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Item No. 11.1.1

**Halifax Regional Council
April 28, 2009**

TO: Mayor Kelly and Members of Halifax Regional Council

SUBMITTED BY:

A handwritten signature in cursive script, appearing to read "Dan English".

Dan English, Chief Administrative Officer

A handwritten signature in cursive script, appearing to read "Wayne Anstey".

Wayne Anstey, Deputy Chief Administrative Officer - Operations

DATE: April 12, 2009

SUBJECT: ecoMOBILITY Funding Award

ORIGIN

May 27, 2008 meeting of Halifax Regional Council, item 10.1.4

RECOMMENDATION

It is recommended that Halifax Regional Council approve a \$95,000 reduction in CTR00908 - Transportation Demand Management and allocate these funds to the operating accounts for Regional Transportation Planning in order to leverage outside funding as described in the Budget Implication of this report.

BACKGROUND

At the May 27, 2008 meeting of Halifax Regional Council, a motion was approved to submit two applications to Transport Canada's ecoMOBILITY funding competition. The projects were titled TDM (Transportation Demand Management) Migration Fund and Guaranteed Ride Home Program and supported the Transportation Demand Management measures recommended in the Regional Plan. On January 8, 2009, Transport Minister John Baird announced that fourteen projects across Canada had been awarded funding, including both projects submitted by HRM.

DISCUSSION

The Transport Canada press release, appended to this report, describes the ecoMOBILITY program and the fourteen projects that were awarded funding nationwide. The two HRM programs support the development of Transportation Demand Management measures as defined in the 2006 Regional Plan. The Guaranteed Ride Home Pilot will examine the viability of a program that encourages more people to participate in workplace commuting programs that involve ridesharing and transit by providing a taxi ride home when unforeseen circumstances require them to miss their carpool or the last bus home. The TDM Migration Fund will examine and implement on a trial basis mechanisms that generate revenue for more sustainable transportation modes through fees on less sustainable modes.

In addition to funding from Transport Canada, these programs are receiving cash funding from ConserveNS and the Halifax-Dartmouth Bridge Commission, as well as in-kind contributions from major employers who will be participating the workplace commuting programs.

BUDGET IMPLICATIONS

With the implementation of PSAB 3150 Tangible Capital Assets, there are strict guidelines as to what projects qualify as capital. The Transportation Demand Management measures were recommended in the Regional Plan and subsequently allotted capital funding within CTR00908. The TDM Migration Fund and Guaranteed Ride Home Program support the Transportation Demand Management measures however these two projects are operational in nature, not capital. Therefore in order to leverage outside financial support and comply with accounting standards a portion of funding from CTR00908 - Transportation Demand Management must be moved into operating.

Funding will be from the following sources, agreements are appended to the report:

Transfer from CTR00908 Transportation Demand Management (4708)	\$ 95,000
Transport Canada	\$105,000
ConserveNS	\$ 35,000
Halifax-Dartmouth Bridge Commission	<u>\$ 10,000</u>
Total	\$245,000

CTR00908 Transportation Demand Management

Current Capital Project Budget	\$743,597
Less Transfer to Regional Transportation (REGTRAN)	<u>\$ 95,000</u>
Balance	\$648,597

The remaining funds will be used for other programs being developed related to TDM.

FINANCIAL MANAGEMENT POLICIES / BUSINESS PLAN

This report complies with the Municipality's Multi-Year Financial Strategy, the approved Operating, Capital and Reserve budgets, policies and procedures regarding withdrawals from the utilization of Capital and Operating reserves, as well as any relevant legislation.

ALTERNATIVES

Regional Council could choose not to undertake these two programs. This is not recommended, as \$150,000 in cost sharing towards a important component of TDM planning would be lost.


ATTACHMENTS

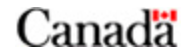
Attachment A. January 8, 2009 Transport Canada Press Release

A copy of this report can be obtained online at <http://www.halifax.ca/council/agendasc/cagenda.html> then choose the appropriate meeting date, or by contacting the Office of the Municipal Clerk at 490-4210, or Fax 490-4208.

Report Prepared by: Dave McCusker, Manager, Strategic Transportation Planning, 490-6696

Financial Approval by: 
Cathie O'Toole, CGA, Director of Finance, 490-6308

Report Approved by: 
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No. H 001/09
For release - January 8, 2009

FEDERAL GOVERNMENT DELIVERS GREEN TRANSPORTATION INITIATIVES

OTTAWA — Canada's Transport Minister, John Baird, announced today that the Government of Canada will invest in 14 projects across the country that support environmentally friendly transportation.

The projects will receive a total of almost \$3 million under the ecoMOBILITY program. Fourteen municipalities will receive funding for projects that respond to their individual needs and circumstances.

"This is a good example of what our government is doing to keep our economy moving, create new jobs and deliver results for the environment," said Minister Baird. "These projects will promote greener transportation alternatives for Canadians, contribute to the reduction of greenhouse gas emissions and stimulate our economy."

The ecoMOBILITY program works with provinces, municipalities and regional transportation authorities to help develop initiatives that encourage commuters to choose public transit or other alternatives to personal vehicles. Through the program, the government is taking action to find ways to meet transportation needs, reduce costs to Canadians and protect the environment.

The ecoMOBILITY program is part of the Government of Canada's ecoTRANSPORT Strategy, which has three goals: 1) improving the health of Canadians and the environment by reducing the environmental impacts of transportation; 2) contributing to Canada's future prosperity and competitiveness by making critical transportation infrastructure sustainable both economically and environmentally; and 3) promoting an efficient transportation system that supports choice and the high quality of life Canadians expect.

A [backgrounder](#) with further information on the projects selected for funding is attached.

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Contacts:

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BACKGROUND

PROJECTS FUNDED UNDER THE ECOMOBILITY PROGRAM

The **Agence métropolitaine de transport** in the Greater Montreal Area will receive a contribution of up to \$125,000 for a project to enhance the delivery of its Allégo program that provides tool kits to private-sector employers wishing to put in place green transportation options for their employees.

Calgary Economic Development will receive a contribution of up to \$800,000 for a project to foster teleworking in the business community. The implementation plan will include awareness and public engagement; professional development; telework program planning, impact assessment and reporting; telework "living labs," or local work centres; and the development of policies to promote community buy-in.

The **City of Edmonton** will receive a contribution of up to \$260,000 for a community pilot project that aims to promote flexible work hours and alternative modes of transport, such as walking, cycling, public transit and carpooling in a "demonstration neighbourhood" in the city.

The **City of Guelph**, Ontario, will receive a contribution of up to \$127,100 for its Bicycle Friendly Guelph Initiative. This project will deliver a wide variety of educational programs and events to encourage more people to ride bicycles safely and conveniently.

The **City of London, Ontario**, will receive a contribution of up to \$120,000 for a project that will develop green transportation programs in both a suburban residential area and an industrial area in the city. These initiatives will help increase understanding of local transportation at the neighbourhood and business district level.

The **City of New Westminster**, British Columbia, will receive a contribution of up to \$120,000 for a series of related initiatives aimed at reducing the number of personal vehicle trips taken in the city by municipal employees, as well as by employees of the city's four main employers; promoting Safe Routes to School for nine elementary schools; enhancing green transportation components of the city's transportation plan; and creating a coordinator position to promote green transportation options.

The **City of Peterborough**, Ontario, will receive a contribution of up to \$350,150 for a project that will expand green transportation outreach and education for workplaces, secondary schools and the general community. There are also plans to expand the current IWALK program to include elementary schools.

The **Corporation of the City** of North Bay, Ontario, will receive a contribution of up to \$50,000 for a project to develop an outreach program to encourage local secondary school students and those with physical disabilities to use public transportation.

The **Halifax Regional Municipality** will receive a contribution of up to \$50,000 for its Guaranteed Ride Home Program, which is an 18-month pilot project to provide guaranteed rides home for participants in green transportation programs.

The **Halifax Regional Municipality** will also receive a contribution of up to \$55,000 for a project to study the feasibility of developing a dedicated municipal fund to encourage transportation choices that will create a greener transportation network.

Metrolinx (the Greater Toronto Transportation Authority) will receive a contribution of up to \$405,000 for a project at elementary schools in the Region of Peel and the City of Hamilton to pilot, test and monitor new concepts and initiatives that encourage students to walk to school. It will also promote green transportation alternatives for faculty and staff.

The **Region of Peel**, in Ontario, will receive a contribution of up to \$120,000 for a project that will implement green transportation marketing programs at six employment sites, reaching an estimated 9,500 employees. The campaigns will aim to reduce single-occupancy vehicle travel.

The **Region of Waterloo**, Ontario, will receive a contribution of up to \$180,000 for a project that will promote the use of new transit services in a suburban residential community; demonstrate the effectiveness of a transferable transit pass; and help area municipalities develop parking management tools that support the use of green transportation alternatives.

Saint John Transit in New Brunswick will receive a contribution of up to \$210,000 for a project to increase ride sharing and the use of public transit in the local area.

January 2009

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