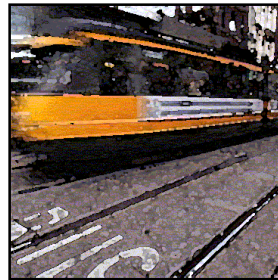




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Urban Transportation Showcase Program

Applicant's Guide Stage I: Expression of Interest

June 2001

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CAT: T22-105/2001

ISBN: 0-662-65828-0

Transport Canada

Web site: www.tc.gc.ca



Printed in Canada on recycled paper

Urban Transportation Showcase Program Applicant's Guide – Stage I: Expression of Interest

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BACKGROUND

Climate change and urban transportation

The federal *Action Plan 2000 on Climate Change* recognizes that transportation is Canada's largest source of greenhouse gases. Greenhouse gas emissions from transportation are growing rapidly, and amount to one-quarter of our national total. Urban areas generate about two-thirds of our national greenhouse gas emissions from transportation, and are therefore important to Canada's national climate change strategy.

The Transportation Climate Change Table, which was established jointly by the federal, provincial and territorial ministers of transportation as part of the national climate change process, has identified a number of promising strategies and technologies to reduce urban transportation emissions. These include measures to reduce travel demand, to shift travel away from energy-intensive modes to alternative modes, and to reduce emissions within each mode.

Many of these measures have not been implemented and evaluated in Canada at the scale required to achieve and confirm significant greenhouse gas emission reductions, nor have the synergies among integrated measures been assessed. Further demonstration and assessment is needed before widespread implementation can occur.

During consultations on the Transportation Climate Change Table's *Options Paper*, stakeholders across the country identified the need to:

- build upon existing municipal initiatives, by demonstrating and evaluating different strategies and technologies;
- develop integrated strategies that link transportation with land use planning, and incorporate a range of actions;
- assess the impacts that greenhouse gas emission reduction strategies can have on other urban challenges such as air quality, congestion and infrastructure costs;
- allow flexibility to pursue different approaches in different regions; and
- share information more broadly on sustainable transportation best practices.

On October 6, 2000 the Government of Canada announced it would establish the Urban Transportation Showcase Program, among other initiatives contained in its *Action Plan 2000 on Climate Change*. The Honourable David M. Collenette, Minister of Transport, formally launched the program on June 11, 2001. The federal government now invites municipalities to take advantage of this five-year program and to demonstrate creative and innovative measures that reduce greenhouse gas emissions.

Urban passenger transportation measures examined by the Transportation Climate Change Table

Trip Reduction	Travel Alternatives	Mode Efficiencies
Telecommuting	Tax-free transit benefits	Driver education
Ridesharing	Transit smart card	Inspection & maintenance programs
High-occupancy vehicle (HOV) lanes	Advanced vehicle location systems (AVLS)	Intelligent transportation systems (ITS) technologies
Road/parking pricing	Transit enhancements	Enforced speed limits
Distance-based vehicle charges	Walking & cycling	Road resurfacing

Urban Transportation Showcase Program

The Urban Transportation Showcase Program will demonstrate, evaluate and promote effective strategies to reduce greenhouse gas emissions from transportation in urban Canada. It also responds to a range of other urban challenges including air quality, congestion and safety, and will complement and support efforts to improve transportation infrastructure in our urban areas.

Transport Canada will conduct a nation-wide competitive selection process to select four or more showcases that will be implemented by municipalities and their partners, with the assistance of federal funding. To ensure that the showcases are relevant to as many Canadian urban areas as possible, the selection process will take into account the desire to reflect a regional balance and a

range of sizes among showcase communities.

Each showcase will be an integrated package of urban transportation measures, to be implemented and evaluated over a four-year period. Measures may include transit and other transportation services, demand management initiatives, land use or economic strategies, public outreach efforts, advanced technologies or low-cost infrastructure elements. Showcases may draw from strategies studied by the Transportation Climate Change Table, and may also include other strategies that reflect local priorities.

While it is expected that showcases will emphasize passenger transportation, areas of urban transportation such as goods movement may be included. Municipalities are encouraged to develop or enhance a transportation and land use planning framework as an integral part of their showcase.

Showcases will highlight opportunities to reduce greenhouse gas emissions while also delivering other important benefits (e.g., improved air quality, enhanced safety, reduced operating costs). The new experience and information generated will support the adoption of effective greenhouse gas emission reduction strategies by urban areas across Canada over the coming decade.

There are a number of important initiatives already underway in Canadian urban areas that will help to reduce greenhouse gas emissions. Municipalities are encouraged to build current initiatives into their showcase framework, thereby strengthening existing partnerships and broadening the reach of the showcase. Where current initiatives are being delivered in partnership with federal government programs such as Infrastructure Canada or the Intelligent Transportation System (ITS) Deployment and Integration Plan, the Urban Transportation Showcase Program does restrict the proportion of overall showcase costs that can be federally funded.

Getting the word out: A national information network

Municipal and provincial stakeholders have identified a need for broad-based information on best practices in sustainable transportation. The Urban Transportation Showcase Program will respond to this need and enable the replication of successful showcase

measures in other municipalities, by sharing showcase results with a wide audience and by facilitating a dialogue among interested stakeholders.

Transport Canada will establish a national information network that involves a wide range of interested parties including provincial, regional and local staff and elected officials, transportation providers (e.g., transit operators), consultants, academics and other transportation experts. Members of this national network will enjoy the benefits of:

- program newsletters and individual showcase progress reports;
- cross-Canada workshops, forums, seminars and conferences;
- an Internet-based information distribution centre and library of best practices; and
- a national awards program for sustainable transportation practices.

As part of the national information network, showcase municipalities will work with each other as they implement their showcases, develop analytical tools, and monitor showcase impacts.

Transport Canada strongly encourages all municipalities to participate in the national information network. More information about the network will be announced at a later date.

What is a showcase?

“Urban transportation showcases” will be multi-year initiatives that demonstrate and evaluate a set of mutually reinforcing measures to reduce greenhouse gas emissions. A showcase cannot be a single “pilot project” – it must include several measures that are coordinated within a transportation and land use planning framework. The keys to a successful showcase will be *innovative approaches, integrated measures and value-added information.*

Showcases will differ in response to varying local priorities, existing initiatives and transportation plans. Municipalities will decide whether to emphasize operations or infrastructure, technology or education, motorized travel or active transportation, economic instruments or land use tactics. In designing a showcase, municipalities may draw from (but are not limited to) the strategies and technologies examined by the Transportation Climate Change Table. They may also include initiatives to develop supporting analytical tools and planning processes. While the emphasis of the showcase program is on passenger transportation, measures targeting goods movement may also be included in a proposal.

The following are possible showcase components:

- *Transportation demand management (TDM) measures* such as commuter trip reduction projects in partnership with local employers that promote improved employee awareness and use of walking, cycling, transit, carpooling, vanpooling or telecommuting.
- *Transit measures* such as increased frequency on targeted routes, alternative service delivery in low-density areas, targeted marketing programs, or station and park-and-ride development.
- *Innovative land use and economic measures* that provide trip-end facilities for pedestrians and cyclists at workplaces, encourage mixed-use or higher-density land uses, or test road pricing or parking management strategies.
- *Community outreach measures* that engage the public, such as projects that improve understanding of travel impacts on our social and natural environments, or projects that identify and eliminate individual barriers to more appropriate travel choices.
- *Advanced transportation technologies* such as real-time information systems, transit priority measures at traffic signals, electronic fare collection systems, incident management tools or alternative fuel and vehicle technologies.
- *Low-cost infrastructure measures* such as improved walking and cycling facilities, or the designation of high-occupancy vehicle (HOV) lanes in commuting corridors.
- *Vehicle use measures* such as driver education, vehicle inspection and maintenance programs, or accelerated vehicle retirement incentives.

Municipalities are encouraged to make enhanced transportation and land use plans an integral element of their showcase. They are also expected to include a core component that will improve municipal measuring and modelling capabilities, and/or develop other tools to better integrate demand management, land use, infrastructure and technology considerations within a single planning framework.

PROGRAM OVERVIEW

Program objectives

The goal of the Urban Transportation Showcase Program is to encourage Canadian municipalities to adopt more energy-efficient transportation and land use plans and practices. The program will support testing of, and reporting on, measures that can reduce greenhouse gas emissions from transportation in urban areas.

The program objectives are:

- to develop, demonstrate and measure the effectiveness of integrated strategies, planning tools and implementation practices that can reduce greenhouse gas emissions from urban transportation;
- to evaluate other benefits of these measures such as improved air quality, enhanced safety or reduced operating costs; and
- to support the replication of effective measures across Canada by establishing a comprehensive national information network.

This program is expected to have a sustained impact on transportation in those municipalities that are selected for showcase funding, with benefits for several important policy objectives. From a national perspective, the key impact of the program will be the development of a range of effective tools that other municipalities can draw upon as they respond to their own urban transportation challenges.

Program schedule

The Urban Transportation Showcase Program will follow a competitive, two-stage selection process. In Stage 1, applicants will submit an expression of interest. A total of 10 to 15 applications from Stage 1 will be selected to proceed to Stage 2, where applicants will develop their showcases further and submit detailed proposals. Four or more detailed proposals will be accepted for showcase funding.

Key program dates		
Application - Stage 1	Application - Stage 2	Showcase implementation
<i>October 31, 2001 - Deadline for submission of expressions of interest</i>	<i>April 30, 2002 - Deadline for submission of detailed proposals</i>	<i>July-December 2002 - Contribution agreements finalized and implementation begins</i>
<i>December 31, 2001 - Selection of 10 to 15 applications to receive Stage 2 funding</i>	<i>June or July 2002 - Selection of four or more showcases to receive funding</i>	<i>March 31, 2006 - Completion of showcase implementation and evaluation</i>

Program funding

Application funding

Stage 1: Expression of interest

The Urban Transportation Showcase Program will not fund the development of expressions of interest.

Stage 2: Detailed proposal

The Urban Transportation Showcase Program offers a non-repayable contribution to cover up to \$30,000 of the eligible costs of developing detailed proposals. Eligible costs in excess of this amount are the responsibility of the applicant.

Showcase funding

The Urban Transportation Showcase Program offers up to \$35 million in showcase funding, with a maximum of \$10 million per showcase. The program will make a non-repayable contribution to cover one-third (1/3) of eligible costs of each showcase. The remaining two-thirds (2/3) will represent the combined contributions of provincial, municipal and/or other partners.

Showcases may incorporate elements that are funded in part by other federal programs, as long as no more than 50 percent of total eligible showcase costs are federally funded.

WHAT YOU SHOULD KNOW

Eligible recipients

Eligible contribution recipients are:

- individual municipalities;
- groups of municipalities; and
- regional authorities with responsibility for transportation and land use planning in the showcase area.

Within the framework of a showcase, eligible recipients are strongly encouraged to work with partners such as provincial or territorial governments, non-governmental agencies or private-sector organizations.

The direct involvement of provinces or territories is not necessarily required. However, in reviewing each application Transport Canada will ask the relevant province or territory to confirm that it does not object to the applicant's participation. Such an objection would render an applicant ineligible.

Eligible costs

Application costs

Stage 1: Expression of interest

Costs incurred by applicants during Stage 1 of the application process are not eligible for funding by this program.

Stage 2: Detailed proposal

Eligible costs during Stage 2 of the application process must be directly attributable to the development of detailed proposals. These may include, but are not limited to:

- purchase of related services (research, consultant expertise, etc.); and
- public outreach and communications.

The following costs are not eligible:

- in-kind costs such as goods, services or works normally provided by an applicant or any other agency of an applicant;
- salaries and other employee benefits, overhead costs and other direct or indirect operating or administrative costs of an applicant;
- expenses incurred prior to the signing of a proposal contribution agreement;
- expenses incurred after the deadline for submitting a detailed proposal; and
- Provincial Sales Tax and Goods and Services Tax for which the recipient is eligible to receive a tax rebate, and any other costs eligible for rebates.

Showcase costs

Eligible showcase costs must be directly attributable to showcase implementation, monitoring and reporting activities. These include but are not limited to:

- costs associated with planning processes, project design and implementation planning;
- infrastructure costs;
- acquisition of equipment, hardware, software and services;
- applications development;
- equipment adaptation and upgrades;
- network operations;
- materials and supplies;
- rental of office space and equipment;
- salaries and benefits, fees, remuneration paid to professionals, technical personnel, consultants and contractors specifically engaged to deliver the project; and
- public outreach and communications costs.

Eligible costs may also include in-kind contributions by the applicant or partners of the applicant. These are goods, services or works that would normally be purchased and paid for by the applicant, including but not limited to:

- equipment, materials and office space;
- expertise from consultants;
- discounts on purchased items;
- feasibility, planning or zoning studies; and
- volunteer time for project activities, coordination or professional services.

In-kind contributions proposed by the applicant must be approved by Transport Canada, and will be defined in the showcase contribution agreement.

Certain showcase expenditures are not eligible for funding by this program, including:

- services or works identified in an approved budget;
- purchase of land, real estate and other fees, financing charges and interest payments on loans;
- expenses incurred prior to the signing of a showcase contribution agreement;
- expenses incurred after the completion date of a showcase; and
- Provincial Sales Tax and Goods and Services Tax for which the recipient is eligible to receive a tax rebate, and any other costs eligible for rebates.

Each application for funding will be analyzed and evaluated on a case-by-case basis to determine the contribution amount.

Contribution agreements

Stage 2: Detailed proposal

Applicants whose expressions of interest are selected for inclusion in Stage 2 of the process, and who wish to take advantage of funding available for proposal development, will be required to enter into a proposal contribution agreement with Transport Canada. The agreement will specify the nature and scope of the work to be performed, the maximum federal contribution, project milestones, payment schedules and financial reporting requirements.

Showcase implementation

Applicants whose detailed proposals are selected for showcase funding will be required to enter into a showcase contribution agreement with Transport Canada. This agreement will specify the broad responsibilities of each party and identify the nature and scope of work to be performed, expected quantifiable results, milestones, performance indicators, cost allocations, reporting and other deliverables, and a payment schedule.

Showcase contribution agreements will be flexible enough to accommodate some evolution of the selected showcases over the four-year implementation period, to respond to unforeseen changes in circumstances.

Reporting

In all aspects of showcase reporting, a rigorous approach to measuring and documenting showcase results will be of the utmost importance. In general, measurements and indicators should quantitatively assess impacts against an established baseline. The use of qualitative factors is acceptable where alternatives are impractical or unavailable.

Contribution recipients will be required to provide regular progress reports and detailed annual reports for the duration of the program, as well as a detailed final report upon showcase completion. They will also be required to participate in information-sharing activities established through the national information network.

Environmental responsibility

How will applicants ensure that environmental considerations are fully accounted for in planning and implementing their showcase? Showcases may require an environmental assessment under the terms of the *Canadian Environmental Assessment Act*. In Stage 2 of the selection process, Transport Canada will work with showcase applicants to identify any such implications for the detailed proposals being developed.

Developing showcase ideas

The Urban Transportation Showcase Program is taking an innovative approach to reducing greenhouse gas emissions from transportation. Showcases must integrate a range of strategies, produce measurable results, and help other urban areas to learn valuable lessons. As they reduce greenhouse gas emissions from transportation, they should also offer other benefits like improved air quality or safety, or reduced operating costs.

Showcase applications should also reflect an innovative approach. Before finalizing their showcase concepts and writing their expressions of interest, applicants should take time to think broadly about the challenges they face, and potential solutions to them. Challenges can be found in newly-arisen transportation problems, as well as in older problems that have defied conventional solutions. Showcase measures might themselves be innovative, or perhaps innovation will be evident in the way that conventional measures are packaged to increase and measure their joint effectiveness. Solutions might build on elements that are already in place, or they could take completely new directions.

Consultation with community stakeholders is a good way to develop showcase ideas, and an application that shows evidence of such consultation will be viewed favourably. Municipalities might hold brainstorming workshops for interested community members, create a roundtable with representatives of different sectors, or place articles in local newspapers to solicit creative ideas. Other good local resources include:

- professional planning and engineering associations;
- community and interest groups;
- business associations, major employers and developers; and
- institutions such as schools and hospitals.

There are also many helpful national and international resources available, including:

- the Transportation Climate Change Table's final report and supporting studies (www.tc.gc.ca/envaffairs/english/climatechange.htm);
- the National Roundtable on the Environment and the Economy's reports on sustainable transportation in Canada (www.nrtee-trnee.ca/eng/Publications/index_e.htm);
- the Canadian Urban Transit Association (www.cutaactu.on.ca);
- Go for Green's active transportation information (www.goforgreen.ca);
- the Transportation Association of Canada (www.tac-atc.ca);
- the Centre for Sustainable Transportation (www.cstctd.org);
- sustainable transportation programs in Canadian urban areas, including Moving the Economy (www.city.toronto.on.ca/mte) and Go Green (www.gogreen.com);
- the United States Department of Energy's Centre of Excellence for Sustainable Development (www.sustainable.doe.gov/transprt/trintro.shtml);
- the United States Smart Growth Network (www.smartgrowth.org); and
- the European Platform on Mobility Management (www.epommweb.org).

APPLICATION AND SELECTION

Application process

Stage 1: Expression of interest

Eligible recipients are encouraged to develop and submit an expression of interest for funding under this program. **See the inset box, below, for important submission information.** Note that there is a single window of opportunity to submit an expression of interest.

An independent Selection Committee will review the submitted expressions of interest and make recommendations to the Minister of Transport. Based on these recommendations, 10 to 15 applications will be selected by the Minister in December 2001 for participation in Stage 2 of the process.

Stage 2: Detailed proposal

In Stage 2 of the process, 10 to 15 applicants from Stage 1 will be invited to expand upon their expressions of interest. Each detailed proposal will describe the integrated measures that the applicant plans to demonstrate, an implementation plan, and a methodology for monitoring and measuring showcase results. Proposal length and format guidelines will be provided at a later date, to help applicants prepare their submissions.

Detailed proposals are due on April 30, 2002. The Selection Committee will review the detailed proposals and make recommendations to the Minister of Transport. In June or July 2002, the Minister will select and announce the four or more detailed proposals that will receive showcase funding.

Submission of expressions of interest

Note that expressions of interest must be received by 5:00 p.m. local Ottawa time on Wednesday, October 31, 2001.

Submissions in electronic format must be sent by e-mail to:

utsp_pdtu@tc.gc.ca

Printed copies (if desired) must be delivered to the following address:

**Urban Transportation Showcase Program
Environmental Affairs
Transport Canada
c/o Mail Room, 330 Sparks Street
Place de Ville, Tower C
Ottawa, ON K1A 0N5**

Application guidelines

What to include

Expressions of interest submitted by showcase applicants should be concise and general in nature. There are, however, several required elements. Expressions of interest must:

- Summarize the showcase's proposed greenhouse gas emission reduction measures, and explain how the proposed measures integrate into a clear and consistent strategy.
- Indicate the nature of expected showcase impacts (including co-benefits such as improved air quality, enhanced safety or reduced operating costs) and how they would be measured.
- Outline a proposed approach to monitoring and measuring greenhouse gas emission reductions and co-benefits.
- Summarize a proposed public outreach strategy, providing for public input into showcase planning and implementation, and the measurement of public reaction to the showcase.
- Identify what lessons will be learned from the showcase, as well as other outcomes such as new analytical or planning tools expected to be developed for the showcase.
- Explore how the showcase relates to (i.e., meets, enhances or diverges from) the local land use and transportation planning framework, including completed, ongoing or future plans or studies (e.g., official plan reviews, environmental assessments).

- Identify the roles and responsibilities of proposed showcase partners, and provide confirmation (where available) of their support.
- Outline a financial plan that identifies proposed funding sources, including financial and in-kind support from partners.
- Summarize a proposed showcase schedule, indicating major implementation and reporting milestones from July 2002 through March 2006.
- Identify two people (with titles, telephone and fax numbers, and e-mail addresses) who can provide clarification or further information, if necessary.

How to submit

Expressions of interest should be formatted for letter-sized paper, and should not be more than 10 pages in length excluding a letter of transmittal, cover, list of contents and any appendices.

It is not necessary to submit printed copies. Applicants may submit electronic versions of their expression of interest by e-mail for reproduction in black and white by Transport Canada. Electronic versions should be in either Microsoft Word or Adobe PDF format.

Applicants wishing to submit printed applications should provide 20 copies of their expression of interest, and should also send an electronic version by e-mail. Printed copies should restrict any use of colour to the cover, and to maps or other exhibits where the use of black and white only would be restrictive.

Evaluation criteria

Expressions of interest and detailed proposals will be evaluated using the following criteria, factors and weights.

Evaluation criteria and factors	Weight
1. Showcase relevance The extent to which the showcase will: <ul style="list-style-type: none"> ▪ Apply an integrated strategy to reduce greenhouse gas emissions from urban transportation ▪ Have the potential for replication elsewhere in Canada ▪ Generate new information on strategy effectiveness and success factors 	30
2. Showcase content The extent to which the showcase will: <ul style="list-style-type: none"> ▪ Integrate a range of measures into an overall strategy ▪ Have a sound technical basis ▪ Measure synergies and cross-effects of measures ▪ Assess impacts of measures on other urban challenges ▪ Deliver incremental value for those measures that build on existing initiatives ▪ Be conducted within a clear transportation and land use planning framework ▪ Integrate public outreach and community education ▪ Demonstrate innovation and use of emerging technologies ▪ Apply a clear and credible methodology to the measurement and analysis of results 	40
3. Showcase administration The extent to which the showcase will: <ul style="list-style-type: none"> ▪ Follow a detailed and realistic work program ▪ Ensure timely and meaningful monitoring, evaluation and reporting ▪ Be supported with adequate resources and financial planning ▪ Enjoy political and administrative commitment to a sustained effort toward program objectives ▪ Benefit from partnerships between different governments and/or sectors ▪ Adhere to a clear governance and accountability structure The extent to which the proponent and partners demonstrate: <ul style="list-style-type: none"> ▪ Sufficient experience, qualifications and skills to plan and implement the showcase ▪ The integration of public input into the application 	30
TOTAL	100
The showcases selected for funding will not necessarily be those with the highest scores. The goals of the program require that a portfolio of showcases be drawn from among high-scoring proposals, in order to achieve the following: <ul style="list-style-type: none"> ▪ A balance among Canadian regions ▪ A range of sizes among participating communities ▪ A range of measures to be tested ▪ A balance between the enhancement of current initiatives and the creation of new initiatives 	

How to reach us

By mail: Urban Transportation Showcase Program
Environmental Affairs
Transport Canada
330 Sparks Street, 18th Floor
Place de Ville, Tower C
Ottawa, ON K1A 0N5

By e-mail: utsp_pdtu@tc.gc.ca

By phone: (613) 991-5867

By fax: (613) 993-8674

Web site: www.tc.gc.ca/envaffairs/english/climatechange.htm

ANNEX A

Conflict of interest and post-employment code for former public office holders: Questionnaire

1. Do you presently employ, in your business or establishment, a former public office holder who left the Federal Government in the last twelve months?
 2. Does your business have, as a major shareholder, a former public office holder who left the Federal Government in the last twelve months?
 3. If you have answered yes to question 1 or 2 above, was this person at an EX (Executive) level or above while in public office?
 4. If you have answered yes to question 3, please ask that the employee/shareholder contact his/her former department to obtain written confirmation that he/she is in compliance with the post-employment provision of the Conflict of Interest and Post-Employment Code. Such confirmation must be provided to the Minister prior to the signing of any contribution agreement by Transport Canada officials.
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