some trail head locations.

Funds from the program were used to incentivize event participants to carpool or travel to events by other sustainable transportation methods. Over the course of the season, hike leaders collected the names of those who used carpooling or active transportation to get each event. Their names were then entered into a draw that was held at the RRA Annual General Meeting (AGM), for one of three prize packages ranging from \$50 to \$250 from local retailers and restaurants.

While the program was moderately successful with some participants actively making an effort to carpool, the creation of the draw allowed RRA to create general awareness about community/personal transportation. This was done at events, through their social media accounts, including Facebook with 3,500 followers Instagram with over 1,000 followers, and at the AGM that had 80 participants.

3) ReThink Green

ReThink Green developed a social-media based information campaign to raise awareness of transportation demand management options outside of walking, cycling and public transit. Using anecdotal evidence the organization collected from running the annual Commuter Challenge in Greater Sudbury, ReThink Green created the *Beyond the Bike and Bus* campaign which highlights other opportunities to reduce travel, including telework, carpooling, trip-chaining, condensed work schedules, ride-sharing and non-work related transportation.

Funds from the program were used to create a series of infographics that promote dialogue and encourage idea sharing. The campaign began on December 3rd and concluded on December 9th. One infographic per day was shared on Facebook.

The topics of the infographics were as follows:

- Day 1: Telecommuting
- Day 2: Carpooling

- Day 3: Condensing Schedules
- Day 4: Virtual Hosting
- Day 5: Planning Errands

A large infographic was then posted that incorporated all five messages. The infographics were created in English and French.

Collectively, the infographics had a reach of 2,110, had 79 clicks, and 52 reactions, comments, and shares. The most popular infographic was the large combined version, which captured 18% of total reach, 39% of the total clicks, and 30% of the total reactions, comments and shares.

With the success of the Facebook campaign ReThink Green plans to share through their other social media platforms, including Instagram and Twitter during the first half of 2020, and again on all platforms during the Sudbury Commuter Challenge in June.

4) Sudbury Performance Group

Sudbury Performance Group stages entertainment productions include musicals and stand-up comedy events. Funds from the program were used to incentivize audience members to attend performances using transit. This was done by providing one free entrance admission to a show for anyone who could provide the box office with either a GOVA transfer or a valid GOVA bus pass.

Sudbury Performance Group created a promotional campaign via social media and through advertising in The Sudbury Star to encourage uptake in this incentive program and to inspire residents to make more sustainable travel choices.

In total, 73 people used the incentive program. Some audience members expressed gratitude as it allowed individuals and family on a fixed income the opportunity to attend a performance that they would not otherwise been able to afford.

5) Laurentian University Students General Association

The Laurentian University Students General Association (SGA) applied for funding to purchase and install a bike repair station at Laurentian University. To date, the SGA has not submitted a final report detailing how the supplied funds were used or contacted staff to advise on the status of the project. City staff were able to confirm with Facility Services staff at Laurentian University that the bike repair station has been purchased and will be installed in 2020.

Staff will continue to ask the SGA to submit a final report on the use of the funds, however, until the final report is submitted, the SGA will not be eligible for future TDM Community Grant funds.

2019 Program Challenges

In December 2019 it was brought to the attention of staff that due to limited time and resources some of the community groups taking part in the TDM Community Grant Program were unable to complete their projects in 2019. The decision was made to allow groups to retain the funds and continue their program into 2020 or return the funds to the City of Greater Sudbury. Groups who retained the funds would not be eligible for another intake until the project was complete. With that, one community group retained the funds and will move forward with the project in 2020 and one community group returned the funds.

2020 Allocations

In 2020, the City's TDM Grant Program received four applications from community groups, all of which were successful, amounting to a total funding allocation of \$4,000. A summary of each application is provided below.

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 will create a collection of self-guided bike rides showcasing cycling routes that would promote Greater Sudbury neighbourhoods, safe cycling options to get around the city, and various destinations. The rides will be posted electronically on the web and could eventually be packaged in a printed guidebook.

Use of Funds: Funds will be used to developing the ride information and format.

Amount Requested: \$1,000

3) Rainbow Routes Association

Project Details: Rainbow Routes Association will be hosting the 4th 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 Great Trail from Lively to Moonlight Beach. 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 to provide shuttle services with four bus runs from Moonlight Beach to Lively during the event.

Amount Requested: \$1,000

4) Sudbury Performance Group

Project Details: Sudbury Performance Group stages entertainment productions that include musicals and stand-up comedy events. With the success of their 2019 project they would like 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. A promotional campaign via advertising in the Sudbury Star as well as through social media will be held to market the program.

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

Implications of Covid-19 Pandemic

Staff believe that the ongoing Covid-19 pandemic may have reduced the number of applications received for the 2020 TDM Community Grant program. Intake for 2020 was held during the month of March as the effects of the pandemic were first starting to be felt throughout the country. As a result, there may be future interest in the program. Staff will offer a second intake period in order to provide an opportunity to other community groups who were hesitant to apply at the onset of the pandemic.

Also, as the duration of the pandemic and information on how physical distancing restrictions may be eased is unavailable at this time, staff will continue to work closely with the community groups to provide as much flexibility as possible to help each group successfully implement their project. This may include extending the deadline to utilize the provided funds into 2021.

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.