ACTIVE TRANSPORTATION (AT)

EDUCATION AND

PROMOTIONS GRANTS

ACTIVE TRANSPORTATION EDUCATION AND PROMOTION GRANTS

Purpose and Objectives

Active Transportation (AT) Education and Promotion Grants are directed by the **Administrative Order Number 2020-011-ADM Respecting HRM's Grant Programs for Active Transportation and Recreational Trails**. The program was established to support those elements of HRM's AT objectives that are implemented in conjunction with community associations as outlined in the 2014 Active Transportation Priorities Plan (AT Plan) and/ or 2018 Integrated Mobility Plan and any subsequent HRM Regional Council approved amendments or transportation plans.

Eligible Applicants

There are hereby established eligibility criteria for and Applicant pursuing a Grant application under the Active Transportation Education and Promotion Grants Program.

To be eligible for AT Education and Promotion Grants the applicants must meet all conditions outlined below:
- Applicant has Commercial G/L Insurance and/ or event insurance or is covered under a group insurance
- Applicant is interested to support, encourage and promote active transportation within HRM
- Applicant has not defaulted/ bridged Grant(s)' requirements in the past years by:
    - Failing to send project final report and invoices for the grant received
    - Failing to return any funds paid in advance if a surplus was recorded on the final report
- Applicant can access matching funds for any project proposed over $1,000

Eligible Proposals for AT Education and Promotion Grants

The AT Education and Promotions Grants are awarded to eligible applicants whose proposals address, or partially address the HRM's objectives related to AT Education and Promotion Program, including:
  - Safety programs
  - Education/ skills training programs related to AT
  - Etiquette programs
  - Promotional / Engagement/Marketing programs
  - Transportation Demand Management programs
  - Monitoring and evaluation of data as related to program's impact
  - Formal Partnerships with other organizations with similar or complementary mandates
  - Participation in AT related events
- Expand the reach and impact of the grant program by connecting with and engaging in projects people, organizations, businesses, and institutions from the broader community
- Look for opportunities to align projects with other events and initiatives in the community and to collaborate with other groups

There are three types of projects measured in funding and reach:

Small Community project grant: smaller projects in communities across Halifax under $1,000
- The proposal is for a project scheduled to start within 3 months after awarding and finish by a set deadline or March 31st, whichever is sooner
- The proposal is for a project to be delivered within the HRM's boundaries
- The grant can be requested to cover up to 100% of the project costs

Large Community project grant: larger project in communities across Halifax (large project or event with significant logistics efforts meant to reach a broader audience): $1000 - $5,000
- The proposal is for a project scheduled to start within the next 6 months from awarding and finish by a set deadline or March 31st, whichever is sooner
- The proposal is for a project to be delivered within the HRM's boundaries
- The grant can be requested to cover up to 50% of the project costs and proof of matching funding must be provided before funds can be disbursed

Major project grant: large project with significant logistics, partnerships and duration efforts meant to reach community at large: over $5,000
- The proposal is for a project scheduled to start within the next 6 months from awarding and finish by a set deadline or March 31st, whichever is sooner
- The proposal is for a project to be delivered within the HRM's boundaries
- The grant can be requested to cover up to 50% of the project costs and proof of matching funding must be provided before funds can be disbursed
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Evaluation Criteria for AT Education and Promotion

The documents included in the checklist along with the information provided in the application will form the basis of the HRM's evaluation and recommendation for funding.

Criteria 1: Eligibility
- Project proposal is received by HRM before the set deadline   - The applicant meets eligibility criteria as set by the Administrative Order Number 2020-011-ADM Respecting HRM's Grant Programs for Active Transportation Facilities and Recreational Trails   - The proposal received meets eligibility criteria as outlined in Program's- Eligible Applicants and Section 5.1 Eligible Proposals for AT Education and Promotion Grants   - All documents required by the application were received and approved as eligible
Criteria 2: Quality of the proposal
Outcomes   - The project has potential to engage a significant population, either general or targeted   - The applicant understands what success looks like for the project proposed and plans to measure it   - The project supports vision and objectives outlined in HRM's Active Transportation Priorities Plan and Integrated Mobility Plan.   **Accessibility**   - The project considers accessibility in its delivery   - The project is affordable: either no fee or very low fee is charged to participate   - The event is primarily targeted to specific groups and/or communities at large
Criteria 3: Project Planning
Project Readiness   - The event is scheduled to start within 3 months for grant requests under $1,000 and within 6 months for grant requests over $1,000.   - Project is widely and actively promoted to a large or targeted audience.   **Resources available, experience**   - The project has a long-standing history of high participation   - This is the first year for this project, but the group has experience organizing projects   - There is sufficient capacity, either staff and/or volunteers to deliver the project

Project Delivery timelines
• The project can be delivered within the timeframe expected within the grant requirements

Project Integration
- The program has potential to expand reach and impact of the grant program by connecting with and engaging in projects people, organizations, businesses, and institutions from the broader community
- The applicant is planning to collaborate/ partner with other groups to deliver the project

Criteria 4: Funding
- Grants under $1,000: Matching funds are not mandatory, but encouraged
- Grants over $1,000: Matching funds is an expectation. HRM will match or leverage up to 50% of the project cost
- Evidence of intention to secure funding

Procedures

Reporting

The applicant must include a Budget Report with the application and update with the Final Report.

Revenues:
- All funding requested/ confirmed from HRM and all other sources must be listed in the Revenue section

Expenses:
- HST must be already included in the estimated costs as part of the total and not as a separate amount
- If the group chooses to hire contractor services to deliver some, or all projects, the amounts listed in the Budget Reports should include both labour and supplies
- If volunteers are engaged to deliver the projects, the amounts listed in the Budget Report should include only costs for supplies as related to their projects

A final report is required within 30 days after the project ended or before March 31st, whichever is sooner for all grants available through this program and must include at least a project evaluation and final Budget Report with all expenses incurred as related to the grant award.
- Invoices showing zero balance or stamped paid or receipts must be provided to HRM contact with the Final Report

Transfer of Payments
- The Grants will be paid by direct deposit up to the maximum amount approved by following a Payment Procedure
- Upon confirmation of event date to HRM and request for advanced payments, transfer of payments according to the level of funding can be made:
  - Grants under $500: pay up to 100% of Grant Awarded
  - Grants over $1,000: pay up to 50% of Grant Awarded
- Upon receiving the final report, evaluations and invoices from recipients by deadline transfer of payments can be made according to the maximum of grant awarded
  - Grants over $1,000 pay up to the remainder of 50%
- Deficit will not be paid out if the expenses reported are higher than the amount awarded

HALIFAX **Active Transportation Education and Promotion Grants**

Timelines

Spring – Summer Proposals

January	• Workshop (s) and Q&A session (s) scheduled in advance to the "Spring – Summer Call for Proposals"
February	• HRM issues a 'Spring – Summer Call for Proposals' for fiscal year ahead with a Proposal Submission Deadline
April	• Submission deadline for "Spring – Summer Call for Proposals" • Proposals review and approval by HRM Staff
Mid-April - June	• HRM Council approves the capital budget for Grants;
After Council approves budget	• Send approval letters to grants up to $1,000 • Sign Agreements between HRM and Grant Recipient upon approval of the Budget for grants above $5,000. • A letter declining funding is sent to those applicants whose proposals do not meet Grant requirements (eligibility and/or evaluation criteria)
June – September	• Receive confirmation of event date and make advanced payments as per Transfer of Payments section • Receive reporting, evaluations and invoices from recipients by mid- September deadline and make reminder of payments as per Transfer of Payments section

Fall – Winter Proposals

September	• Workshop and Q&A session (s) scheduled in advance to the "Fall - Winter Call for Proposals"
Mid - September	• HRM issues a 'Fall – Winter Call for Proposals' for fiscal year ahead with a Proposal Submission Deadline;
October	• Proposals review and approval by HRM Staff
Mid - October	• Send approval letters for grants up to $1,000 • Sign Agreements between HRM and Grant Recipient upon approval of the Budget for grants above $5,000. • A letter declining funding is sent to those applicants whose proposals do not meet Grant requirements
October- March 31	• Receive confirmation of event date and make advanced payments as per Transfer of Payments section • Receive reporting, evaluations and invoices from recipients by March 31st deadline and make reminder of payments as per Transfer of Payments section

HALIFAX **Active Transportation Education and Promotion Grants**