

**ACTIVE TRANSPORTATION (AT)**

**EDUCATION AND**

**PROMOTION GRANTS**

**2025 - 2026**



## ACTIVE TRANSPORTATION EDUCATION AND PROMOTION GRANTS

### Purpose and Objectives

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

### Timelines

#### Spring – Summer Intake

<b>March 3, 2025</b>	HRM launches the Spring – Summer AT Education and Promotion Grants
<b>March 30, 2025</b>	Submission deadline for Spring – Summer AT Education and Promotion Grants
<b>April – May, 2025</b>	Proposals review and approval by HRM Staff; HRM Council approves the capital budget for Grants;
<b>After Council approves budget</b>	Grants up to \$5,000: Award recipients to sign Terms and Conditions within Award Notification Letter Grants over \$5,001: HRM and Grant Recipient Sign Agreements A letter declining funding is sent to those applicants whose proposals do not meet Grant requirements (eligibility and/or evaluation criteria)
<b>May 15, 2025 – March 31, 2026</b>	Receive confirmation of event date and make advanced payments as per Grant Disbursement Requests section. Receive reporting, evaluations, and invoices from recipients as per <b>Reporting</b> section.

#### Fall – Winter Intake

<b>August 18, 2025</b>	HRM launches the Fall-Winter AT Education and Promotion Grants
<b>September 15, 2025</b>	Submission deadline for Fall- Winter AT Education & Promotion Grants
<b>Sept –Oct 2025</b>	Proposals review and approval by HRM Staff
<b>October 15, 2025 - March 31, 2026</b>	Grants up to \$5,000: Award recipients to sign Terms and Conditions within Award Notification Letter Grants over \$5,001: HRM and Grant Recipient Sign Agreements A letter declining funding is sent to those applicants whose proposals do not meet Grant requirements (eligibility and/or evaluation criteria)
	Receive confirmation of event date and make advanced payments as per Grant Disbursement Requests section. Receive reporting, evaluations, and invoices from recipients as per <b>Reporting</b> section.

## Eligibility Conditions

**Applicant Eligibility** criteria pursuing a Grant application under the Active Transportation Education and Promotion Grants Program is outlined in the [Administrative Order Number 2020-011-ADM Respecting HRM's Grant Programs for Active Transportation and Recreational Trails](#) and below:

- Applicant shall be located within the geographic boundary of the Municipality;
- Applicant shall be a Trails Organization or a Community Organization at the date an application is made;
- Applicant shall have been a Trails Organization or a Community Organization for a minimum of one year prior to the date of submission of the application;
- Applicant has Commercial G/L Insurance and/or event insurance or is covered under a group insurance;
- Applicant demonstrates that is supporting, encouraging and promoting active transportation;
- Applicant can access matching funds for any project proposed over \$1,001, either from other sources or own organization; and
- Applicant has not defaulted/ bridged Grant(s)' requirements in the past years by:
  - Failing to send project final report and invoices for the grant received; and
  - Failing to return any funds paid in advance if a surplus was recorded on the final report.

## Eligible Proposals for AT Education and Promotion Grants

**AT Education and Promotion Grants** are intended to support community organizations interested to propose projects that address, or partially address the HRM's objectives identified in the 2014 AT Priorities Plan and 2017 Integrated Mobility Plan to increase the number of people walking and bicycling and improving the safety of people using these modes. Projects may include:

- Safety and skills training programs
- AT promotions and marketing programs
- AT education and engagement
- Transportation Demand Management programs
- AT related events
- Etiquette programs

**Small Community project grant under \$1,000:** smaller projects (localized) in one or more communities in HRM

- The proposal is for a project scheduled to start **within 3 months after awarding** and finish by a set deadline or March 31st, 2026, whichever is sooner
- The grant can be requested to cover up to 100% of the project costs

**Large Community project grant of \$1,001 - \$5,000:** larger project or event (requiring significant logistics efforts) meant to reach a broader audience within HRM's communities:

- The proposal is for a project scheduled to start **within 6 months after awarding** and finish by a set deadline or March 31, 2026, whichever is sooner
- The grant can be requested to cover up to 50% of the project costs and proof of matching funding must be provided before funds can be disbursed

**Major project grant over \$5,001:** large project with significant logistics, partnerships, and duration efforts with an intended reach across multiple communities in HRM:

- The proposal is for a project scheduled to start **within 6 months after awarding** and finish by a set deadline or **March 31, 2026**, whichever is sooner
- The grant can be requested to cover up to 50% of the project costs and proof of matching funding must be provided before funds can be disbursed

### Evaluation Criteria for AT Education and Promotion

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

<b>Criteria 1: Eligibility</b>
<ul style="list-style-type: none"> <li>• Project proposal is received by HRM before the set deadline</li> <li>• The applicant and its proposal meet eligibility criteria as set by the <a href="#">Administrative Order Number 2020-011-ADM Respecting HRM's Grant Programs for Active Transportation Facilities and Recreational Trails</a> and this Terms and Conditions document;</li> <li>• All documents required by the application were received and approved as eligible</li> <li>• The proposal is not for a project that is going to be funded by HRM under a different program</li> <li>• The proposal is not for a project that HRM hired the applicant to deliver under a Service contract</li> <li>• The proposal is not a fundraising event, even if the theme is aligning with the mandate of the Grant</li> </ul>
<b>Criteria 2: Quality of the proposal</b>
<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>• The project has potential to engage a significant population, either general or targeted</li> <li>• The applicant understands what success looks like for the project proposed and plans to measure it</li> <li>• The project supports vision and objectives outlined in HRM's Active Transportation Priorities Plan and Integrated Mobility Plan.</li> </ul>
<p><b>Accessibility</b></p> <ul style="list-style-type: none"> <li>• The project considers accessibility in its delivery</li> <li>• The project is affordable: either no fee or minimal fee is charged to participate</li> <li>• The event is primarily targeted to specific groups and/or communities at large</li> <li>• Project is delivered to the general public and no membership is required to participate</li> </ul>
<b>Criteria 3: Project Planning</b>
<p><b>Project Readiness</b></p> <ul style="list-style-type: none"> <li>• The event is scheduled to start within 3 months for grant requests under \$1,000 and within 6 months for grant requests over \$1,001.</li> <li>• Project is widely and actively promoted to a large or targeted audience, but not limited to a membership.</li> </ul>
<p><b>Resources available, experience</b></p> <ul style="list-style-type: none"> <li>• The project has a long-standing history of high participation</li> <li>• This is the first year for this project, but the group has experience organizing projects</li> <li>• There is sufficient capacity, either staff and/or volunteers to deliver the project</li> </ul>
<p><b>Project Delivery timelines</b></p> <ul style="list-style-type: none"> <li>• The project can be delivered within the timeframe expected within the grant requirements</li> </ul>
<b>Project Integration</b>

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

#### Criteria 4: Funding

- Grants under \$1,000: Matching funds are not mandatory, but encouraged
- Grants over \$1,001: Matching funds is an expectation. HRM can match up to 50% of the project cost; Evidence of intention to secure funding must be present.

## Procedures

### Reporting

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

### Revenues:

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

### Expenses:

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

**A final report** is required within 30 days after the project ended or before March 31, 2026, whichever is sooner, for all grants awarded and must include at least a project evaluation and final Budget Report with all expenses incurred as related to the grant award.

- Invoices showing zero balance or stamped paid or receipts must be provided to HRM contact with the Final Report

### Grant Disbursement Requests

- The Grants will be paid by direct deposit up to the maximum amount approved by following a Payment Procedure
- Successful recipients who have not received funding from HRM or have not provided service contracts to HRM in the past will be registered as vendors of HRM and will have to provide banking info before they can receive grant disbursements
- **Upon signing Funding Agreements or Terms and Conditions and confirmation of event date** and, depending upon the award received, grant disbursements will be made by HRM according to the level of funding:
  - Grants under \$1,000: pay up to 100% of Grant Awarded
  - Grants over \$1,001: pay up to 50% of Grant Awarded
- **Upon receiving the final report, evaluations and invoices from recipients** by deadline, transfer of payments can be made according to the maximum of grant awarded
  - Grants over \$1,000 pay up to the remainder of 50%
- Deficit will not be paid out if the expenses reported are higher than the amount awarded