

Enhanced Road Safety Transfer Payment Program (ERSTPP)

Call for Proposals 2023-2026

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Project Proposal Template

From: [Transport Canada](#)

Transport Canada will evaluate the strength and merit of your proposal and will prioritize and allocate federal funding to projects that align most with the ERSTPP's objectives and priorities.

It is important to note that **only the information that you give us in the application/proposal will be used to evaluate the projects.**

Your project proposal should include **page numbers** for ease of reference and the template can be downloaded for your convenience. Please note that there is a 50-page limit to the proposal, excluding annexes.

To be considered complete, your proposal must include all the requested information in the format outlined below.

1 Cover Page

The proposal should have a cover page that includes:

- The title “Proposal for Funding under the Enhanced Road Safety Transfer Payment Program – Call 4”;
- The name of the project (should be brief but descriptive);
- The location and reach of scope of the project activities;
- The legal name of the organization applying for funding; and,
- The date submitted.

2 Executive Summary

The executive summary must clearly explain the main elements of the project, including:

- A short description of the project including project location, project scope, major activities, and timelines;
- A summary of the primary project objectives, briefly explaining how they align with ERSTPP’s objectives and the priority focus areas of this Call;
- The total project cost, total eligible and ineligible expenditures, total federal funding amount requested under ERSTPP, and all other sources of funding for the project including the contributions made by other parties, or support from other organizations or entities; and,
- A brief outline of the performance measurement strategy that would be used to assess success in meeting both the project and ERSTPP program objectives and priorities.

3 Applicant Information

Applicants must demonstrate that they have the capacity and expertise necessary to ensure the delivery of the project by providing the information outlined below. This section will be evaluated using **criteria #8 in Section C of the Assessment Criteria found in the Applicant’s Guide**.

3.1 Applicant Organization

Provide all of the following information:

- The full legal name and legal status of the applicant organization;
- The name and position of the primary and secondary contact for the organization who are authorized to make decisions and representations on the project;
- The mailing address, telephone number, and e-mail address;
- Type of organization in accordance with the listing identified in the **Applicant’s Guide under Section 2 – Eligibility Requirements**;
- A brief description of what the usual activities are for your organization. If your organization has prior experience with similar government funding programs, include this information in this section; and,
- Short explanation of your organization’s structure, governance and history.

Note: It is mandatory to provide copies of legal documentation (Annex A), establishing or constituting your organization as an entity (e.g., Letters Patent, Articles and Certificate of incorporation, or other legal instruments). However, this is not a requirement for provincial/territorial applicants.

3.2 Project Team

This section should show the applicant's ability (in terms of financial resources, personnel, and expertise) to complete the project and solve issues that could arise during the span of the project. The information provided should include:

- Name of the designated project manager and, as applicable, the project team with all the necessary contact information (name, position title, mailing address, telephone number, e-mail address);
- Evidence that the project manager and key staff have the relevant qualifications and experience to undertake, manage and carry out the project on behalf of the organization. Please provide a detailed CV for the Project Manager in Annex B;
- A description of the proposed project's governance structure, including any partners, their role and how they would contribute to the project;
- Any partner organization's legal name, address and point of contact; and,
- Authorizations that provide the applicant, and/or the contact, the authority to submit this request and/or implement the project, and/or represent the applicant.

4 Project Description

4.1 Project Objectives

This section will be evaluated using **criteria's #1 and #4 in Section A of the Assessment Criteria found in the Applicant's Guide**. You must clearly describe the following:

- Describe how the project aligns with the ERSTPP's objectives;
- Provide a clear description of the project's objectives and targeted interventions that will directly contribute to the challenges of at least one of Call 4's priority focus areas (list of top priority focus areas can be found in the **Applicant's Guide under Section 1 – About ERSTPP 2023-2026 Call for Proposals**);
- Demonstrate how the conclusion, results or findings of the project will be applied and effectively used in the road safety industry; and,
- Explain how the project's activities and proposed interventions will contribute to the decrease in fatalities, injuries, collisions, and social costs related to motor vehicle collisions.

This section is extremely important as it will form the majority of the assessment score.

4.2 Funding Rationale

This section will be evaluated using **criteria #7 in Section B of the Assessment Criteria found in the Applicant's Guide**. Present a rationale to explain why Transport Canada should invest in your project with the following considerations:

- An explanation of how the financial support of the Government of Canada and, if applicable, of other funding sources is required to enable the implementation, enhance the scope, or accelerate the timing of the proposed project/activities;
- Describe the implications, as they relate to the relevant ERSTPP program objective(s), of the project not being implemented (the "do nothing" option);
- Demonstrate how public funds will be used efficiently and effectively to achieve the outcome, product, or goal of the project, which is in line with the objectives of the ERSTPP.

4.3 Major Activities

Criteria's #1, #3, #4, and #5 in Section A and B of the Assessment Criteria found in the Applicant's Guide will be assessed using this section. For this component, you must explain the major activities of the project. This section will significantly influence the assessment of the project's relative merits under consideration against all other project proposals. A list of eligible activities can be found in **Section 2 – Eligibility Requirements of the Applicant's Guide**.

You should present the project in terms of major activities and include a clear illustration of how these activities will contribute to the overall outcomes of the project.

Please list your major activities under this section. In addition, please ensure that you show how each component of the activity aligns with the eligible costs as listed in the project budget.

- Describe the major components and phases of the project and present the corresponding scope of work and project activities, including details of how the activities will be undertaken and by whom.
- Provide information related to any partners that will have roles and/or responsibilities to implement the project.
- Indicate which Call 4 priority focus areas the project aims to address, as highlighted in **Section 1 of the Applicant's Guide**.
- Clearly identify steps that will be taken to disseminate results with key stakeholders in the industry, including provinces, territories, and the Canadian Council of Motor Transport Administrators (CCMTA), to ultimately allow provinces, territories, and CCMTA to create or enhance nationally consistent tools that address road safety challenges, such as frameworks, standards, policies, programs, and outreach activities. Ensure to explain the method of information dissemination, the expected target audience, and expected outreach (e.g., number of participants at a workshop, etc.).

Note: If your proposal will involve testing or other activity on a public roadway you must confirm clearly in your application that you are actively engaging any applicable jurisdictional authorities (e.g., provincial/territorial ministry of transportation/municipal government authorities, etc.) to secure their support and approval. If selected for funding, prior to the signing of a contribution agreement, applicants will be required to provide a letter of support from any applicable provincial/territorial ministries of transportation as well as the name/contact information of a ministry official Transport Canada can contact as necessary. **It is the sole responsibility of the applicant to secure approvals from relevant government authorities.**

4.4 Reach of Project Scope

This will be evaluated using **criteria #2 in Section A of the Assessment Criteria found in the Applicant's Guide**. For this section, you must clearly identify the reach of the project; clearly explain whether the project scope will be local, provincial, regional, or national in scale and identify to what extent the project results will be disseminated to key road safety stakeholders. You must also identify partner organizations who have committed to using the results of the project in this section.

In addition, the areas/locations where project activities will be held is required here. The location is not usually the head office of your organization unless the project concerns strictly quantitative/statistical analysis.

4.5 Performance Measurement Strategy

Criteria #3 in Section A of the Assessment Criteria found in the Applicant’s Guide will be used to evaluate Section 4.5 and 4.6.

For each expected project outcome or goal, you must identify:

- Indicators;
- Target;
- Data sources; and,
- Data collection frequency.

It is mandatory that you also provide a description of how these measurements are clear, achievable, and realistic.

Sample Table:

Output/outcome monitoring				
Outcome/output	Performance indicator	Performance target	Source of data	Data collection frequency

4.6 Methodology of Measurement

In this section you must describe the methods that you will use to measure the achievements of the goals and objectives of the project and demonstrate the validity of the approach.

4.7 Project Timeline

Criteria #5 in Section B of the Assessment Criteria found in the Applicant’s Guide will be assessed in this section. Please provide an overall project timeline that includes:

- The start and completion dates¹ for the project (including all work to prepare for the project, material production, the actual project delivery, and any follow-up activities such as information analysis, reporting and dissemination of results);
- The anticipated timelines for key milestones and major project activities;
- Project dependencies, interdependencies, or hurdles to implementation; and
- Timelines for securing required permits, approvals, or decrees if applicable.

It is important to note that the eligible project duration can be referred to in Section 2 of the Applicant’s Guide.

¹ Note all project activities must be completed by December 31, 2025

Sample Table:

Planned schedule				
Serial	Stage/phases and major activities	Description	Start date	End date
1	Stage 1	Planning and preparation		
1.1				
1.2				
1.3				
1.4				
1.5				
2	Stage 2	Project delivery		
2.1				
2.2				
2.3				
2.4				

4.8 Project Budget

Criteria #5 in Section B of the Assessment Criteria found in the Applicant’s Guide will be assessed in this section. You **must** include the following budget information in your proposal:

- Total project costs:
 - Total eligible project costs;
 - Total project contributions from all organizations, including other federal funding programs; and,
 - Cost breakdown by fiscal year (if a multi-year project).
- Cost breakdown by project activity per fiscal year;
- Demonstrate the relationship between the project objectives and expenditures; and
- A statement that your organization will be responsible for all cost overruns.

For a breakdown of eligible expenditures and in-kind contributions refer to **Section 2 of the Applicant’s Guide**.

You must state and attest that your organization has sufficient up-front funding to carry out the proposed project. If applicable, you must confirm partner organizations’ financial support in writing and attach this confirmation to the proposal. The ERSTPP will not make advance payments.

You must use and include the budget template below. Ensure to include this information in your proposal as **Annex C**.

A. ELIGIBLE EXPENDITURES	TOTAL	FISCAL YEAR BREAKDOWN		
		2023/ 2024	2024/ 2025	2025/ 2026
A.1 TOTAL ELIGIBLE PROJECT EXPENDITURES				
Staff salaries and benefits				
Professional fees				
Purchase & lease of technology, equipment, software, data & systems				
Public outreach and communications materials				
Travel costs				
Room rentals and audio/video equipment				
Other activity-related costs				
Administrative expenditures of up to 15% of total project costs				
TOTAL A.1: TOTAL ELIGIBLE PROJECT EXPENDITURES*				
TOTAL A.2: TOTAL INELIGIBLE PROJECT EXPENDITURES				
TOTAL A: TOTAL PROJECT EXPENDITURES (A.1+A.2)				

B. REIMBURSABLE EXPENDITURES	TOTAL	FISCAL YEAR BREAKDOWN		
		2023/ 2024	2024/ 2025	2025/ 2026
Total Eligible Project Expenditures (Total A1)				
– Minus total from third party contributors (Total C.2)				
= TOTAL B : REIMBURSABLE EXPENDITURES				

C. SOURCES OF FUNDING	TOTAL	2023/ 2024	2024/ 2025	2025/ 2026
C.1: RECIPIENT FUNDING				
Cash				
In-Kind Contributions				
Staff salaries and benefits (indicate percentage of time and daily rate, and document using time sheets)				

In-kind provision of Recipient assets (space, equipment, goods or other assets)				
Administrative costs charged using a formula (percentage of Project costs charged for: office supplies, office equipment rental, internal photocopying, phone and internet lines and equipment, etc.)				
SUBTOTAL C.1: RECIPIENT FUNDING				
C.2: OTHER CONTRIBUTORS				
<i>3rd Party Name</i>				
Cash				
In-Kind Contribution				
SUBTOTAL C.2: TOTAL FROM THIRD PARTY CONTRIBUTORS				
SUBTOTAL C.3: MAXIMUM CANADA CONTRIBUTION				
TOTAL C: TOTAL FUNDING FOR THE PROJECT (C1+C2+C3)*				

**Total A must equal total C once completed. Total project expenditures (total A) must be fully covered by sources of funding (total C).*

4.9 Partners and Contributions

Criteria #5 in Section B of the Assessment Criteria found in the Applicant’s Guide will also be assessed here. In this section, you should describe any partners involved in the proposed project initiative and what they can contribute to the project. The information should include the partner organization’s legal name, address, point of contact, and what they are contributing to the project, either monetarily or in-kind. Any contributions to the project must be clearly shown in the budget.

You must also confirm the financial support of partner organizations in writing and **attach appropriate substantiating documentation**. Include this information in your proposal as **Annex D**.

4.10 Project Risk Mitigation Measures

Criteria #6 in Section B of the Assessment Criteria found in the Applicant’s Guide will be used to evaluate this section. In your proposal, you must include project risks, the significance of their impact and their likelihood, and the mitigation measures/strategies that you plan to adopt.

- **Risks** are uncertainties or constraints that may impact project completion within the proposed scope, timelines, and budget. They often include short construction seasons, delayed permits or materials, lack of participation, etc. You must clearly show the implications to the schedule if approval dates are delayed.
- **Mitigation measures** are the planning and management activities that you will undertake during the project to avoid these risks and reduce their consequences or impact on the project.

Sample Table:

Risk assessment and mitigation measures	
Risk	Mitigation measures
Typical project risks with almost any project are lack of funds, lack of time, lack of resources, lack of participation, inadequate or untimely materials, etc.	Mitigation measures are deliberate project planning activities that will be undertaken during the project to ensure that the risk is avoided, and the consequences or the impact on the project are reduced.

5 Declarations

5.1 Conflict of Interest

Please answer the following questions:

1. Do you presently employ, in your business or organization, a former public office holder (as defined by the *Parliament of Canada Act*) or public officer (as defined by the *Financial Administration Act*) who left the federal government in the last twelve months?

Yes No

2. Does your business have as a major shareholder, a former public office holder (as defined by the *Parliament of Canada Act*) or public officer (as defined by the *Financial Administration Act*) who left the federal government in the last twelve months?

Yes No

3. In case you have answered “yes” to question 1 or 2 above, was this person at an Executive level or above while in public office?

Yes No

If yes, please note that the Funding Agreement must include a clause to the effect that no former public servants shall derive any direct benefit from the project, unless said individual is in compliance with the applicable provisions of the *Conflict of Interest Act*, *Values and Ethics Code for the Public Service* and/or the *Conflict of Interest and Post-employment Code*. To ensure the former public servant is in compliance, please ask the employee/shareholder to contact his/her former department to obtain written confirmation that he/she is in compliance with the post-employment provisions.

4. If any situation mentioned above arises after the signing of the Funding Agreement, are there safeguards in place to prevent/identify any potential conflict of interest?

Yes No

5. Do you presently employ, in your business or organization, anyone involved with a lobbyist group on the *Registry of Lobbyists* held by the *Office of the Commissioner of Lobbying of Canada*?

Yes No

6. Does your business have as a major shareholder, any person or group involved with a lobbyist group on the *Registry of Lobbyists* held by the *Office of the Commissioner of Lobbying of Canada*?

Yes No

5.2 Declarations

<p>I/we, the undersigned, hereby certify that:</p> <ul style="list-style-type: none"> • All information provided to Transport Canada in support of this request for funding is wholly true and complete; • If funding requested in this application is approved, the funds will be spent solely for the project and activities described in this application; and • I/we provide consent to Transport Canada to make necessary credit and other enquiries in support of this application. 	
<i>Name</i>	<i>Title</i>
<i>Signature</i>	<i>Date</i>
<i>Name</i>	<i>Title</i>
<i>Signature</i>	<i>Date</i>

*Applicants may add additional rows if required

6 Required Annexes

You **must** include the following annexes with your proposal:

Annex A – Legal documentation of recipient organization

Annex B – Evidence to support project manager’s credentials

Annex C – Project budget

Annex D – Letters of Support from Partners & Contributors