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BRIEFING FORM

SUBMITTED TO: Transportation Standing Committee

MANAGER'S APPROVAL: 

DATE OF MEETING: August 10, 2011

SUBJECT: QUEST Funding Application

ORIGIN

Staff.

RECOMMENDATION/ DECISION REQUIRED

None required.

BACKGROUND

QUEST, a national organization that aims to foster community based energy solutions, is looking to fund exciting and creative sustainable transportation projects, up to \$15,000, that will help in better understanding effective ways to improve sustainable transportation in Nova Scotia. These demonstration projects should take place in Nova Scotia and either:

- Improve the fuel efficiency of vehicle fleets;
- Broaden sustainable transportation options; and/or
- Engage Nova Scotians in better understanding sustainable transportation options and issues.

Applications for funding are due August 12, 2011.

HRM staff believes the sustainable transportation objectives of the QUEST funding match well with the tasks identified in the Transportation Demand Management (TDM) Functional Plan approved by the Transportation Standing Committee in January, 2011 and Region Council in March, 2011. Recommendation 9.0(c) of the Plan states:

Provide aggressive public education, marketing and advertising aimed at changing travel attitudes and behaviours.

One way that has proven effective in achieving this goal is a community-based approach developed by the City of Edmonton in a project called LocalMotion. With this project, a single host community is chosen and information and assistance in understanding sustainable choices is provided through community-run events. The benefit of focusing on a single community is that information can be tailored to sustainable options available in that area and community pride can become an important factor in achieving results.

HRM staff will submit a proposal to this fund for a \$75,000 project (\$60,000 from HRM and \$15,000 from the QUEST funding) related to community-based marketing. If funding is granted, the HRM contribution would come from the approved Project Budget for Transportation Demand Management. This Project Budget is intended to implement recommendations from the TDM Functional Plan. If funding is not granted, this particular project proposal would be postponed until other funding opportunities come up and Project Budget funding used for other marketing opportunities and initiatives recommended in the Functional Plan.

ALTERNATIVES AND ASSOCIATED RISKS

Alternatives would be to not apply for funding or to apply for funding for a different TDM project. Staff believes this project to be well-positioned for funding under this program because of its portability to other parts of Nova Scotia, both urban and rural.

IMPACT/BENEFITS:

Benefit is gained with a successful application by having an additional \$15,000 to allocated to TDM programs. While some TDM priorities may be adjusted to accommodate a project that would have otherwise been undertaken in a later year, the overall capacity to implement TDM projects is increased.

COMMUNICATION ISSUES/OPPORTUNITIES:

Communication will be a major element of this project, should funding be granted.

ATTACHMENTS:

None.

KEY STAFF CONTACT:

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