

Applying to MOST

How to use this Guide

This guide has been prepared to help you to assess the eligibility of your project ideas for funding under the Moving On Sustainable Transportation (MOST) program and to assist you in developing and submitting project proposals. Please read the guide before beginning your proposal.

If you would like to discuss your project idea or need information not included in this guide, please contact us.

The Moving On Sustainable Transportation (MOST) Program

Transport Canada created the Moving On Sustainable Transportation (MOST) program to help organizations implement demonstration, research, education and pilot projects that create and support new sustainable transportation options for Canadians.

The primary objectives of the MOST program are to:

1. Stimulate the development of innovative tools, approaches and practices for increasing the sustainability of Canada's transportation system and the use of sustainable modes of transportation;
2. Realize quantifiable environmental and sustainable development results on Transport Canada's sustainable development priorities; and
3. Provide Canadians with practical information, tools and opportunities for better incorporating sustainable transportation options into their daily lives.

The MOST program will allocate approximately \$3.2 million over a five-year period (fiscal year 2007-2008 to fiscal year 2011-2012) to promote these sustainable transportation objectives.

Available Funding

The MOST program will fund projects:

- to a maximum of 50 per cent of eligible costs (cash or in-kind); and,
- to a maximum of \$150,000 over a three-year period.

Eligibility

The following three criteria must be met for projects to be eligible for program funding:

1. Address at least one of the following MOST program categories:

- Conduct studies, analyses, or plans that make strategic recommendations on sustainable transportation issues and initiatives;
- Develop innovative sustainable transportation tools;
- Undertake small scale pilot projects or demonstration projects that test new sustainable transportation approaches or alternatives;
- Replicate successful sustainable transportation initiatives in additional communities and customize project materials to the new location; or
- Conduct workshops and conferences that educate stakeholders (professionals employed in the field or managers and staff of sustainable transportation projects) on sustainable transportation.

2. Target the Canadian Public

Proposals must target the Canadian public including, but not limited to, the general public, the transportation sector, youth, municipalities, First Nations and Aboriginal Peoples, and educators.

3. Share Results and Program Materials:

Proposals must contain a detailed communication plan for the dissemination of any project-related materials or results. The communication plan must include the following details:

- method of dissemination (e.g. Internet, mail-outs, newspaper advertisement, workshops, etc.);
- if the Internet is the main method for sharing information, how the web site will be promoted;
- target audience; and,
- expected reach (e.g. number of: web site users, recipients of mail-out materials, participants at a workshop, etc.).

Eligible Organizations

- non-profit, non-governmental organizations (NGOs)
- community organizations (voluntary groups, community associations, and institutions)
- organizations and associations for First Nations and Aboriginal Peoples;
- educational and academic institutions;
- labour organizations; and,
- businesses and industries and their professional associations - for projects that are non-profit in nature and are not tied to a company's line of business.

Please note that individuals, governments and political organizations are not eligible to apply for program funding or to be designated as lead proponents.

Ineligible proponents are, however, encouraged to partner with and support eligible organizations in submitting proposals to the MOST program.

Multi-year Projects

Requests for multi-year support will be accepted up to a maximum of three years. Proposals should clearly identify key work-plan activities and timelines and include a cash flow projection for the project.

Ineligible Projects

- Projects that do not have a primary focus on sustainable transportation issues;
- Projects which are for-profit in nature, or which are tied to a company's line of business;
- Projects where the benefit does not accrue to Canadians; and,
- Regular activities of the organization (e.g. general meetings, conferences), the group's overall program, or where parties redirect projects already funded into MOST program proposals in order to free up resources for other purposes.

Eligible Expenses

The recipient will be required to enter into a contribution agreement which will include a detailed listing of the eligible costs. Eligible costs means all costs, fees and expenditures that would be incurred or paid by the recipient to carry out the project, as listed below.

Costs eligible for reimbursement from MOST funds include:

- travel;

- personnel salaries and benefits;
- professional services (e.g. consultants for studies, designs, marketing, software and web site development);
- rental of equipment;
- purchase of equipment, software, hardware and other fixed assets;
- public outreach and communication materials and activities;
- Provincial Sales Tax and the portion of the Goods and Services Tax for which the recipient is not eligible for a tax rebate; and,
- administrative costs to a maximum of 15 per cent of the MOST funding request (including rental of office space, printing, telephone, office supplies, etc.).

In-kind contributions

In-kind contributions are contributions by the recipient or partners of the recipient, of goods, services or fixed assets that, if not contributed, would normally be purchased and paid for by the proponent. These may include but are not limited to:

- use of equipment, materials and/or office space/meeting space;
- time for project activities, coordination, and professional services; and,
- discounts on purchased items or services.

Where in-kind contributions are proposed by the proponent, these must be defined and approved in a contribution agreement with Transport Canada. In-kind contributions to a maximum of 50 percent of the total project costs are eligible to make up the leveraging requirement, but preference will be given to proposals with a combination of cash and in-kind support. In-kind advisory committee services to oversee research or the delivery of a project are only eligible up to 15% of the MOST funding request. For example, if the MOST

funding request is \$100,000 then a maximum of \$15,000 in-kind support can be leveraged for advisory committee services.

Ineligible Expenses

The following costs are not eligible for funding:

- developing a proposal for MOST funding;
- hospitality and travel expenses that exceed Treasury Board guidelines;
- any and all expenses incurred prior to the signing and registration of a contribution agreement with Transport Canada;
- core funding for existing programs;
- administrative expenses exceeding 15 per cent of the MOST funding request (rental of office space, printing, telephone, office supplies, etc.);
- purchase of land;
- Provincial Sales Tax and the Goods and Services Tax for which the recipient is eligible for a tax rebate and other costs eligible for rebates; and,
- interest on loans.

Evaluation

A multi-stakeholder advisory committee will evaluate applications and make recommendations to the Director General of the Office of Environmental Affairs at Transport Canada based on the eligibility and acceptability of individual project proposals and funding levels.

If a project meets the mandatory eligibility criteria, the following evaluation criteria will be used to assess the relative strength of each proposal.

1. Effectiveness in making direct environmental improvements through greater understanding and practical applications of sustainable transportation principles. The degree to which the project:
 - a) increases Canadians' ability to apply concrete and practical sustainable transportation solutions;
 - b) promotes action by Canadians to adopt sustainable transportation practices in their daily lives; and
 - c) provides concrete milestones and expected results within a reasonable time frame, and provides a process to monitor progress and measure the project's impacts.

2. The degree to which the project is innovative and can be applied elsewhere or replicates a successful initiative. The extent to which it:
 - a) provides a novel and creative approach in realizing sustainable transportation; or
 - b) complements and builds on existing approaches or initiatives; or
 - c) reinforces/strengthens current initiatives and mechanisms addressing sustainable transportation by expanding their delivery and influence, instill behaviour change and motivate action.

3. The degree to which the project demonstrates a likely chance of short-term success and long-term sustainable development impact and success.
Based on:
 - a) the proponent's experience and expertise in similar areas;
 - b) the proponent's demonstrated commitment to the area; and
 - c) sufficient institutional, management/organizational structure and financial and other support to successfully deliver the project.

Other Criteria

In its overall selection, the MOST advisory committee will give consideration to the following (in addition to the above-described criteria) to ensure an assortment of initiatives are funded which produce results supportive of program objectives:

- regional balance;
- variety of initiatives; and,
- balance among projects which are innovative and those which enhance existing initiatives.

Application Deadlines

October 15, 2008	Future deadline dates are to be determined, but
March 31, 2009	there will be two requests for proposals each year
October 15, 2009	
March 31, 2010	
October 15, 2010	

Final proposals sent by mail must be postmarked by the application deadline. Proposals sent by e-mail must also be sent by the deadline. The deadline is midnight, Pacific time, on the day of the deadline.

Next Steps

The Review and Approval Process

Proposals will initially be screened against the eligibility criteria. If a proposal meets the criteria, it will be sent for review and evaluation by an independent multi-stakeholder advisory committee, where proposals will be assessed against the evaluation criteria. Recommendations for approval of funds will be made on

a consensus basis. Final decision-making authority rests with the Director General of Environmental Affairs, Transport Canada.

Before a proposal is sent to the advisory committee, the program officers may seek input from others, such as federal, provincial/territorial and municipal government agencies, to evaluate the proposal's technical and overall merit. All proposal information will be dealt with in accordance with the provisions of the *Privacy Act* and the *Access to Information Act*.

You will be notified of the funding decision with respect to your project approximately three months after the closing date for each submission period. Proposals not accepted may be re-submitted for reconsideration in a subsequent submission period.

All projects must pass through these stages of evaluation before a decision will be given to an applicant. Every effort is made to expedite this process.

Contribution Agreements

When proposals are approved, Contribution Agreements must be negotiated with the Government of Canada prior to the beginning of the project. This agreement will outline performance expectations of the project, financial information, reporting requirements and funding conditions. It takes approximately two to four weeks to negotiate this agreement, depending on the complexity of the project.

Successful applicants are required to account for all expenditures and revenues. Both receipts and invoices must be kept on file. Reimbursement from the MOST program will be based on actual project expenditures. If final expenditures are less than originally estimated, the contribution from the program may be adjusted accordingly.

Funding recipients will be required to submit financial information including copies of invoices and receipts (except for travel expenses where originals will be required) when requesting reimbursement.

Overpayments are subject to recovery and must be repaid to the Receiver General of Canada.

Reporting Requirements

Recipients will be required to submit two types of reports for multi-year projects:

- a. a brief quarterly report on the project every three months; and,
- b. a final report.

Instructions on project reporting will be provided to the recipients to help them meet the reporting requirements.

It should be noted that, in order to ensure that funds are spent for intended purposes, all approved projects are subject to audit.

Submitting a proposal

To propose your project idea, you will need to complete the Application Form.

When submitting your proposal, please provide the following:

- Hard copies of the submission form and proposal (A signature is required.);
- An electronic version (by e-mail or on diskette) of your proposal and submission form; and,

- Any available letters from other funding sources confirming cash and in-kind contributions.

Please send your project proposal to the MOST Program at:

Moving on Sustainable Transportation (MOST) Program

Office of Environmental Affairs

Transport Canada

330 Sparks Street

Place de Ville, Tower C, 18th Floor

Ottawa, Ontario K1A 0N5

Telephone: (613) 998-6607

Fax: (613) 949-3874

e-mail: MOST@tc.gc.ca

Instructions for Completing the Application Form

Please read the instructions before you begin to fill out the application form.

To make a submission to the Moving On Sustainable Transportation Program, please complete the following steps:

1. If you have not already done so, save the application form electronically by clicking on **FILE** then **SAVE AS** and choose an appropriate file name such as "*your_organization_name.doc*" or "*your_project_name.doc*". Please do not send documents saved in PDF format. Whenever possible, please save the complete application including appendices as one file. If not, please save the file with the same name but with a number that represents the order of the files (*your_project_name_1.doc* and *your_project_name_2.doc*)
2. Complete the forms electronically in the word processor of your choice.
3. Please do not exceed 15 pages. Additional pertinent information can be included as an appendix to the application. Please do not use excessively reduced font sizes or margins.
4. Print a hard copy of the form then sign the form. Signatures are required if applications are to be considered.

5. Mail the signed form along with an electronic copy on disk or CD to:

Moving On Sustainable Transportation Program

Office of Environmental Affairs

Transport Canada

330 Sparks Street, Place de Ville, Tower C, 18th Floor

Ottawa, Ontario K1A 0N5

Telephone: (613) 998-6607 Fax: (613) 993-8674

(Note: You must include a diskette or CD containing the electronic version of your application along with the printed version, or you may e-mail your electronic version to us at MOST@tc.gc.ca)

1. Applicant Information

1A. General Information

Please complete the table. Use your organization's official name. Please include your GST number if your organization has one, and what percent of the tax is rebated to your organization. For example, non-profit organizations generally receive a 50% rebate.

1B. Briefly describe your organization

Briefly describe your organization. In this section you may refer to your mission statement, past project experience, and size and structure of the organization. Try to provide a complete picture of your organization, about 10 sentences.

1C. Please select the category that best describes your organization

Select the category that best describes your organization (please choose only one).

1D. Organizational References

Please provide at least two references to support past successes of your organization. Include a contact name, organization, phone number and email, and a brief description (1-2 sentences) of the past relationship.

2. Project Description and Work Plan

2A. Project Profile

Please complete the following section. For the project location, please identify all municipalities where the project will take place. Provide a brief one or two sentence summary of the project.

From the categories provided, please choose one that best describes your project. When a project may fall into multiple categories, select the one that reflects the majority of the work involved in the project as the main category. A secondary category may also be selected if the project involves work in multiple categories.

2B. Project Description

The description should include:

- Rationale for the project (describe the particular challenge/issue that the project is intended to address);
- Justification on how this project will answer the issue/challenge and contribute to a more sustainable transportation system within the particular influence of the project;
- Context for the project (explain how the proposed project is related to other sustainable transportation projects, local policies, and potential future initiatives);
- The key steps in implementing the project; and,
- Other information you deem necessary.

Use facts and figures if they are available. You may wish to highlight in this section how the project meets the evaluation criteria listed on page 7 of this guide.

2C. Work Plan/Key Milestones

Provide an overview of key activities by the quarter (three month period) in which they will be conducted. The number of quarters of activity for your project should reflect the project duration in months as listed in 2A.

Please add as many quarters as required, keeping in mind that the maximum length for projects is 36 months, or twelve quarters. Multiple activities may be listed for each quarter, or an activity may extend into multiple quarters.

Once the activity has been identified, please choose a target that will be associated with each activity. The target should reflect the work being carried out for each activity and will be used to assess whether the activity has been completed. These targets should reflect the level of work being carried out and completed, or the output of individual activities in the project.

Please note that these can be refined when a contribution agreement is negotiated.

Example:

Quarter	Activities	Target
1	<ul style="list-style-type: none"> • Compile information on transportation in the neighbourhood • Contact schools in the neighbourhood to begin recruiting participation 	<ul style="list-style-type: none"> • 1 report on transportation in the neighbourhood. • 25 schools contacted in the neighbourhood – 17 agree to participate.
2	<ul style="list-style-type: none"> • Conduct an initial meeting with schools • Recruit students to participate • Conduct a baseline survey to compile information 	<ul style="list-style-type: none"> • 17 meetings or one per school • 510 students, or 30 per school participate • All participants complete baseline survey
3	<ul style="list-style-type: none"> • Etc. 	<ul style="list-style-type: none"> • Etc.

2D. Communications

- Communicating with Target Audience

Please identify the target audience, including geographic location and any specific demographics, that will be the focus of the project. As well, please identify how this audience will be reached and solicited to participate in the project.

- Sharing Results and Program Materials

How will materials produced as part of the project, or results of the project, be shared with other communities, sustainable transportation practitioners and stakeholders in the project?

2E. Project Partners & Personnel

Key Organizations or Personnel: Please only list partners that are key to the project through specific expertise or resources. Briefly describe the organization, their role in the project and any relevant experience or expertise. Other project partners who will support the project can be listed at the end of this section.

List key personnel and any specific education (training) or experience that pertains to this project. Curricula vitae/resumes may be attached to the application as appendices when relevant, particularly for research projects and peer review or advisory committees.

2F. Project Results Measurement

The purpose of this section illustrates how your project will help attain at least one of the MOST Program's intermediate outcomes. The purpose of the Project Outcome Table, an example of which is included on page 21, is to:

- demonstrate the link between your project and MOST Program outcomes;
- identify indicators that you will use to measure progress toward the identified outcomes; and,
- establish realistic, preliminary targets that illustrate the potential impact of your project.

To complete the Project Outcome Table:

- 1) Insert the project category you selected earlier in the application (section 1C) into the first row and first column;
- 2) Insert the intermediate indicators associated with your project category from the list below into the second column of the first row; and,
- 3) Provide targets related to each indicator.

Intermediate Outcome Indicators:

Studies/Analyses, Plans

- Number of copies of studies, analyses, or plans distributed or downloaded from websites
- Number and description of recommendations implemented by target audience
- Level of increased knowledge about sustainable transportation issues
- Level of increased knowledge about sustainable transportation solutions
- Number and description of recommendations accepted by target audience

Innovative Tools

- Number and description of communication materials distributed
- Number of people reached or exposure levels
- Extent to which innovative tools are available (or accessible) to the target audience or public compared to before
- Number of people using the tool
- Number or percentage of people who change travel behaviour
- Level of increased knowledge about sustainable transportation issues
- Level of increased knowledge about sustainable transportation solutions

Small-scale pilot projects or demonstration projects

- Number and description of communication materials distributed
- Number of people reached or exposure levels
- Number/percentage of people who adopt sustainable modes of transportation
- Level of increased knowledge about sustainable transportation issues
- Level of increased knowledge about sustainable transportation solutions

Replication and customization of successful initiatives

- Number and description of communication materials distributed
- Number of people reached
- Number of replication projects adopted
- Number or percentage of participants who change travel behaviour
- Level of increased knowledge about sustainable transportation issues
- Level of increased knowledge about sustainable transportation solutions

Workshops and conferences

- Number of participants in a workshop/ conference
- Description of information shared/ types of workshop sessions
- Level of increased knowledge about sustainable transportation issues
- Level of increased knowledge about sustainable transportation solutions
- Number and description of action plans (if applicable)

Project Outcome Table - Example

Project Category	Intermediate Outcome Indicators	Target
Small-scale pilot projects or demonstration projects	<ul style="list-style-type: none"> • Number and description of communication materials distributed • Number of people reached or exposure levels • Number or percentage of people who adopt more sustainable modes of transportation • Level of increased knowledge about sustainable transportation issues • Level of increased knowledge about sustainable transportation solutions 	<ul style="list-style-type: none"> • 10,000 information fliers distributed • 12,000 people reached • 2,000 people participated and used a sustainable form of transportation • 80% of people are more aware of sustainable transportation issues • 80% of people are more aware of possible solutions

3. Budget Forecast

Please detail a forecast of the cost of the project in terms of salaries, consultants, supplies/equipment, other expenditures such as travel and administration/overhead (not to exceed 15 per cent), and any other expenses. Indicate the other funding sources that will complement this proposal (minimum 50 per cent). Please include one global amount for each line such as, for example, Printing Expenses. A more detailed and itemized budget can be included as an appendix to this application if desired.

4. Description of Other Funding Sources

Please list all cash contributions and in-kind support from funding sources other than the Moving On Sustainable Transportation Program. In-kind support can include, for example, donations of equipment, materials, office space, professional services and volunteer time. Please note that you will need to provide confirmation letters from these funding sources prior to signing a contribution agreement. Any letter of confirmation not available at this time can be sent in later; however, no funds will be released until all letters are received. The letters must state the cash or market value of the contribution being made. Also, please indicate whether your organization is supported by other sources of federal funding.

Please ensure that the totals listed for cash and in-kind contributions match up to those listed in the Budget Forecast, 3A.

Under Other Federal Funding, please do not include the amount being requested from the MOST Program.

SOURCES	CONTRIBUTION			
NAME	DESCRIPTION	CASH	VALUE-IN-KIND	LETTER INCLUDED
<i>Example:</i> ABC Printing	Cash donation	\$500		Yes
ABC Printing	Printing services		\$750	No
Sub-total		\$500	\$750	
Other Federal Funding:		0	0	
Sub-total		500	750	
Totals		\$500	\$750	

5. Applicant Declaration

Please ensure that this section is completed and signed. At least one signature should be from an officer of the organization who has signing authority. Please note that a signed copy is required in addition to the copy submitted electronically (either by email or on disk.)