

CCAF Public Education and Outreach Projects

The public education and outreach part of the Climate Change Action Fund (CCAF) supports a wide range of initiatives. The following are a few examples.

The Canadian Centre for Sustainable Transportation has received funding from the CCAF to undertake a project to explore options for better integrating sustainable transportation into the university curriculum. The project is expected to enhance the training that future transportation professionals receive on sustainable transportation practices.

Some programs under the CCAF focus on shared transport. For example, Commuter Challenges are annual one-day or one-week events with the primary objective to motivate Canadians to leave their cars at home as they head to work. Coordinators at Sustainable Alberta's Commuter Challenge propose to develop the Canada Commuter Challenge, an annual nationwide event to take place during Canada Environment Week. It will formalize and expand the Commuter Challenge projects that already exist in six major Canadian urban centres.

Another CCAF-funded program called Climate Connection proposes to establish a rideshare program at twenty post-secondary educational institutions across Canada. The program is expected to result in two thousand four-person carpools, raise awareness among students of the economic and environmental costs of single-occupant vehicles, a reduction of atmospheric pollution by more than 28 000 tonnes per year, and environmental benefits valued at \$28 million annually.

For more information, see http://climatechange.gc.ca/english/actions/action_fund/index.shtml

Canada's transportation system; realize quantifiable results in Transport Canada's sustainable development priorities; and provide Canadians with practical information and tools for better applying sustainable transportation thinking to their daily lives.

To date, approximately \$400 000 has gone to twelve programs, including Active and Safe Routes to School. This is a national program encouraging the use of active modes of transportation to and from school such as cycling and walking. The benefits include increased physical activity for children and youth; a healthier lifestyle for the whole family; less traffic congestion around schools; safer, calmer streets and neighborhoods; improved air quality; and a cleaner environment.

Another critical program supported by MOST is the Visibility, Image, and Positioning initiative spearheaded by CUTA. The objective of this program is to enhance the visibility and image of public transit through