Civic Environmental Committee Application for Strategic Partnership Funding
April 1, 2005
Clean Air Day Winnipeg – June 8 2005

Organization Information:
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Organization's background and mandate:
Resource Conservation Manitoba (RCM) is a non-profit, non-governmental organization directed by an elected community board. RCM's mission is to promote ecological sustainability by developing practical alternatives for resource use through conservation and waste reduction in all aspects of our collective and individual lives. RCM coordinates a sustainable / active transportation program in Manitoba to encourage the use of alternatives to the single-occupancy vehicle. In our program implementation, we partner with a number of provincial, municipal and community groups working on active transportation initiatives.

Currently, RCM offers a number of community-based programs to workplaces and schools (Active and Safe Routes to School, off ramp Manitoba, Green Commuting Inititiaves), encouraging the use of active transportation. RCM coordinates special events that promote active transportation, such as the Winnipeg Commuter Challenge and International Walk to School Day, and has coordinated the Clean Air Day Self-Propelled Contest for the past two years, encouraging Winnipeggers to "self-propel" their way to work or school using an active mode of transportation. These events have built awareness of the "zero-emissions" and physical fitness benefits of active transportation.

Details of funding history with the Civic Environmental Committee:
RCM received funding from the Civic Environmental Committee to hold an active transportation workshop in June 2004. Thanks to the Civic Environmental Committee's support, RCM hosted Dan Burden of Walkable Communities Inc. who shared his more than 25 years of experience in creating walking communities with more than 100 community representatives interested in active transportation.

The CEC has most recently supported RCM in the development of a Workplace Green Commuting Guide. The Guide includes action items and policy statements that can help employers place walking, cycling, transit and carpooling on an equal footing with the single-occupant vehicle. The Guide includes references to specific tools such as sample transportation surveys, workplace green commuting assessment forms, and Manitoba-specific resources for pedestrians, cyclists and transit users. The guide is scheduled to be printed in the spring of 2005.

Organization's previous involvement with the Civic Environmental Committee:
Resource Conservation Manitoba has provided comments and feedback on the Sustainable Winnipeg environmental strategy, specifically on the issues of sustainable transportation and waste minimization. Staff of RCM's Green Commuting Initiatives have attended meetings of the CEC to provide project updates and pertinent sustainable transportation information.

Project background and mandate:

Clean Air Day Winnipeg: A Celebration of Walking and Cycling
Clean Air Day is a national celebration of environmentally friendly activities that promote clean air and good health across Canada. More information is available at www.cleanairday.com. RCM has identified an opportunity for widespread promotion of Clean Air Day thanks to our recent involvement as Steering Committee members of the City of Winnipeg's Active Transportation Study.

RCM will coordinate events throughout Clean Air Day to bring together individuals in a fun, safe environment to celebrate and promote existing active transportation facilities and services, such as those outlined in the Active Transportation Study. We plan to organize hands-on activities for participants, including safe cycling workshops, and invite organizations to provide displays and information on active transportation.

Key events will be held to provide a meeting place for decision makers to take part in the promotion of the personal and community health benefits of active transportation. The larger goal of the event is to help create increased understanding among Winnipeggers of the importance of, and possibilities for, the integration of active commuting into all aspects of one's day, in terms of healthy living and clean air.

Clean Air Day occurs at a time of year when other personal and community wellness initiatives are taking place: Summer Active Program from Manitoba CHT and Health Canada, Get Moving Manitoba promotion by the Physical Activity Coalition of Manitoba, and Environment Week, featuring the Commuter Challenge. The Clean Air Day Celebration will build on these programs to create momentum and provide context for the events.

Project complements Civic Environmental Committee priorities:
The Sustainable Winnipeg environmental strategy clearly defines sustainable transportation and active transportation as two key areas of focus to provide environmental stewardship opportunities for the City of Winnipeg and the people who reside here.

The proposed project complements strategic priorities of the Civic Environmental Committee in the following way:
1. Promotes decisions and actions of individuals relating to their transportation needs in a way that reduces emissions of greenhouse gases;
2. Increases the awareness of active transportation choices for Winnipeg commuters;

3. Enhances social well-being and community economic development opportunities afforded by an increasing number of citizens who walk and bike to work;
4. Provides concrete and effective solutions to promote cycling and walking through workshops and display materials;
5. Fosters an ethic of environmental consciousness within participating organizations and individuals who promote active and sustainable transportation options.

Project Budget:

Estimated Expenses

Project Component	**Estimated Cost**
1. Coordinate Event (1 day per week for 12 weeks @ $100/day; plus benefits)	$1,500
2. Promotion (Radio and print ads, posters, web posting)	$1,500
3. Food and facilities for event	$500
4. Prizes and hand-outs during event	$500
5. Courier, postage and supplies	$500
6. Project management / reporting (administrative costs, including rent, phone, internet, etc)	$500
Total Estimated Project Expenses	**$5,000**

Expected Revenue

Funders	**Amount**
Province of Manitoba – Climate Change Branch - Confirmed	$2,000
Province of Manitoba – CHT - Proposed	$1,000
Civic Environmental Committee – this proposal	***$2,000***
Total Project Revenue	**$5,000**

Project Timeline:

Activities	**Timeframe**
Plan event with committee; recruit participants	April 2005
Prepare publicity and promotional items	April 2005
Print and post event promotion / media releases	May 2005
Hold Event	June 8, 2005
Report on event	End of June 2005

List of project partners:
RCM will work with the following organizations to plan and promote the Clean Air Day Winnipeg:

Province of Manitoba - Culture Heritage and Tourism & Healthy Living
Climate Change Connection
International Institute for Sustainable Development
Manitoba Workplace Wellness Alliance
Physical Activity Coalition of Manitoba
Manitoba Cycling Association
Nor'West Community Health Clinic
Prairie Pathfinders
Go for Green
Manitoba Trails Association
Mountain Equipment Co-op
Public Works and Government Services Canada - Green Citizenship Committee
Manitoba Hydro – Green Commuting Committee

Statement of Civic Environmental Committee support:
RCM will recognize the Civic Environmental Committee's support in promotional pieces (print and radio ads) as well as in media release and on the RCM Green Commuting Initiatives and Commuter Challenge websites. Members of the CEC will be asked to join in the planning and promotion of the event.

History of previous projects:
Resource Conservation Manitoba has been organizing the Commuter Challenge since 2000 in Winnipeg. The Commuter Challenge is an annual sustainable transportation event that takes place during Environment Week. During the Commuter Challenge, Winnipeg workplaces and schools are encouraged to use alternative modes of travel and learn about the many benefits of active and sustainable transportation.

RCM welcomed Dan Burden, an internationally recognized expert on walkable communities, to Winnipeg on June 1st 2004 to share his knowledge on how to make cities more accessible for pedestrians and cyclists. Dan Burden gave a free noon-hour public presentation and two half-day workshops to provide insight on how citizens and community groups along with public officials can create more walking or cycling opportunities.

RCM has worked with several Winnipeg workplaces and schools to initiate and develop trip reduction and transportation demand management projects that provide practical tools and resources to promote green commuting. RCM has been recognized nationally by Transport Canada for the success of our Green Commuting Initiatives as part of the Urban Transportation Showcase project. A case study of our achievements can be viewed on Transport Canada's website: www.tc.gc.ca/programs/environment/UTSP/greencommutinginitiatives.htm.