

Transportation Demand Management Community Grant Program Handbook

February 2021



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1.0 Contact Information

Applicants are encouraged to contact the Active Transportation Coordinator prior to submitting an application, for assistance with any questions regarding the Transportation Demand Management (TDM) Community Grant Program or application submission.

Active Transportation Coordinator

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Please be advised that the Active Transportation Coordinator or any other City of Greater Sudbury staff member cannot write or submit an application on behalf of an organization.

Purpose of this Handbook

The TDM Community Grant Program Handbook provides information about available funds, eligibility requirements as well as the application and review process. It also provides information about submission timelines, the application itself and grant recipient notification and support.

2.0 About the TDM Community Grant Program

In June 2018, City Council adopted the Transportation Demand Management Plan for Greater Sudbury, which outlines an approach for the City to deliver programs and initiatives to complement infrastructure delivery for transit, walking and cycling.

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 develop 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 recommendations outlined in the [Transportation Demand Management Plan for Greater Sudbury](#).

The priority of the TDM Community Grant Program is to support community activities that focus on reducing single-occupant vehicle trips and increasing opportunities for active and sustainable transportation, while building community engagement and civic pride.

3.0 Funding Eligibility

For a project to be eligible for funding under the TDM Community Grant Program it must contribute directly to one or more of the areas included within the Council-approved [Transportation Demand Management Plan for Greater Sudbury](#), particularly those outlined in Table 1, below.

Table 1: Areas eligible for funding under the TDM Community Grant Program

Measure	Description
Individualized / Community-based Social Marketing and Travel Planning Programs	Community-based social marketing uses a set of “tools” which have been identified as being particularly effective in fostering travel behaviour change. The tools are most effective when used together.
Community Events	Any opportunity, such as festivals, farmer’s markets, school events, etc where information about the use of sustainable travel options can be delivered where residents are already congregating.
Education Programs	Any program, regardless of delivery medium, that provides information on the use of sustainable travel modes.
Promotional and Awareness Programs	Programs in which the users are provided information directly as individuals or part of a larger group to encourage them to use sustainable modes. These programs can include incentives, personalized travel plans and other initiatives that are designed to change travel behaviours over the long term.

3.1 Eligible Projects

Applicants are encouraged to be creative in their project proposals to engage the community actively in choosing more sustainable travel options and to make to the switch from single-occupancy vehicles. Potential projects may include (but are in no way limited to):

3.1.1 Individualized/Community-based Social Marketing and Travel Planning Programs

- A commitment campaign where people commit or pledge to engage in sustainable transportation (i.e. pledge to ride their bike or walk to work)
- Communication tools and materials with engaging messaging and images to promote sustainable transportation choices such as walking, cycling, taking transit or carpooling to individuals or workplaces

3.1.2 Community Events

- Host a themed family-friendly community bike ride (i.e. glow ride, book ride, food ride, tweed ride, garden ride etc.)
- Create a regular bike or walk to school event
- Provide bike valet parking at existing community events

- Host a workplace challenge to encourage people to use more sustainable transportation options for a period of time
- Create a sustainable transportation themed art or crafting workshop series

3.1.3 Education Programs

- Hire a trained cycling instructor to deliver bike rodeos for children (or other demographics) in various communities
- Host a bike repair workshop or series of workshops
- Create a YouTube video to highlight specific considerations for walking, cycling and transit use in all seasons

3.1.4 Promotional and Awareness Programs

- A campaign to encourage people to engage in sustainable transportation activities (i.e. vehicle window stickers)
- Host a social media scavenger hunt to draw attention to new infrastructure or facilities that support various types of sustainable transportation

3.2 Eligible Expenses

Potential eligible expenses may include (but are in no way limited to):

- Honorariums or stipends for trained professionals to assist in project delivery (i.e. cycling instructor, videographer, etc.)
- Paid social media advertisements, or other advertisement costs, to promote events or campaigns
- Print materials (i.e. posters, postcards, etc.)
- Venue/facility rental fees (i.e. Applicants are encouraged to explore options with the Active Transportation Coordinator prior to confirming bookings of venues/facilities)
- Materials and supplies directly related to event/project delivery (i.e. glow sticks for a glow ride)

3.3 Ineligible Applications

An application may be considered ineligible if:

- It was submitted after the advertised application intake closing date and time;
- The project being proposed is currently being undertaken by another agency or group within the City of Greater Sudbury;
- The proposed project duplicates support provided by the City of Greater Sudbury directly or other agency; or
- The project being proposed will benefit a specific individual or group and not the broader community as a whole

3.4 Tracking Progress and Reporting Requirements

In developing your project proposal, consider how you will be able to report on the success and lessons learned of the project you are intending to deliver. As part of the funding program, a final report will be required to be submitted to the City so that staff are able to monitor and track progress on delivering measures outlined in the [Transportation Demand Management Plan for Greater Sudbury](#).

A Final Project Report template will be made available to successful applicants and it will be required to be submitted by a specific date, upon completion of the project. Failure to submit the Final Project Report may result in the applicant being prohibited from applying for funds from the TDM Community Grant Program in future years.

4.0 Getting Ready to Apply

Applications for the 2021 TDM Community Grant Program will be accepted starting **February 18, 2021**. Fully completed application must be submitted no later than **March 25, 2021 by 4:30 pm**. All completed applications will be evaluated by the Evaluation Team and will be ranked based on how well the applications align with eligibility criteria contained within this Section 7.1 of this Handbook. Funds will be allocated beginning with the highest ranking project and then to subsequently ranked projects until the fiscal year budget is reached.

Incomplete or late applications will not be considered under any circumstance. Applications are to be submitted by e-mail to traffic@greatersudbury.ca, unless prior arrangements are made with the Active Transportation Coordinator.

4.1 Application Submission and Deadline Information

Applicants are permitted to submit a maximum of two (2) applications to the TDM Community Grant Program per calendar year. Application forms can be downloaded at www.greatersudbury.ca/TDM

Applicants are asked to ensure their application has been successfully submitted, which will be by receiving an e-mail acknowledgement from the Active Transportation Coordinator within two (2) business days.

The information contained in your application is the only information that will be used for evaluation. Any information received after the application deadline will not be considered under any circumstance.

4.2 Funding Availability

A total of \$10,000 is available each calendar year, subject to Council approval during the annual budget cycle. Applicants are eligible for a maximum of \$1,000 per project application.

The City does not fund projects retroactively and is under no obligation to provide funding if an organization chooses to start a project or otherwise commit funds before knowing that a grant application has been approved.

Funding will be made available to successful applicants in May 2021, once Council passes an enabling by-law to release funds to community groups. Once approved, electronic fund transfers (ETFs) are processed on a weekly basis and cheques are issued on a monthly basis.

4.3 Who Can Apply

The TDM Community Grant Program will consider applications for projects that are scheduled to take place within the boundaries of the City of Greater Sudbury within the calendar year in which the application is submitted and are led by Greater Sudbury-based organizations, which may include:

- A non-profit organization which is a not-for-profit corporation;
- A non-profit organization which is an unincorporated association of individuals;
- A charitable organization which is registered as a charity under the Income Tax Act of Canada and which provides acceptable evidence of a valid charitable registration number issued by Canada Revenue Agency; or
- A community group with an established volunteer base to carry out a project.

5.0 TDM Community Grant Program General Funding Provisions

The following general funding provisions will apply to all TDM Community Grant Applications:

- Only complete applications will be processed.
- Applications will be reviewed and evaluated based on a consistent set of criteria, outlined in Section 7.1. A point scoring system will be used to document the evaluation.
- Funding will be awarded starting with the application with the highest score until all available funds for the fiscal year are distributed.
- Applications for projects that provide similar services to those provided by the City of Greater Sudbury or another Greater Sudbury organization will be assessed on the basis of whether or not there is duplication of services or a conflict of interest prior to the application being moved forward in the application process.
- Applicants who have or will have funding from alternate sources for the proposed project are required to disclose this information in their grant application. This information will be used by the Evaluation Team to gain an understanding of the funding need for the proposed project, relative to the planned budget.
- Funding from any other City sources, including elected officials, must be disclosed and will be deducted from any awarded grant funding.
- A TDM Community Grant may only be used for the project approved as outlined in the original application. The City reserves the right to cancel funding in cases where the project changes without consultation with City staff.
- Approved TDM Community Grants or other types of assistance from the City in any one year, or over several years, is not to be regarded as a commitment for future assistance and/or ongoing financial support.
- The determinations of the Evaluation Panel are considered a final decision. Feedback on the application evaluation will be provided to applicants upon written request to the Active Transportation Coordinator. Feedback will be provided by appointment only.
- Applicants are responsible for keeping expense receipts to account for all project costs. The City reserves the right to request bank statements and/or receipts for the project period.
- Successful applicants will receive funds by either a cheque or through electronic funds transfer (ETF) to the bank account of the recipient noted in the application form.

- In the case of project cancellation, repayment of the entire amount of funding issued by the City through the TDM Community Grant Program will be required.
- All TDM Community Grant recipients must acknowledge the support of the City of Greater Sudbury in all materials that promote the project funded through this program prior to and during the project. All promotional material must be provided to the Active Transportation Coordinator prior to circulation.
- All applicants must be in compliance with all conditions and requirements contained in the Ontario Human Rights Code and the Charter of Rights and Freedoms.
- All applicants and successful applicants to the TDM Community Grant Program shall comply with all the provisions of the Transportation Demand Management Community Grant Program Handbook.
- The City reserves the right to amend or impose additional terms and conditions as is deemed necessary by the City.

6.0 Applying to the TDM Community Grant Program

6.1 How to Apply

Once you have taken the time to review this Handbook in its entirety, you are ready to complete your application.

To access and download the TDM Community Grant Program application form, visit www.greatersudbury.ca/TDM

The City requires all completed grant applications to be submitted by e-mail to traffic@greatersudbury.ca unless alternate arrangements have been made with the Active Transportation Coordinator.

6.2 Application Checklist

Prior to submitting your completed application, you are encouraged to review the following checklist:

- Ensure you have answered all questions on the application form, including the mandatory project budget section.
- Submit only the material requested. Extra material will not be forwarded to the Evaluation Team.
- Applications submitted other than by e-mail to traffic@greatersudbury.ca, will not be accepted, unless prior arrangements have been made with the Active Transportation Coordinator.
- Late applications will not be accepted under any circumstance.
- Applicants are permitted to submit a maximum of two (2) applications to the TDM Community Grant Program per calendar year.
- All information provided in the application and related attachments must be true, correct and complete to the best of your knowledge.

6.3 Submission Confirmation

Successfully submitted application will be acknowledged by e-mail from the Active Transportation Coordinator within two (2) business days of submission to traffic@greatersudbury.ca

A successfully submitted application is not a guarantee of funding. All successfully submitted applications will be evaluated and scored by an Evaluation Panel as described in Section 7.0 of this Handbook.

7.0 Evaluation of Applications

- All TDM Community Grant Program applications will be reviewed by City staff for completeness and eligibility. All eligible applications are then provided to the Evaluation Team for evaluation.
- Each application is assessed on its own merit in the context of meeting the requirements outlined in Section 3.0 of this Handbook.
- The Evaluation Team reviews submissions based on a consistent set of criteria, outlined in Section 7.1. A point scoring system will be used to document the evaluation. Funding will be awarded starting with the application with the highest score until all available funds are distributed.
- Applicants will be notified by e-mail regarding the final status of their application.

7.1 Evaluation Criteria

The following criteria will be considered when reviewing applications:

- Preference will be given to applications that can effectively demonstrate how the proposed project will encourage or reduce single-occupant vehicle travel in Greater Sudbury and support more sustainable travel choices like transit, cycling, walking or carpooling.
- How strongly does the proposed project relate to one or more of the four priority areas outlined in Table 1 of this Handbook?
- Does the proposed project provide the means to reach a broad cross section or demographic of the community?
- Is the project inclusive, accessible and barrier-free to all members of the community?
- Is the project free of cost to participate for the people of Greater Sudbury? If not, clearly articulate why a cost exists and how the revenue would be used to produce desired outcomes of the Transportation Demand Management Plan for Greater Sudbury?
- Does the application describe how/if funds will be matched (i.e. by in kind contributions or additional financial contributions)?
- Is the project one that will engage residents and instill a sense of pride in the community?

7.2 Successful Applicants

7.2.1 Recognition of City of Greater Sudbury Funding

It is expected that all TDM Community Grant Program recipients acknowledge the support of the City of Greater Sudbury in all promotional and project materials, to the extent possible. All promotional material must be provided to the Active Transportation Coordinator prior to

circulation. The following is an example of the written and displayed acknowledgement required on all promotional materials:



This project is made possible through a partnership with the City of Greater Sudbury through the Transportation Demand Management Community Grant Program.

The City of Greater Sudbury will provide logos in .png format in City colours and/or black and white.

7.3 Agreement

- Successful applicants will receive funds by EFT or cheque to the bank account of the organization or a designated individual noted in the application form.
- Applicants are responsible for keeping expense receipts to account for all project costs.
- In the case of an event cancellation, repayment of the entire amount of funding issued by the City of Greater Sudbury through the TDM Community Grant Program will be required.
- All activities and associated spending must be completed during the calendar year the funds are awarded. Any unspent funds must be returned to the City of Greater Sudbury.
- Recipients will be provided with City of Greater Sudbury logo files and guidelines for mandatory recognition of support, as outlined in section 7.2.1 above.
- Successful grant recipients agree that the City of Greater Sudbury shall not be liable for any damages including, but not limited to, general, incidental, indirect, special or consequential damages, injury, or loss of use, revenue, or profit of the recipient arising out of or related to the organization or its activities, unless it was caused by the negligence of willful act of an employee of the City.

7.4 Final Report Requirements

- A mandatory requirement of the TDM Community Grant Program is that each successful recipient is required to submit a Final Project Report within sixty (60) days after the completion of the project or by the end of the calendar year, whichever comes first.
- The Final Project Report must include the following:
 - A description of the initiative
 - A description of the results or outcomes of the initiatives (i.e. report the results of the measures you said you would use to determine the success of your project)
 - A final project budget (template provided) including a complete and itemized listing of all costs/expenses incurred supported with either original receipts or copies of all receipts

Report templates will be made available on the City's Transportation Demand Management webpage at www.greatersudbury.ca/TDM.

The City of Greater Sudbury encourages all recipients of support from the TDM Community Grant Program to include photos, videos, anecdotes, project samples, etc. with their Final Project Report.

Successful applicants are expected to make every effort to ensure individuals appearing in photos or videos sign a photo release form or have been made reasonable aware so that images and clips may be shared on www.greatersudbury.ca and social media. The City will provide a photo/video release form to successful program applicants.