



Road Safety Community Partnership Program Guide

2021-2022

Ministry of Transportation
Public Outreach and Education Office

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1.0 OVERVIEW

1.1 Description and Context

The Ministry of Transportation (the “ministry”), as part of its Road Safety Community Partnership Program (the “RSCPP”), demonstrates government commitment to road safety by providing funding to a network of non-profit organizations with road safety mandates. The program supports public awareness initiatives, campaigns or events that address priority issues such as, but not limited to, aggressive driving, pedestrian safety, distracted driving, impaired driving, and cycling safety. For over 25 years the RSCPP has reinforced measures aimed at positively influencing transportation user behaviour and raising awareness of ministry policies and legislation at a grassroots level to keep Ontario’s roads safe.

This funding can be used to promote road safety awareness by:

- increasing knowledge of road safety issues;
- influencing transportation user behaviour and
- supporting legislative and regulatory compliance.

For fiscal 2021-2022, the total amount of funds available to recipients through RSCPP is \$200,000. The ministry reserves the right to decline or set limits on the amount of funding an applicant will receive, including funding a project for less than the amount requested. Applications for both large and small initiatives are encouraged to apply.

1.2 Funding Objectives

The overall intent of RSCPP is to facilitate the creation of organization-led road safety projects that:

- enhance the knowledge and awareness of road safety legislation and regulations and increase compliance amongst Ontarians;
- engage with Ontarians in key subgroups which include rural, northern, urban, Francophone, Indigenous communities, newcomers, seniors, teens, children, parents and caregivers to provide information on new legislation, regulations and best practices and promote transportation user safety and
- provide high impact and value for money.

2.0 PROJECT REQUIREMENTS

To be eligible, a project must meet the following requirements:

2.1 Project Timeframe

A recipient relying on RSCPP funds for the successful completion of an RSCPP project should ensure the RSCPP project is not started prior to the effective date of the Transfer Payment Agreement.

The RSCPP project must be completed by March 31, 2022 unless otherwise approved in writing by the ministry. For any questions regarding this please contact the ministry representative as listed in Section 5.0 - Ministry Contacts.

2.2 Project Details

Projects considered for funding include:

- education, awareness and prevention programs aimed at influencing driver and transportation user behaviour within the broader community;
- projects that community organizations collaborate on to address road safety priorities;
- initiatives that promote safe mobility for all users aimed at reducing collisions and fatalities and
- support for regional or local needs such as rural, northern, urban, Francophone and Indigenous.

Please see Section 3.2 Eligible / Ineligible Expenditures for a more detailed list.

Target Areas for Project

Projects considered for funding should aim to enhance education, awareness and legislative and regulatory compliance and target one or more of the following areas including, but not limited to:

- speeding
- aggressive driving (including stunt driving)
- impaired driving
- distracted driving
- active transportation (cycling safety, pedestrian safety etc.)
- passenger restraint (child car seats, seatbelt usage)
- commercial vehicle awareness
- emerging vehicles and technologies (e.g. AV/CV)
- young and novice drivers

Target Audiences for Project

Projects will focus on transportation users including, but not limited to:

- drivers
- motorcyclists
- pedestrians
- cyclists
- school bus passengers
- transit users / commuters
- seniors
- teenaged, novice or young adult drivers
- commercial vehicle operators

2.3 Applicant Eligibility

To be eligible, an applicant must:

- be a CRA-registered non-profit organization with a road safety mandate that is legally capable of contracting;
- be operating or residing in Ontario and
- demonstrate community support for the project through signed letters of financial and/or in-kind contributions from local organizations, agencies, municipalities or

businesses.

Note: Federal and provincial governments, municipalities and enforcement services are not eligible to apply under this program, however, they may partner with an eligible applicant or not-for-profit board/committee.

2.4 Reporting Requirements

Once approved, a funded recipient will be required to submit:

- an Interim Report including a Project Evaluation (e.g. project status) and an updated Financial Statement¹ with all invoices / receipts, due within thirty (30) days of the first installment of funding being spent and
- a Final Report including a final Project Evaluation and an updated Financial Statement with all invoices / receipts, due within 60 days of the completion of the project.

3.0 FINANCIAL REQUIREMENTS

3.1 Financial Requirements

A recipient will have to, at minimum, match the amount of RSCPP funding the ministry provides for the project through either financial or in-kind contributions.

Acceptable in-kind contributions may include items including but not limited to:

- office supplies;
- virtual and physical event facility costs;
- promotional items;
- photocopying and printing expenses;
- audio-visual equipment;
- materials required to implement the project and
- professional expertise and services commensurate with industry/service standard fees/rates.

3.2 Eligible / Ineligible Expenditures

The following provides a general description of eligible expenditures and ineligible expenditures and are intended to serve only as a general guide. Ineligible expenditures will result in applications being denied for funding. **If you are unsure if an expense is eligible, please contact the ministry representative as listed in Section 5.0 - Ministry Contacts.**

Eligible project expenditures that demonstrate awareness and prevention aimed at influencing transportation user behavior within the broader community and may include:

- planning and development costs (e.g. costs related to finalizing the development and implementation of the project);
- production costs (e.g. materials / supplies, creative development, graphic design, printing, translation to another language(s)) and

¹ Referred to as "Report on Expenditures" in the Transfer Payment Agreement

- implementation and evaluation costs including marketing and outreach (e.g. costs related to promotion, media campaigns, holding events in Ontario directly related to the project)

Ineligible expenditures include:

- all non-project specific costs;
- the production of audio-visual materials not approved by the ministry;
- academic research;
- law enforcement by police services;
- travel costs, including hospitality, accommodations and meal expenses;
- food and beverages, including alcoholic beverages;
- promotional materials which do not demonstrate a strong educational component;
- competition prizes, prize money and monies paid to competition participants;
- legal, audit, or interest fees;
- refundable Harmonized Sales Tax or other refundable expenses (e.g., security deposits, etc.);
- core administrative and overhead costs (e.g., salaries, wages, and/or honouraria, rent, mortgages, telephone and communication lines/services, insurance, computers, utilities, organization's website, maintenance costs and any operational expenses related to the Recipient's ongoing operational activities);
- any costs incurred for project related events held outside of Ontario;
- budget deficits;
- costs which, in the opinion of the ministry are capital asset costs (including those related to permanent structures or acquisitions, materials, labour, motorized vehicles, land acquisition, purchase of equipment, computers, etc.);
- amortization and/or depreciation expense;
- consulting or other services to support the development of an organization's strategic or operational plan;
- costs already covered by other funding sources and/or other government funding and
- contingency or unexplained miscellaneous costs.

4.0 APPLICATION AND EVALUATION PROCESS

4.1 Application Process

Applications must be submitted through the Transfer Payment Ontario system on or before 4:59pm on **July 20, 2021**. Applications submitted via email will not be accepted.

All eligible applications will be evaluated on an ongoing basis by a ministry review committee that is responsible for overseeing the funding.

Successful applicants will be required to enter into a Transfer Payment Agreement. The Transfer Payment Agreement will set out the terms and conditions upon which the ministry will provide the funds, the relevant details related to timelines and the total funds provided. Funding will be provided after the ministry's receipt of the signed Transfer Payment Agreement and required documentation.

4.2 Evaluation Process

The ministry review committee will evaluate all applications using the following criteria:

Project Information

Soundness of the proposed approach

- Description of how the proposed project objectives align with the ministry's mandate and transportation safety objectives;
- Project expenditures are eligible;
- Project outcomes are achievable;
- Overall project clarity and comprehensiveness and
- Demonstrate the competence to ensure the proposed project is successfully carried out and delivered within the timeframe.

Organization Information and Capacity

Capacity to deliver the proposed project

- Project organization and capacity including management and resources to support project administration;
- Experience delivering projects of similar scope, on time and within budget, using appropriate project management techniques;
- Leveraging community support and
- Demonstrate an understanding of the ministry's position, policies, regulations and legislations that pertains to the project's theme.

Performance Evaluation

Thorough project evaluation plan

- Performance measures and key performance indicators for the project are described through an evaluation plan;
- Focuses on community impact through outreach efforts and
- Targets for determining success and project goals are supported with appropriate rationale.

Budget Summary

Clear financial information and value for money through the proposed budget

- All costs are eligible and realistic (please see Section 3.2 Eligible / Ineligible Expenditures for a detailed list);
- Evidence of sound finances;
- Signed letters of financial and/or in-kind contributions from local organizations, agencies, municipalities or businesses and
- Include an itemized breakdown of project costs and appropriate market-value estimates.

5.0 MINISTRY CONTACTS

Email: POEO@ontario.ca Phone: (437) 243-8514
Public Outreach and Education Office