

## Individualized marketing partnership application

<b>Section 1: Applicant information</b>		
Organization legal name	Date submitted	
Address (Include City and Street Address)		
Primary purpose of organization		
Project Contact: Name	Phone	E-mail Address
<b>Section 2: Project information</b>		
<p>1. Check the type of individualized marketing project you are proposing:  <input type="checkbox"/> Neighborhood project   <input type="checkbox"/> Targeted audience project   <input type="checkbox"/> Other</p>		
<p>2. Estimated number of potential households/people the project would reach:          _____</p> <p>Instructions: Use data to estimate the number of households and/or people that will be included in the project. Source: Use <a href="http://www.qcensus.com/index.php">http://www.qcensus.com/index.php</a>. Metro RTO can offer limited technical assistance in completing this task.</p>		
<p>3. Describe the area the project will reach. Please provide a map image showing the project boundaries. Please include historical, topographic, cultural and economic description of the area.</p>		

4. Define the target audience(s) and describe how this project will identify key audiences and measure success of reaching and impacting those audiences. (e.g., reduced auto-trips/increased non-auto trips).

4. Is the target neighborhood or target audience(s) within reasonable walking distance (one mile) and biking distance (three miles) to amenities and destinations (e.g., parks, schools, employment, grocery, restaurant, café/coffee shop, bookstore, library, and post office)? Please provide one paragraph that highlights major amenities and destinations within and adjacent to the neighborhood project boundaries or targeted audience(s).

Describe which modes have the most potential for increased use among the target audience or location.

5. Describe new and existing infrastructure for walking, biking, transit and/or ridesharing that serves the neighborhood or targeted population. How will this infrastructure be leveraged to benefit the project? What are projected outcomes and benefits to the infrastructure?

6. Will this project include outreach to businesses and their employees in the neighborhood? Please describe how they will be included and supported.

7. Please list community, governmental and non-profit groups that could be possible partners in this project?

*(Attach one additional page if needed)*