

SPF Application Form Section A - Cover Page

Fill out this Cover Page and save it to your files for future reference before uploading it on the SPF website.

Project Title MOOSTrax (moostrax.ca)

In one to three sentence(s), explain what your project is about:

To finish the development of a professional-grade app (which already exists and is used in Beta form) which facilitates the check-in of guests at events and calculates and aggregates the carbon cost of transportation to the event. Additionally, transfer stewardship of the app from a personal website server to one dedicated to the app.

Indicate the McGill campus(es) where your project will be implemented:

Macdonald Downtown Gault Reserve Bellairs Research Institute Other (Specify): All McGill Community

Approximate Budget Requested to the SPF (\$): \$1000

Approximate Total Project Budget (\$): \$1000

(incl. other sources of funding if applicable)

List 1 to 3 main item(s)/expense(s) for your project that SPF money will be used for *(incl. approx. % of total budget):*

1) WEB HOSTING FOR 3 YEARS (%50)
2) REMUNERATION (%50)

Indicate which of the following team members...

... will be in charge of monitoring the project's budget *(maximum 1 person):*

Ian Tattersfield

... will be the Project Lead *(Project Lead will be the contact person for the SPF Staff):*

Ian Tattersfield

The Project Lead stays for the entire duration of the project:

Y N

If no, explain in a few sentences your leadership transition plan for one or both of the Project Lead for sustainable continuation of the project:

PROJECT TEAM MEMBERS *(read details about [SPF Evaluation Criteria #5](#) for more information)*

The SPF encourages your team to be inclusive of individuals who voluntarily self-identify as members of marginalized communities (e.g. women, Indigenous people, people of colour, LGBTTQI, student parents, members of ethnic minorities, immigrants, people with disabilities).

<p>1. Project Team Member</p> <p>First Name & Last Name <u>Ian Tattersfield</u></p> <p>Phone <i>(daytime; only put #)</i> <u>514-398-4669</u></p> <p>Email <u>ian.tattersfield@mcgill.ca</u></p>	<p>Affiliation <u>Administrative Staff</u></p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization <u>Campus Planning and Develo</u></p> <p>Campus <u>Downtown</u></p>
<p>2. Project Team Member</p> <p>First Name & Last Name <u>Ali Rivers</u></p> <p>Phone <i>(daytime; only put #)</i> <u>514-398-8826</u></p> <p>Email <u>aliesen.rivers@mcgill.ca</u></p>	<p>Affiliation <u>Administrative Staff</u></p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization <u>MOOS</u></p> <p>Campus <u>Downtown</u></p>
<p>3. Project Team Member</p> <p>First Name & Last Name <u>Toby Davine</u></p> <p>Phone <i>(daytime; only put #)</i> <u>514-398-5338</u></p> <p>Email <u>toby.davine@mcgill.ca</u></p>	<p>Affiliation <u>Administrative Staff</u></p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization <u>MOOS</u></p> <p>Campus <u>Downtown</u></p>
<p>4. Project Team Member</p> <p>First Name & Last Name <u>Nicholas Millum</u></p> <p>Phone <i>(daytime; only put #)</i> <u>514-585-8637</u></p> <p>Email <u>nicholasmillum@gmail.com</u></p>	<p>Affiliation <u>Undergraduate</u></p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization <u>MOOS Sustainable Events</u></p> <p>Campus <u>Downtown</u></p>

SPF Application Form Section A - Cover Page

PROJECT TEAM MEMBERS (CONT'D)

<p>5. Project Team Member</p> <p>First Name & Last Name _____</p> <p>Phone (daytime; only put #) _____</p> <p>Email _____</p>	<p>Affiliation _____</p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization _____</p> <p>Campus _____</p>	<p>Choose one. _____</p> <p>_____</p> <p>Choose one. _____</p>
<p>6. Project Team Member</p> <p>First Name & Last Name _____</p> <p>Phone (daytime; only put #) _____</p> <p>Email _____</p>	<p>Affiliation _____</p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization _____</p> <p>Campus _____</p>	<p>Choose one. _____</p> <p>_____</p> <p>Choose one. _____</p>
<p>7. Project Team Member</p> <p>First Name & Last Name _____</p> <p>Phone (daytime; only put #) _____</p> <p>Email _____</p>	<p>Affiliation _____</p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization _____</p> <p>Campus _____</p>	<p>Choose one. _____</p> <p>_____</p> <p>Choose one. _____</p>
<p>8. Project Team Member</p> <p>First Name & Last Name _____</p> <p>Phone (daytime; only put #) _____</p> <p>Email _____</p>	<p>Affiliation _____</p> <p>Specify if Other _____</p> <p>Faculty/Unit/Organization _____</p> <p>Campus _____</p>	<p>Choose one. _____</p> <p>_____</p> <p>Choose one. _____</p>

To list more members, fill a 2nd Cover Page form and save it separately. You may then e-mail it to [SPF Staff](#) directly, also specifying your project title.

Has any member on your team been part of an SPF project in the past? Y N

If yes, list all the projects they have been part of: _____ McGill Spaces Project, McGill Energy Project

OPTIONAL:

If applicable, total number of team members voluntarily self-identifying as members of marginalized communities: _____

Represented marginalized communities: Choose one. Choose one. Choose one.

Specify if Other(s) and/or add more: _____

Relevant link(s): (to website(s) or social media) <http://moostrax.ca>

If you plan to recruit volunteers to help implement your project, please indicate how many: _____

How did you learn about the SPF? MOOS/SPF Website Specify if Other _____

Please check the boxes to confirm that you have read and agree to the following information:

- All of our project team members understand that the SPF is publicly funded and therefore, by default SPF projects are not confidential. We agree that if needed, the SPF Steward, the SPF Administrator and/or the SPF Working Group members read and/or share the application and/or communicate part of its content in the case where they would need to (e.g. to receive professional advice, connect our team to stakeholders, etc.).
- If our project is approved, all our project team members agree that their name, email, and phone number as well as their participation to the project be disclosed (e.g. for contact information or through our application and progress/final reports published on the SPF website). **If you do not check this box, the SPF staff will communicate with you to know whose information to remove before sharing your project online.**
- All of our project team members have read and understood the [SPF Terms & Conditions](#), and we confirm that we agree to respect them.
If any aspect of the [SPF Terms & Conditions](#) are unclear to you, contact the [SPF Staff](#) before you submit your application so that you can check this box in confidence. Also note that, if your project is approved, the Project Lead and the person monitoring the project's budget will have to confirm in writing (through email or signing the document) that they agree to the [SPF Terms & Conditions](#) before officially starting the project.

Thank you! Save this form to your files for future reference and fill Section B 'Project Plan' of the SPF Application Form to complete the process.

SPF Application Form Section B – Project Plan

Answer the following questions and save this form to your files for future reference before uploading it on the SPF website with Section A - Cover Page.

Project Title MOOSTrax (moostrax.ca)

Project Lead Ian Tattersfield **Phone** 514-398-4669 **Email** ian.tattersfield@mcgill.ca

First & Last Name (daytime)

*Before you fill out this form, make sure you have consulted all related application documents online, including the [SPF Evaluation Criteria](#), the [SPF Glossary](#), the [SPF Project Flow Diagram](#), and the [SPF Sustainability Brief](#). Read all questions first before answering them. Answer **exactly** what is being asked: stay straight to the point, clear, and succinct. The character limit (including spaces) is indicated for each question.*

Project Vision Enable community members to understand and account for environmental cost of transportation decisions.

A vision depicts the ideal future that someone is hoping for. Thus, a vision is a dreamed aspiration that someone intends to lead or contribute to, and it does not necessarily need to seem realistic at this time. As such, tell us how you see McGill campuses in an ideal world once your project is completed successfully. The vision does not need to be completed within the timeline of the SPF funding.

Project Goal Finalize the MOOSTrax app, creating a standalone system that can be used by event hosts and attendees.
Launch the app on a private web server prepaid for 3 years.

(225 char. max. ~30 words)

A goal is the overarching desired tangible realization (and thus change) to be achieved within the project's lifespan. The goal contributes to the project's vision in a palpable and realistic manner. The project's goal may last longer than the SPF funding period. In line with the SPF mandate, when achieved, your project's goal should result in a culture shift (e.g. change in ideas, habits, behavior).

1a. What is the specific sustainability-related issue/challenge that you see on McGill campus(es) that you want to address?

1b. What is your project idea and how will it help address this issue/challenge? *(3000 char. max. ~485 words)*

The Beta version of MOOSTrax was launched in conjunction with the 2015 Catalyst Awards ceremony as a means to collect and calculate the carbon cost of guests attending the event. The popularity of MOOSTrax's beta (early launch) site to date has demonstrated a solid demand for this product. The idea of being able to have guests check into an event in an enjoyable and painless manner, and for event hosts to then be able to offset their carbon costs by purchasing carbon credits is a popular one, and one that MOOS itself practices and promotes. Often event check-in tables are crowded and rushed choke points of entry to events, and guests are weary of handing over their personal information. Event organizers then have to do tedious calculations and data entry to sort out all of the information collected, and often given under minor duress, at these choke points.

My project will finalize a tool which has already proven useful and popular. It will create three distinct roles present in the tool:

1) THE EVENT GUEST - requires no login, just sign into the event using the interface, or checkin by visiting the site on their phone and being geolocated sign into the event they are attending

- Encourages guests to check in, creates a seamless and painless (fast) guest experience

- provide interesting data and graphs which update live about the cost of the event

2) THE EVENT HOST will have a secure login page for event to register and view calculations from their event. All McGill community members will have access to create a user ID, from which they create an event page.

- hosts will get a detailed summary at the end of the event and suggest to the host how to cover the environmental costs (IE - point them to offset options provided and supported by MOOS)

3) THE ADMINISTRATOR - a way for a MOOS expert (Ali Rivers) to log in and remotely update the carbon cost coefficients of travel and fuel type used in the calculation of trip costs

- this will be a standalone system, requiring little to no maintenance for the duration of the web hosting package purchased (3 years)

- 2a. List 1 to 3 main impacts you expect/wish your project to have on McGill structures, processes and/or systems. These must relate to the Project Vision and Project Goal you mentioned above. Specify how those impacts will positively transform peoples' behaviors/perspectives/habits on McGill campus(es).
- 2b. How will this continue after funding is spent (i.e. how will you institutionalize the project)? (1550 char. max. ~250 words)

The desired impact of this tool is for event organizers to better understand the environmental cost of hosting an event, and reduce that cost by having them purchase offsets.

The desired impact of this tool for event guests is to have them better understand the environmental cost of the transportation decision they made, and hopefully influence their future decisions.

This will continue after the funding is spent, because MOOS and users of the app will promote the tool. Both through word of mouth and the MOOS website / Green Events Guide.

The structure of the project is such that the funding is spent to ensure the continued operation and hosting online of the tool for a minimum of three years with little to no maintenance needed.

To promote sustainable events on campus.

- 3a. How do you intend to address social, environmental, and/or economic dimensions of sustainability in your project's objectives?
- 3b. Please also address how the project will be planned and managed/executed sustainably (e.g. material local sourcing, accessibility, etc.; see the [SPF Sustainability Brief](#)). (1045 char. max. ~165 words)

Tool is available online, open for the McGill Community to use.

Use of the tool would not necessarily be restricted to McGill Events, it could be registered for use to anyone with a login, the only requirement being that they specify where the event is being held.

The inputs and outputs for this project are entirely digital. There needs be no physical waste produced at any stage of its development. It will be locally produced, by a former MOOS team member, without the need to contract any professional services.

Beside appear the five categories in which the McGill students, faculty, and staff think the University can make a positive difference within society. The [McGill Sustainability Strategy, Vision 2020](#), describes a specific vision and goals for each of these categories, as they were defined by the McGill direct stakeholders through a comprehensive consultation process.



- 4a. In the figure, check all the categories under which your project falls (Select only one if no other categories apply to your project).
- 4b. Among the categories that you checked, select the one that you think is most relevant to your project:
Dominant Category: Connectivity

5. List 3 to 5 key stakeholders on/off McGill campus(es) that will be involved with and/or impacted by your project, and indicate their respective role in your project.

Stakeholder's Name(s)	Affiliation	Role in the Project	Confirmed Support
McGill Office of Sustainability	McGill	Users, maintain after development	Yes
Gault Nature Reserve	McGill	Users, promoters of final product	Yes
TRAM McGill	McGill	potential data collaborators	No
Sustainable Events Group	McGill/MOOS	User, promoters of final product	Yes
			Choose one.

6. List the 4 most important objectives of your project and at least one key related activity that you need to conduct to reach each of these and your project impacts. Make your objectives and activities as S.M.A.R.T. as possible. Also indicate at least one output and a key success indicator per activity. (read instructions below; you can also refer to the [Sample Project Plan <5K](#) for guidance)

Of your 4 S.M.A.R.T. objectives, a minimum of one should relate to “monitoring” your project’s progress and effectiveness. Another objective should relate to “outreach” (e.g. raising awareness about your project’s topic, promoting your project in the McGill Community and/or calling for individuals’ participation), and two should be more specific to your project, i.e. “other” objectives. The nature of these “other” objectives is for you to decide and tailor to your project.

For each of your 4 objectives, you should indicate at least one key activity.

The bottom of the table is for you to list four additional activities that you think are crucial to the success of your project. As such, depending on what you think is important to having the impact(s) you envision, you may end up having three activities in total that relate to your monitoring objective (e.g. developing a survey, any other activity that will help you and other stakeholders learn through your project) or to outreach (e.g. producing and sharing a video about the project). In any case, since you have limited space, only indicate the objectives and activities that relate best to the impacts you listed under Question 2, and thus to sustainability at McGill.

*For each objective/activity, specify a key **success indicator** that you think should be used to assess its degree of achievement/completion. Your indicators can be qualitative or quantitative (e.g. number of participants, participant testimonials, website analytics, quantity of energy saved, etc.). See the document [Sample Indicators](#) for inspiration. Also indicate the **output(s)** that will be created as a result of each activity and objective, such as a deliverable (e.g. video, report), training, website, network, design plan, or any other output adding value to the project and helping reach its objectives/impacts.*

Type of Objective/ Activity		Main S.M.A.R.T. Objectives / Activities (125 char. max. ~20 words)	Resulting Output(s) (15 char. Max.)	Responsible Team Member(s) and Time (initials + if paid, estimated # of hours to complete objective/activity) (35 char. max.)	Start Date (MM-DD-YY)	End Date (MM-DD-YY)	Related Key Success Indicator – do not forget to include targeted numbers for each (ignore the check boxes for now) (75 char. max. ~10 words)	
Objective #1	Other	Communicate project online	web presence	Sustainable Events Group / MOOS			mentions in 5 places online	<input checked="" type="checkbox"/>
Related Activity	Other	MOOS website, Events Guide, social media		Sustainable Events Group / MOOS				<input checked="" type="checkbox"/>
Objective #2	Other	Increasing the accessibility of tools to help others reduce GHG	GHG	Ian Tattersfield			Track totals of GHG monitored, and number of events using the application	<input checked="" type="checkbox"/>
Related Activity	Other	Monitoring the results collected by the tool, talking to users	accuracy	Ian Tattersfield			see above	<input checked="" type="checkbox"/>
Objective #3	Outreach	promoting the site and sustainable events to McGill Community	popularity	Sustainable Events Group / MOOS			100% of MOOS events use the tool, student events are made aware of the tool	<input type="checkbox"/>
Related Activity	Outreach	showcasing at events, promotional activity	popularity	Sustainable Events Group / MOOS				<input type="checkbox"/>
Objective #4	Monitoring	Keeping within project budget	data	Ian Tattersfield				<input checked="" type="checkbox"/>
Related Activity	Monitoring	Updating the budget as needed every week	data	Ian Tattersfield			Updating SPF of price changes of online services within a week of funding received	<input checked="" type="checkbox"/>
Add'l Activity	Choose an item.	Creating a website-based application	website	Ian Tattersfield			500 visitors in a year	<input checked="" type="checkbox"/>
Add'l Activity	Choose an item.	Keep the GHG factorials, methods of travel, and suggested offset options as accurate and up-to-date as possible	accuracy	Ali Rivers			updated twice a year at minimum	<input type="checkbox"/>
Add'l Activity	Choose an item.							<input type="checkbox"/>
Add'l Activity	Choose an item.							<input type="checkbox"/>

7. Now, about the check boxes: Select a total of 3 success indicators that you wish to track and report on during your project. These 3 indicators should be the most relevant to your goal and to creating a culture of sustainability at McGill. They should also be relatively easy to monitor.

When selecting your indicators, make sure that you will have/plan the time and resources you will need to allocate to monitor them throughout the course of your project. Before you start your project, the SPF may ask you to change a chosen indicator for another that seems more pertinent to the SPF or to the University sustainability reporting. Note that, in addition to these three indicators, you will be asked to track four other generic ones that will be specified in the Award Letter.

You will be required to indicate progress towards your final 7 indicators in your progress and final reports to the SPF. Because the SPF values the experiences and learning that occurs during your project (not only results), these reports will also gather related information through open-ended questions.

We have selected the 3 Success Indicators that we wish to monitor during the project:

- BUDGET -

Please refer to the [SPF Guide to Budgeting](#) to complete your project's budget.

REVENUES

Indicate any funding you will receive or anticipate receiving to complete your project, including funds from McGill Departments and Units.

Reminder: If your project is approved, any financial contributions from McGill department/unit will need to be confirmed with a letter or email from its Financial/Budget Officer at the beginning and end of the project.

	(A) Funding Source(s)	(B) Amount	(C) Status
1.	Sustainability Projects Fund (SPF)	\$1,000.00	Unconfirmed
2.			Choose one.
3.			Choose one.
4.			Choose one.
REVENUES GRAND TOTAL - add all (B)		\$1,000.00	

EXPENSES

1. Salaries & Wages (only if applicable)

If applicable, indicate the job position(s) under your project and the associated costs. See the [SPF Guide to Budgeting](#) for further instructions.

(A) Position Title	(B) ~# of Hours per Week	(C) ~# of Week	(D) Hourly Wage* (\$)	(E) Subtotal (\$) (B x C x D)	(F) 20% Benefits	(G) Total Cost (\$) (E x F)	(H) Funding Sources**
			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
			\$0.00	\$ 0.00	1.2	\$ 0.00	
Expenses Subtotal 1 - add all (G)						\$ 0.00	

Do you already have a specific person in mind for filling the above position(s)? Y N

Do you have a personal and/or professional affiliation with the above position(s)? Y N

If you answered 'Y' to one or both of the above questions, please disclose: It is me, Ian Tattersfield, (The applicant)

2. Other Expenses

Indicate all of the expenses associated with your project; think back to all of your project's activities and all of the items that you need to complete them. It may be beneficial to group by category (not required); if you do so, please use the following categories: Materials-Supplies, Equipment, Printing, Events, Transportation, One-time Profess. Fees, and Misc.

(A) Item Description (inputs)	(B) # of Units	(C) Unit Cost (\$)	(D) Total Cost (\$) (B x C)	(E) Funding Sources**	(A) Item Description (inputs)	(B) # of Units	(C) Unit Cost (\$)	(D) Total Cost (\$) (B x C)	(E) Funding Sources**
GoDaddy 3-yr	1	\$179.64	\$ 179.64	SPF			\$0.00	\$ 0.00	
Standard SSL	1	\$239.97	\$ 239.97	SPF			\$0.00	\$ 0.00	
App development	1	\$1,080.39	\$1,080.39	SPF			\$0.00	\$ 0.00	
		\$0.00	\$ 0.00				\$0.00	\$ 0.00	
		\$0.00	\$ 0.00				\$0.00	\$ 0.00	
		\$0.00	\$ 0.00				\$0.00	\$ 0.00	
		\$0.00	\$ 0.00				\$0.00	\$ 0.00	
		\$0.00	\$ 0.00				\$0.00	\$ 0.00	
		\$0.00	\$ 0.00				\$0.00	\$ 0.00	
		\$0.00	\$ 0.00				\$0.00	\$ 0.00	
Expenses Subtotal 2 - add all (D)				\$1,500.00	Expenses Subtotal 3 - add all (D)				\$ 0.00

EXPENSES GRAND TOTAL (Subtotals 1 + 2 + 3)								\$1,500.00
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* See the [SPF Guide to Budgeting](#) for the conditions and Hourly Wages applicable to hiring under the SPF.

** To indicate the one or many Funding Source(s) that will pay for the expenses, use their respective number as you listed under Revenues (e.g. SPF = 1).

Thank you! After you save a copy of your file, you can now upload this form and Section A - Cover Page on the SPF website to complete the application process. The SPF staff will contact your team within two weeks to provide feedback. Congratulations on applying to the SPF!



Office of Sustainability
1010 Sherbrooke St W, Suite 1200
Montréal, Québec H3A 1A4

Bureau du développement durable
1010 Sherbrooke St O, Suite 1200
Montréal, Québec H3A 1A4

Montreal, February 12, 2018

Dear SPF Working Group members,

I would like to confirm my support to the SPF Application entitled “MOOSTrax”. MOOSTrax is a tool that the Office of Sustainability has been using in the last two years to determine the carbon footprint generated by the participants to a specific event in order to offset those carbon emissions.

We clearly see the potential of developing such a tool, making it more compelling and easy to use for both event participants and event organizers. An upgraded MOOSTrax clearly supports McGill’s goal of achieving carbon neutrality by 2040. This project will see upgrades that allow independent operation of the tool by various units on campus.

If the SPF application goes through, the Office of Sustainability commits to:

- Publicize MOOSTrax in the McGill community through social media and internal news outlet.
- Directly invite the people in charge of the events surrounding McGill bicentennial to use the new and improved MOOSTrax
- Pay the server fees after the 3 year subscription expires, conditional on the results of the first three years.

Sincerely,

A handwritten signature in blue ink, appearing to read "Francois Miller".

Francois Miller
Director of the McGill Office of Sustainability