

## **Grant Application**

**Project title:** New Vision Campaign

**Collaborating Organizations (if any):** none

**Anticipated project timeline:** Due to the Covid-19 crisis, a specific start date or end date cannot be determined at this point. Notwithstanding this limitation, we anticipate the project carrying on for 7 -8 weeks. The first seven to ten days will involve planning [identification of locations, scheduling activities and material preparation]. This will be followed by a series of canvass activities across six to seven weeks.

**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?** The work will centre on the major transit user hubs in communities that ring the main downtown of Ottawa, with particular focus on Vanier, Bayshore and Barrhaven.

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

In January of 2020, Free Transit Ottawa launched a campaign to persuade the City of Ottawa to adopt its New Vision for public transit in Ottawa as part of its tangible response to the city's declaration of the climate emergency in April 2019. Our New Vision consists of a series of measures, tailored to the financial capacities of the city, that would improve the quality and reliability of Ottawa's transit service, make it more affordable for those most dependent on it and more responsive to the needs of all users. The campaign aims to get transit users to sign a petition calling on the Mayor and City Council to adopt this New Vision and involves a variety of virtual and concrete initiatives including canvassing at transit stops.

The latter began in late February at selected LRT stations in the centre of the city. Due to a relative lack of experience, we started somewhat slowly. However, we were greatly encouraged by the enthusiastic support we received from the transit riders we encountered and managed to collect almost 400 signatures in just a few weeks. Our efforts, unfortunately, were halted by the Covid – 19 crisis

When conditions permit, we intend to resume canvassing as well as extend it to a number of communities outside the city centre that are under served by the transit system. The bulk of the mini-grant will go towards hiring a Campaign Organizer to assist our organizing committee's efforts, primarily those to extend the canvass to communities outside the core. The work will include the selection of canvassing locations, scheduling canvasses, recruiting and coordinating the efforts of the canvassers, and preparation and distribution of the necessary materials. We also propose using a portion of the money to cover the cost of the various material [leaflets, pens, clipboards, etc.] used in canvassing.

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

The primary objective of the project will be to collect additional signatures for our petition and to do so in a way which demonstrates support for our New Vision across the city. We are confident that we will be able to add some 1000 signatures to the petition and possibly as many as 1500. A second objective is to develop a larger core of activists with enhanced canvassing skills and confidence in using them.

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

Our New Vision campaign is intended to make public transit more accessible and better for residents of Ottawa especially for those who depend on it. At the same time, these improvements together with others that prioritize public transit are designed to encourage people to switch from using a car to public transit thereby helping the City to meet its emission reduction targets. By expanding the reach of our canvassing, this project will add to the pressure on the City to improve our transit system.

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

Upon funding, we will create a hiring committee to formulate the requirements for the position of canvas organizer, undertake a recruitment process to identify potential candidates and select the most qualified candidate. Then, together with the campaign coordinating committee, the successful candidate will develop a plan to extend canvassing to select communities outside the city's core. The timing of the above will depend on progress in the fight against Covid-19.

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

The key need will be to find a suitable person to hire. People looking for part-time work such as University students will constitute the primary pool of applicants. Hiring someone should be relatively straightforward if we are able to resume canvassing this summer but more difficult if this doesn't take place until the fall and the resumption of the regular academic term.

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

We envision two, related challenges. The first will be scheduling canvas volunteers. Our canvassing method requires canvassers to work in small groups and this means finding volunteers who are available at the same time. The second is finding locations to canvas in areas outside of the city core where we will encounter large numbers of transit users.

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

HTC members can get involved in this project in several ways. Interested members would be more than welcome to join our canvassing activities and there will be lots of opportunities for them to do so. Those with websites and/or Facebook pages could join in our on-line efforts to publicize our New Vision and encourage people to sign the petition. canvass activities.

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

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

Wages - Hiring an organizer for 80 hours @ \$20/hr (\$1600)  
Canvassing Materials [leaflets, petition forms, clipboards, etc. (\$350)  
Transportation to/from canvas sites for organizer (\$50)  
Other Funding – None

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\****

N/A

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

The Coalition could help us recruit volunteers from among its members, encourage its members to participate in our efforts to publicize our New Vision online as well as provide space on their web page to publicize our campaign.

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

Yes