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Moving On Sustainable Transportation Program Annual Review 2003



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The Moving On Sustainable Transportation (MOST) program was created by Transport Canada in 1999 as part of the department's first Sustainable Development Strategy. MOST offers financial support for demonstration, research, education, and pilot projects that lead to new sustainable transportation options for Canadians. While a number of projects are national, many are small and respond to local challenges at the grass roots level. These projects are building a foundation for more sustainable transportation in Canada – community by community.

Over 55 cost-effective and innovative projects have been supported by the MOST program since 1999 – in all regions of the country with many different non-government partners. The projects have been varied in scope – touching different aspects of the transportation system and harnessing new technologies and approaches to transportation. The private sector is increasingly an active partner in efforts to reduce congestion to help enhance productivity. Schools are addressing the safety and health concerns of Canadian children by making it easier for students to walk to school. Professional associations are researching and establishing new guidelines to incorporate sustainability in their sectors. Youth are increasingly educated and informed on sustainability issues, and taking on leadership roles in their communities. The Canadian not-for-profit sector continues to implement innovative projects in collaboration with their networks of volunteers and partners.

The purpose of this first annual review is to highlight the results, achievements and lessons learned for projects that were completed in 2003 as well as to provide general information on the program and other MOST supported initiatives that are currently underway. All participants in the MOST program must measure the impact of their project to the extent possible and share information on how they implemented their project with a candid assessment of what worked well and what they would do differently. Direct links to the project web sites to access more detailed information are provided in this review.

As MOST only provides funding to cover up to 50% of project costs, there are many other contributors working with us to support on-the-ground sustainable transportation projects across Canada. They include other levels of government, foundations, private sector partnerships, transportation experts and academic and other institutions. Transport Canada commends all of these partners for their leadership and commitment to sustainable transportation.

Transport Canada would also like to recognize the important contribution of the program's external Advisory Committee. This committee has reviewed and evaluated over 200 projects against the selection criteria, made suggestions on how selected projects might improve their results, and provided valuable advice on overall program direction. We are grateful for their ongoing efforts to help this program achieve its goals.

Transport Canada is committed to working in partnerships with Canadians to achieve a more sustainable transportation system – one that is safe, secure, efficient and environmentally responsible. Supporting grass-roots sustainable transportation initiatives is one way that the department works to achieve this.

We encourage you to let us know your views on this first annual review of the MOST program and more broadly on the program itself. Visit the MOST website at www.tc.gc.ca/most or e-mail us at MOST@tc.gc.ca.

1 Moving on Sustainable Transportation

Transport Canada launched the Moving On Sustainable Transportation (MOST) program in 1999 to support projects that promote the education, awareness, and analytical tools needed to make sustainable transportation a reality.

MOST has three major goals:

- to provide Canadians with practical information and tools to better understand sustainable transportation issues
- to encourage the creation of innovative ways to promote sustainable transportation
- to achieve quantifiable environmental and sustainable development benefits.



The MOST program helps make sustainable transportation a practical option for Canadians.

2 Highlights

In 2003 the quality of submissions continued to increase and the program achieved a more balanced regional distribution.

As of January 2004, 29 projects have been approved in Phase II of the program in five project categories:

- 33% of funding went to development of tools and practices
- 23% went to demonstration pilot projects
- 19% went to education and outreach programs
- 13% went to studies and analyses
- 12% went to workshops and conferences.

Six of these projects have completed their final reports:

- The Sheltair Group developed a 100-year plan for Vancouver that won first place in the International Competition for Sustainable Urban System Design.
- Pollution Probe introduced pilot programs for trip reduction at five large workplaces.
- The Pembina Institute for Appropriate Development created a popular website for teachers and students on sustainable transportation.
- Moving the Economy brought together 350 stakeholders from the “new mobility” industry.
- Athletes with the Clean Air Champions program motivated youth, educators, and parents.
- CUTA’s VIP program increased public awareness of and support for public transit across Canada.

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Since 1999 MOST has funded environmental groups, community associations, academic institutions, and business and professional associations to help them conduct projects that deliver concrete results.

MOST was initially created through a commitment in Transport Canada's Sustainable Development Strategy, first tabled in 1997. The program was evaluated and renewed in 2001 for an additional 5-year period (Phase II).

PURPOSE

MOST supports projects that produce the kinds of education, awareness, and analytical tools needed to make sustainable transportation a viable option for Canadians.

OBJECTIVES

MOST funds projects that (1) provide Canadians with practical information and tools to better understand sustainable transportation issues, (2) encourage the creation of innovative ways to promote sustainable transportation, and (3) achieve quantifiable environmental and sustainable development benefits.

ELIGIBILITY

Proposals must meet five criteria to be eligible for program funding:

- **Address at least one of the five project categories:** The categories are described on page 5.
- **Target the Canadian public:** This includes the general public, the transportation sector, youth, municipalities, First Nations and Aboriginal peoples, and educators.
- **Share funding through partnerships:** Proposals must obtain at least 50% of their resources (cash and/or in-kind support) from sources other than the Government of Canada.



GPI Atlantic is developing sustainable transportation indicators for Nova Scotia.



The Canadian Renewable Fuels Association is demonstrating the environmental advantages of using ethanol-diesel through the largest e-diesel project in the world.

- **Demonstrate quantifiable results:** Proposals must contain quantifiable sustainable transportation targets and performance indicators to measure and report on the environmental and sustainable development impacts expected as a result of the project.
- **Share results and program materials:** Proposals must contain a detailed communication plan for disseminating any project-related results and materials that will further the program’s objective of giving Canadians practical information and tools to apply sustainable transportation thinking to their daily lives.

EVALUATION OF PROPOSALS

Transport Canada first determines the eligibility of proposals using the criteria above. Then it evaluates the relative strengths of eligible proposals using the following criteria:

- effectiveness in making direct environmental improvements through greater understanding and practical applications of sustainable transportation principles
- innovative solutions – the degree to which the project is replicable and can be applied elsewhere
- experience and competence of the proponent.

MOST relies on an independent multi-stakeholder advisory committee to recommend which projects should receive funding and the amount of each contribution. The recommendations go to the Director General of the Environmental Affairs Directorate at Transport Canada, who has the final decision-making authority.



This “Walking School Bus” at Ashley Oaks Elementary School in London is one of the solutions promoted by the Active and Safe Routes to School Project.



Michael Holroyd at the Clean Air Champions launch.

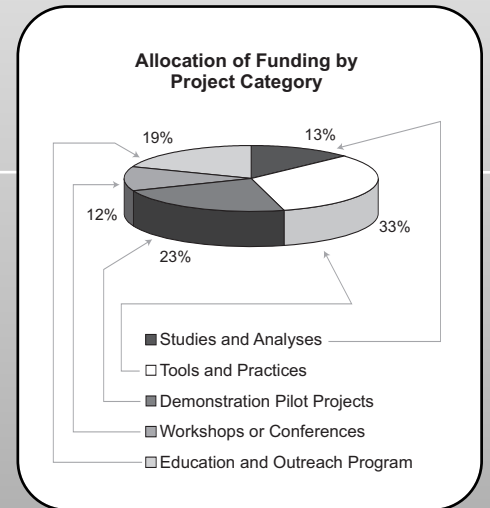
DESCRIPTION OF PROJECT CATEGORIES

At the beginning of 2003, 29 MOST projects were underway in five project categories:

- **Studies and analyses:** Projects that study or analyze the state of transportation in a specific community, such as future growth pressures the community will face and the direction it should take in managing its transportation system.
- **Tools and practices:** Projects that lead to new sustainable transportation tools and practices and that give the public an opportunity to learn about and use non-polluting transportation options.
- **Demonstration pilot projects:** Projects that test new approaches to and alternatives for sustainable transportation.
- **Workshops and conferences:** Information sessions that support and highlight new ideas or approaches to sustainable transportation and that showcase contributions by stakeholders.
- **Education and outreach programs:** Programs that inform the Canadian public about sustainable transportation.

DESCRIPTION OF ONGOING PROJECTS

The following is a summary of the 23 MOST projects that were still ongoing at the end of 2003. Another six projects were completed during the year. They are discussed separately in the next section of this report. For more detailed information on these projects, please visit www.tc.gc.ca/most



Vélo Québec is hosting technical workshops for municipalities across Canada on the development of cycling infrastructure.

STUDIES AND ANALYSES

Lead Organization	Project Name, Funding Provided	What Project Is Doing
Bathurst Sustainable Development	Addressing Climate Change in the City of Bathurst, New Brunswick – Feasibility Study (\$30,000)	Determining the feasibility of implementing a local transit system
The Centre for Landscape Research (University of Toronto)	Circulation City: Research on Mobility in the Greater Toronto Area (\$30,000)	Researching new strategies for relieving gridlock
Environment Hamilton	Transit Neighbourhoods for Hamilton: Towards a Neighbourhood Transit Pass (\$30,660)	Establishing a network of transit users and an innovative transit pass program
GPI Atlantic	Genuine Progress Indicators of Sustainable Transportation for Nova Scotia (\$35,000)	Developing provincial indicators of sustainable transportation that enable intermodal comparisons

TOOLS AND PRACTICES

Lead Organization	Project Name, Funding Provided	What Project Is Doing
Canadian Institute of Transportation Engineers	Site Plan Review Guidelines for Promotion of Alternative Transportation Modes Project (\$20,000)	Developing a guide on how to implement sustainable transportation through site design
Centre de gestion des déplacements du Centre-ville de Montréal	Déploiement de programmes Allego au Centre-ville de Montréal (\$25,000)	Engaging large employers to help reduce employee and client trips
Communications Tour du lac inc.	Vertigogogo – Phase 1 (\$25,000)	Supporting carpooling among touring cyclists
Greenest City	Active and Safe Routes to School (\$20,000)	Supporting community programs throughout Ontario and developing a “Walking School Bus” toolkit
Smart Growth B.C.	Smart Growth on the Ground (\$75,000)	Working with communities to implement neighbourhood-based sustainable transportation
The Toronto Christian Resource Centre	Expanding CBN (Community Bicycle Network) BikeShare (\$25,000)	Expanding the BikeShare program, improving connections between transit and BikeShare, and promoting cycling
Whale Lake Research Institute	Bus Route Finder: An Automated Route Finding System for Sustainable Public Transportation (\$20,000)	Designing a web-based trip-planning tool for transit users

DEMONSTRATION PILOT PROJECTS

Lead Organization	Project Name, Funding Provided	What Project Is Doing
Alberta Clean Air Strategic Alliance	Diesel Particulate Filter Demonstration Project (\$45,000)	Evaluating the effectiveness of a new filter technology and its feasibility for use in urban transit
Canadian Renewable Fuels Association	E-Buses: A Project for Greening Urban Transit Fleets (\$50,000)	Demonstrating the environmental advantages of using ethanol-diesel
Clean Air Champions	Clean Air Achievers (\$60,000)	Motivating youth to adopt more active lifestyles
The Environmental Youth Alliance	The Biodiesel Project (\$50,000)	Developing a non-profit venture to promote and supply biodiesel fuel in the Vancouver area
Greenest City	School Walking Routes Pilot Project (\$19,990)	Expanding the Toronto pilot to other Ontario jurisdictions and installing walking route signs

WORKSHOPS AND CONFERENCES

Lead Organization	Project Name, Funding Provided	What Project Is Doing
Canadian Urban Transit Association	International Youth Summit on Sustainable Urban Transportation – Youth on the Move (\$45,000)	Bringing together 80 young Canadians and participants from around the globe to identify and put into action sustainable transportation solutions
Smart Growth B.C	Tillicum Burnside Urban Village Community Roundtable (\$20,000)	Planning a more pedestrian- and bicycle-friendly intersection and neighbourhood, with future potential for transit
Vélo Québec	Villes cyclables, villes durables! (\$30,000)	Hosting workshops for municipalities across Canada on technical guidelines for developing cycling infrastructure

EDUCATION AND OUTREACH PROGRAMS

Lead Organization	Project Name, Funding Provided	What Project Is Doing
Better Environmentally Sound Transportation	Idle-Free Workplaces (\$26,000)	Promoting idle-free fleet policies with employers and educational institutions
Équiterre	Campagne de marketing social sur le Cocktail transport (\$35,000)	Initiating a social marketing campaign to reduce car use by 19- to 25-year-olds
Science West	Getting Around: A Driving Force for Change (\$25,000)	Creating a website that examines future fuel scenarios and challenges students to make a difference in their communities
Université de Moncton	Lâche la pédale! Vers des citoyens auto-sages (\$25,000)	Promoting sustainable driving practices through popular education

During 2003, six projects funded under Phase II of MOST completed their final reporting. Below is a summary of the completed projects and their results.

For short descriptions of the other Phase II projects underway, see “Ongoing Projects” on page 5.

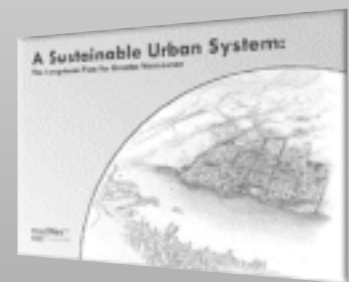
THE SHELTAIR GROUP

CITIES^{PLUS} – SUSTAINABLE TRANSPORTATION COMPONENT

All too often, community planning based on short-term considerations fails to create transportation systems that are environmentally, socially and economically sustainable in the longer term. In January 2002 the Greater Vancouver Regional District began an innovative project to develop a 100-year sustainability plan, called Cities Planning for Long-Term Urban Sustainability, or cities^{PLUS}. The transportation component of this project included modelling current conditions and projections for long-term trends.

Overall, cities^{PLUS} involved 500 experts and participants from 30 cities across Canada. The two-year exercise culminated in the Canadian team winning the Grand Prix at the International Competition for Sustainable Urban System Design in Tokyo in June 2003.

Since the competition, the cities^{PLUS} legacy has continued through professional development workshops and a network of cities and communities that are sharing their knowledge about integrated long-term planning for sustainability. Participating cities will document and exchange their experiences and tools through a web-based network, as well as by meeting face to face every two years and reporting on learning at international events.



cities^{PLUS} won first place in the International Competition for Sustainable Urban System Design.

“This award reflects and strengthens the ability of Canadians to demonstrate leadership in the rapidly growing international market for expertise in urban sustainability.

“We are looking forward to applying the results of this process to our own continuing efforts to enhance the liveability and environmental quality of the Greater Vancouver Regional District (GVRD).”

Ken Cameron,
Manager of Policy and Planning for the GVRD

Project Category, Funding Provided: Tools and Practices, \$25,000

Project Website: www.citiesplus.ca

POLLUTION PROBE

S-M-A-R-T MOVEMENT PROGRAM

The workplace is a key setting for getting people involved in sustainable transportation, yet few Canadian organizations offer support for alternative transportation options. Pollution Probe's S-M-A-R-T (Save Money and the Air by Reducing Trips) Movement program helps workplaces reduce their employees' solo car trips by providing valid alternatives.

Pollution Probe piloted this flexible program with five large organizations. An easy-to-follow, step-by-step guidebook, posted on Pollution Probe's website, makes the program simple to implement. Pollution Probe also has an in-house coordinator available as an additional resource for participating companies.

Here are some results to date:

- The Town of Markham cut greenhouse gas emissions by 5,604 kilograms in one year by replacing two cars in its parking enforcement fleet with hybrid vehicles.
- Employees at Enbridge and the Town of Markham have reduced the air pollutants they release by 380,000 kilograms a year.
- At these two workplaces, half the employees have tried carpooling at least once since S-M-A-R-T began, and carpooling has increased by 2% to 4% overall. Two thirds of the employees said they were more aware of the benefits of sustainable transportation and related issues, and more concerned about the health impacts.

Project Category, Funding Provided: Demonstration Pilot Projects, \$30,000

Project Website: www.pollutionprobe.org/whatwedo/Smart.htm



S-M-A-R-T recruited five large organizations to pilot its program for reducing workplace trips:

- DuPont Canada
- Enbridge Gas Distribution
- Exhibition Place
- Nelvana Ltd.
- Town of Markham

Employees at two of these organizations have already reduced the air pollutants they release by 380,000 kilograms a year.

PEMBINA INSTITUTE FOR APPROPRIATE DEVELOPMENT

SUSTAINABLE TRANSPORTATION EDUCATION PROJECT (STEP)

Teachers want to give their students stimulating information and are always looking for new resources. Through the STEP project, the Pembina Institute has created a website to tell students and teachers more about the environmental impacts of current transportation options.

The site, re-energy.ca, features a backgrounder on sustainable transportation with accompanying classroom activities. Students use the backgrounder to explore the environmental and social impacts of transportation. Then, in groups, they research and present information on the best routes and ways of commuting from a certain location to the city centre. Students can do this for their own city or for one close by.

The solar car poster, another feature of the site, highlights exciting new transportation options. Students can use the construction plans on the poster to build a model solar car.

re-energy.ca connects transportation issues with the core curriculum for secondary science programs across Canada. It also provides links that highlight other environmental impacts related to energy use and presents future trends in harnessing renewable energy.

re-energy.ca has proven to be a popular educational tool. To date, 20,000 people have downloaded material from the site. Survey results show that participating classes have a greater understanding of the principles of renewable and sustainable energy technologies.

Project Category, Funding Provided: Education and Outreach Programs, \$20,000

Project Website: www.re-energy.ca

Backgrounder Sustainable Transportation

Traveling Light: Environmentally Friendly Transportation

Canadians spend a lot of time in their cars. Some commuters are in their vehicles up to four hours everyday, and much of that time they are sitting in traffic. More than a waste of time, it is also a waste of precious resources and a source of serious pollution. In fact, no other activity produces more atmospheric smog and climate-altering carbon dioxide than driving. Almost one-third of all air pollution in Canada is a result of motor vehicles.



Of all the air pollution in Canada, 33% is from motor vehicles.

STEP's curriculum development workshops were very popular, some overflowing with participants. To date, 20,000 people have downloaded material from the program's re-energy.ca website

MOVING THE ECONOMY

NEW MOBILITY INDUSTRY FORUM

A region needs a good transportation system to attract new investment. Traffic congestion brings with it financial and other costs. “New mobility,” on the other hand – the concept of innovative, diversified, integrated transportation systems and services – brings entrepreneurial opportunities.

Congestion, emissions, climate change, and health concerns were among the issues addressed at the New Mobility Industry Forum in June 2003. Organized by Moving the Economy, this forum invited the private and public sectors to develop innovative solutions to transportation problems. Here are some highlights:

- The conference brought together over 350 Canadian stakeholders from the new mobility industry, including participants from the venture capital, research and design, and international sectors.
- Three sessions featured live videoconference presentations, which proved to be an effective way of involving international speakers while minimizing the environmental impacts of travel.
- Industry working sessions dealt with a number of topics: integrated mobility systems (smart cards) and the financial industry, advanced urban traveller information, transportation management associations, green urban tourism, and new mobility innovations for the Toronto waterfront.
- A newsletter presented highlights of the conference.

Written evaluations of the forum called overwhelmingly for an annual or biannual conference, as well as a program of industry-specific working sessions throughout the year.

Project Category, Funding Provided: Workshops and Conferences, \$20,000

Project Website: www.movingtheeconomy.ca/content/mte_nmifIntro.html

The New Mobility Industry Forum led to industry partnerships that support the sharing of news, tools, and ideas that improve sustainable development practices.

“This is a very successful conference that gathered lots of useful information and government involvement. It will be extremely helpful in bridging between private sector and government needs.”

Xinhang Shen,
NAC Geographic Products Inc.

“The program was outstanding, and the picture of the future was outlined with great projects and colourful and informative speakers.”

Janos Radics,
Aboard Seaflight Hydrofoils

CLEAN AIR CHAMPIONS

NATIONAL ROLL-OUT

The health benefits of sustainable transportation can be one of the greatest motivators for individuals to take action. The Clean Air Champions project works with some of Canada's top Olympic, Paralympic, and national team athletes to encourage Canadians to adopt practices and lifestyles that benefit both the environment and their own health.

By the end of 2003, Clean Air Champions had seen the following results:

- The program directly reached over 10,000 youth, educators, and parents, and distributed 2,500 educational kits.
- A total of 82 Canadian athletes registered with the program, including 17 new athletes in 2003.
- Website traffic increased by 250%.
- Associated media stories reached 2.5 million people.
- Clean Air Champions successfully established itself in the media as a unique voice on air quality and active transportation.
- Several partnerships were forged. Four partners will continue to work with Clean Air Champions on long-term projects.

Project Category, Funding Provided: Demonstration Pilot Projects, \$25,000

Project Website: www.cleanairchampions.ca

Clean Air Champions registered in 2003

Amy Jarvis – cycling

Annie Hamel – mountain biking, adventure racing

Amy Moore – cycling

Dominique Larocque – in-line skating, mountain biking

Brenda Taylor – rowing

Conrad Leinemann – beach volleyball

Ann Peel – race walking

Dave Durepos – wheelchair basketball

Kelly Stefanyshyn – swimming

Linda Cuthbert – diving

Megan Wing – figure skating (pairs)

Aaron Lowe – figure skating (pairs)

Jennifer Dowdeswell – field hockey

Kyle Hudson – track cycling

Scott Price – cycling

Sami Jo Small – ice hockey

CANADIAN URBAN TRANSIT ASSOCIATION (CUTA)

VIP – VISIBILITY, IMAGE AND POSITIONING

For communities to realize their full potential, it is critical that residents support and use public transit. CUTA's two-year national program used issue papers, the Internet, workshops, and media advertising to inform Canadians about transit, improve their perceptions of it, and thus encourage its use.

In 2003 CUTA surveyed 1,840 adults across Canada to measure recall of its ads and perception of the value and benefits of public transit:

- Half recalled seeing recent advertising for sustainable transportation; of those, one in eight specifically recalled the CUTA ads.
- One quarter thought the focus of new transportation planning should be the expansion of public transit; only one tenth preferred road improvements.
- Almost all agreed with the statement “public transit makes a community a better place to live.” The proportion that strongly agreed climbed to 71% from 58% in 2002.

The purchase of over 57 million television advertising impressions among adults over 35 meant that each person saw CUTA's commercial supporting public transit an average of four times in 2003.

Some 120 stakeholders attended CUTA's advocacy workshops in seven Canadian cities. As well, the program reached at least 10,000 people with its issue papers, each of which focused in depth on a single transit-related topic. For example, “Transit Means Business” looked at the economic benefits of investments in transit, as well as spin-off investments by third parties such as land developers.

Project Category, Funding Provided: Education and Outreach Programs, \$30,000

Project Website: www.cutaactu.ca/content.asp?ID=87



CUTA's VIP program increased Canadians' awareness of and support for sustainable transportation options.



SUBMISSIONS

The quality of submissions to MOST has improved in Phase II. There has been a corresponding decrease in ineligible funding requests (3% in Phase II compared with 13% in Phase I).

FUNDING BY PROVINCE

In Phase I of the program, 88% of projects funded were initiated in three provinces: British Columbia, Ontario, and Quebec. The remaining 12% were funded in two provinces: Alberta and Nova Scotia.

In Phase II, a commitment was made to improve the regional balance of funded projects. In the first three rounds of Phase II, 77% of projects funded were initiated in British Columbia, Ontario, and Quebec. The remaining 23% of projects were funded across five provinces. The efforts to improve the regional balance of funded projects are bearing fruit.

The regional balance is even clearer when the eight national programs are separated out from the total:

- 27% of projects funded were national in scope
- 50% were regional programs initiated in British Columbia, Ontario, and Quebec
- 23% were initiated across Alberta, Saskatchewan, Manitoba, New Brunswick, and Nova Scotia.

WEBSITE USAGE

During Phase I of MOST, the number of unique users of the program's website averaged 845 per day, and the average visit lasted 7.3 minutes. During 2003, the number of visitors decreased, but the time each visitor stayed on the site increased to 12.6 minutes on average.

PARTNERSHIPS

The six projects completed in 2003 fostered partnerships with 39 other organizations and attracted over \$150,000 in additional funding for their work.



Diesel Particulate Filter Demonstration Project, Alberta



Vertigogo, Quebec



Lâche la pédale!, New Brunswick

	Reach	Increased Awareness	Partnership Legacy
The Sheltair Group	<ul style="list-style-type: none"> • 5,700 people • The transportation component involved local organizations and experts across Canada; over 5,000 people attended the presentation in Tokyo 	<ul style="list-style-type: none"> • Increased awareness among partners in the planning process and among those who read the media coverage 	<ul style="list-style-type: none"> • Many partners continue to participate
Pollution Probe	<ul style="list-style-type: none"> • 80,000 people • Contacted individuals in 45 companies 	<ul style="list-style-type: none"> • Seven out of ten program participants said they became more aware of the benefits of sustainable transportation and related issues, and more concerned about related health impacts 	<ul style="list-style-type: none"> • Plans are to have 20 businesses participating by 2005, with eventual national expansion
Pembina Institute for Appropriate Development	<ul style="list-style-type: none"> • 20,000 copies of educational materials downloaded 	<ul style="list-style-type: none"> • Increased classroom understanding of renewable and sustainable energy technologies 	<ul style="list-style-type: none"> • Three of five partners will continue to support the project in the next stages
Moving the Economy	<ul style="list-style-type: none"> • 15,000 people • Over 350 key players from the Canadian new mobility industry attended the New Mobility Industry Forum 	<ul style="list-style-type: none"> • Increased awareness among forum attendees of concepts and technologies related to the new mobility industry 	<ul style="list-style-type: none"> • A number of new working groups and collaborative efforts emerged, as well as invitations to take part in international events
Clean Air Champions	<ul style="list-style-type: none"> • 2.5 million media impressions • Reached over 10,000 youth, educators, and parents through well-known athletes 	<ul style="list-style-type: none"> • Increased awareness among young people of the environmental and health benefits of a more active lifestyle 	<ul style="list-style-type: none"> • Clean Air Champions will work on other projects with those who funded the initial program
CUTA	<ul style="list-style-type: none"> • 57 million advertising impressions • 10,000 copies of issue papers distributed • 120 stakeholders attended conferences in seven cities 	<ul style="list-style-type: none"> • Half of those surveyed recalled seeing recent ads for sustainable transportation; of those, one in eight specifically recalled CUTA ads 	<ul style="list-style-type: none"> • The VIP program, which involves Canada's transit authorities, will continue through 2004

Development of Innovative Tools and Practices

Quantifiable Impacts

The Sheltair Group	<ul style="list-style-type: none"> • Multi-stakeholder, 100-year planning process • Ongoing network of communities sharing learning about integrated long-term planning for sustainability 	<ul style="list-style-type: none"> • If cities^{PLUS} is successfully implemented in Greater Vancouver, by 2040 greenhouse gas emissions will drop by 6% from 1990 levels (one tonne per person)
Pollution Probe	<ul style="list-style-type: none"> • Step-by-step manual on Pollution Probe's website to help on-site coordinators implement trip reduction programs 	<ul style="list-style-type: none"> • Town of Markham reduced its greenhouse gas emissions by 5,604 kg in one year • Enbridge and Town of Markham cut their air pollutants by 380,000 kg a year
Pembina Institute for Appropriate Development	<ul style="list-style-type: none"> • Backgrounder and lesson plans for four class periods, as well as a solar car poster with information about sustainable transportation 	<ul style="list-style-type: none"> • Program encourages students to choose alternative modes of transportation that reduce greenhouse gas emissions
Moving the Economy	<ul style="list-style-type: none"> • Forum enabled the new mobility industry to network and grow in a supportive environment; may become an annual forum for sharing tools and practices • Videoconferencing was an effective way of involving international speakers while reducing costs and the environmental impacts of travel 	<ul style="list-style-type: none"> • Forum has sparked the development of new projects related to the new mobility industry; further impacts expected in the longer term
Clean Air Champions	<ul style="list-style-type: none"> • Capitalized on athletes as role models and key influencers • Other communication programs could be developed using different high-influence messengers 	<ul style="list-style-type: none"> • Not measured; a second MOST project is helping track resulting changes in behaviour
CUTA	<ul style="list-style-type: none"> • "Transit Means Business: The Economic Case for Public Transit in Canada" (paper developed with the Federation of Canadian Municipalities and Moving the Economy) • Demonstrated how issue papers and advertising can inform individuals about transit service and improve their perceptions of it 	<ul style="list-style-type: none"> • Proportion of Canadians who strongly agree that public transit makes a community a better place to live climbed to 71% from 58% in 2002

The following are some transferable lessons learned from the six projects completed in 2003.

- Conferences and forums:** Conferences and forums are excellent mechanisms for engaging advisors, partners and sponsors. Videoconferencing proved to be a valuable way of involving international speakers while saving money and minimizing the environmental impacts of unnecessary travel. Many participants noted that videoconference speakers were quite present in the room because of the “larger than life” effect of an oversized projection screen. (Moving the Economy)
- Key Influencers:** Key influencers are individuals who are more active in politics, communities and the media than the general population, and are therefore more visible. They can promote sustainable transportation to a wide audience and should be specifically targeted in communication campaigns. (CUTA)
- Partnerships:** The importance of partnerships was a key lesson for all project proponents. Partners acted as advisors and provided additional funding and in-kind donations. In addition, Clean Air Champions benefited from having diverse partners with compatible projects.
- Working with Corporations:** A company can take six months or more to formally commit to a program, partly because voluntary employee programs have not traditionally been a business priority and partly because getting support from senior management takes time. Regular follow-up and recognition are critical. As well, many employees already use sustainable forms of transportation to travel to work, something that must be accounted for when setting trip reduction targets. (Pollution Probe)



Educators want to give their students stimulating information and are ideal candidates for tool kits, reports the Pembina Institute.

For More Information

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