

## **Grant Application**

**Project title:** Healthy Streets for Ottawa

**Collaborating Organizations (if any):** n/a

**Anticipated project timeline:** Spring/Summer to December 31, 2020

**I am/my group is a member in good standing of the Healthy Transportation Coalition for the year of 2019-2020.** Yes.

**What neighbourhood is your work focused on?** City-wide, with a focus on low socio-economic status neighbourhoods

**Project Description: In 300 words, give us your best description of what this project is. What will you “do”?**

This project will promote the concept of Healthy Streets with the goal of getting a strong commitment to implement Healthy Streets for all neighbourhoods in Ottawa's next Transportation Master Plan (TMP). There will be a focus on achieving Healthy Streets for low socio-economic status neighbourhoods in particular.

The Healthy Streets concept was developed by Lucy Saunders based on her research into how transportation, the public realm and urban planning impact health.

Healthy Streets are streets with the following elements:

- Everyone feels welcome
- Shade and shelter
- Easy to cross
- Places to stop and rest
- Not too noisy
- People choose to walk and cycle
- People feel safe
- Things to see and do
- People feel relaxed
- Clean air

Healthy Streets would build on Ottawa's current commitment to complete streets, but with more emphasis on streets as public spaces that should be welcoming and healthy for all.

More at: <https://healthystreets.com>

**Planned Outcomes: What are the deliverables of this project?**

More people living in Ottawa will be aware of the Healthy Streets concept, want to achieve Healthy Streets in their neighbourhoods, and be willing to advocate for Healthy Streets. People will be inspired by the possibility that the noisy, dangerous streets in their neighbourhoods could be converted into welcoming, healthy public spaces for everyone.

City officials will be aware of the Healthy Streets concept, understand the benefits to the City and the people who live here, and be willing to work to put a strong commitment to Healthy Streets in the next Transportation Master Plan—and to then deliver on making Healthy Streets a reality.

**How is your initiative important to healthy transportation in Ottawa or Gatineau?**

Streets make up the majority of public space in Ottawa, yet they have largely been allowed to develop into noisy and dangerous places. Neighbourhoods with a lower socio-economic status also tend to have more of a traffic burden. The Complete Streets concept has led to some improvements in some areas, but the idea that parking and traffic flow are the most important considerations is still the status quo. At the same time, the City is promoting intensification, which requires an outstanding public realm, including healthy streets, to succeed. Healthy Streets complement the Coalition's work to advocate for deeply affordable housing close to rapid transit stations.

**After funding, what are the steps in your project?**

We will actively engage all our members, the public and City officials to try to get a strong commitment to Healthy Streets for all neighbourhoods in the next TMP. This will include:

- organizing a webinar with Healthy Streets founder Lucy Saunders
- communications pieces (e.g., blog posts, social media, articles/op-eds) about Healthy Streets
- engaging the public to advocate to officials through the New/Mode suite of tools

**What are key needs that must be met in order for your project to be a success.**

Volunteer leaders and other members working on the project will need to be dedicated to working to get the word out about the Healthy Streets concept

- We'll need access to the New/Mode suite of tools
- Lucy Saunders will need to be available to conduct a webinar explaining Healthy Streets
- Members of the public will need to be willing to learn about and advocate for Healthy Streets
- City officials will need to be willing to learn about Healthy Streets, push to include a commitment to Healthy Streets in the TMP, and deliver on Healthy Streets.

**What do you anticipate will be some challenges you will encounter in your project?**

Healthy Streets is a new concept and somewhat of a "plastic" term—we'll need to be careful to explain exactly what Healthy Streets are so that the public and City officials understand what they are advocating for. There will likely to resistance to Healthy Streets in the name of parking, traffic flow, and cost—we'll need to be prepared to counter these arguments with the overwhelming benefits of Healthy Streets.

**How can coalition members (individuals or groups) get involved in this project?**

Coalition members can attend the Healthy Streets webinar, promote the concept of Healthy Streets through their networks, advocate to City officials for the inclusion of Healthy Streets in the new TMP, and take on any other work that they consider useful to support this project.

**Anticipated Budget (including existing funding from other sources)**

*\*Approximates for line items are fine, but total amount awarded is final\**

- \$750 honorarium for volunteer leaders to work on the project, and to engage all Healthy Transportation Coalition members, supporters, and as many people as possible
- \$500 honorarium for expert guest speaker webinar by Lucy Saunders, who is the originator of the Healthy Streets concept
- \$750 for New/Mode suite of tools, including email your rep tool. The suite of tools will be used on this campaign and other campaigns the Coalition would want to pursue, so this \$750 of the MiniGrant would quite literally benefit all members (in order to get that price, at the time we need

to renew our New/Mode subscription we would become members of Tools4All Coop for the NewMode \$50/month USD price. <https://socialmovementtechnologies.org/tools4all-coop-info-signup>). Any costs not covered by the \$750 in this MiniGrant budget for New/Mode, we would fundraise to secure.

*Total = \$2000*

**If you are receiving funding from other sources or anticipate needing to fundraise further, please tell us who and why. *\*You do not need to disclose specific amounts\****

We are in talks with the Sweanor Family Fund about it making a donation to support this work.

**What kind of non-financial support would you look for from the coalition? (Volunteers, publicity, website space, etc?)**

We would be looking for volunteers as well as space for blog posts and other advocacy pieces on the Coalition's website. We also hope that members of the Coalition would assist in promoting the concept of Healthy Streets through their networks.

**Will you be able to meet the reporting requirements?**

Yes