



Request for Proposals

Government relations – agency of record

Introduction

The [Canadian Urban Transit Association](#) (CUTA) is the collective and influential voice of the public transit industry in Canada. Our membership includes Canadian transit systems, private transportation operators, manufacturers and suppliers, technology providers, engineering and project consultants, government agencies and academic institutions focused on transit and urban planning. CUTA advocates for policies to make public transportation more accessible, frequent and reliable. This unlocks the economic, environmental and social benefits of transit. Our organization is uniquely placed to work with all levels of government and stakeholders to promote the transit industry and provide insights on top mobility issues affecting Canadians and their communities.

Recent CUTA Publications for Added Context

- [Strategic Plan](#)
- [2024 Prebudget Submission](#)
- [Housing and Transit Policy Intersections](#)
- [Safety and Security Recommendations](#)
- [Fare Recovery Strategy](#)

Purpose and Scope

As a national trade association, CUTA has traditionally focused its advocacy on the federal government. However, our association recently became active in provincial advocacy. CUTA has teamed up with the Ontario Public Transit Association (OPTA) and CUTA members to conduct effective government outreach in Alberta, BC and Ontario, as well as a lobby day in Ontario. We remain open to opportunities in other provinces and territories (PTs) to lobby on behalf of our industry and its interests.

It is critically important that the transit industry remains a priority for all orders of government in Canada. The industry has a strong track record and a compelling story to tell when it comes to the economic, environmental and social benefits that transit provides to Canadian communities from coast to coast. With the focus on emissions reduction, housing, affordability and social equity, the transit industry finds itself in a unique position to shape policymaking across a number of core areas.

With this request for proposal (RFP), CUTA looks to identify an agency of record for government relations services at the federal and provincial levels. Preference will be shown for agencies with a pan-Canadian presence, bilingual support and access to polling in the event that CUTA decides to take on a national, provincial or regional survey.

Scope of Work to be Completed Within 2024

- Working with CUTA staff, lead the organization and logistics of CUTA’s annual lobby day in Ottawa in September.
 - Secure and schedule meetings with key elected representatives and staff
 - Secure attendees for a reception on Parliament Hill
 - Provide briefing materials to CUTA delegates in English and French
 - Ensure bilingual support is provided
 - CUTA staff will develop leave-behind materials
 - CUTA staff will organize delegations
 - The lobby day takes place the day after CUTA’s annual policy forum in Ottawa, which is organized by CUTA staff.
- Working with CUTA and OPTA staff, lead the organization and logistics of OPTA’s annual lobby day at Queen’s Park in October
 - Secure and schedule meetings with key elected representatives and staff
 - Secure attendees for a reception at Queen’s Park
 - Provide briefing materials to OPTA delegates
 - CUTA/OPTA staff will develop leave-behind materials
 - CUTA/OPTA staff will organize delegations
- Working with CUTA’s Communications team, amplify CUTA media releases and help secure media coverage for CUTA initiatives throughout the year, as needed.
- Issues tracking on Parliament Hill and Queen’s Park as they pertain to the public transit industry.
 - Including relevant federal parliamentary committees, such as TRAN and FINA
- Provide weekly virtual briefings for CUTA staff about changes and opportunities in the political landscape as they relate to Canada’s public transit industry.
- Provide access and secure meetings with key elected representatives and staff at federal and provincial levels throughout the year, as needed.
 - Maintain an up-to-date contact list of key government contacts
 - Support scheduling
 - Strategize about meetings agendas
 - Ensure bilingual support is provided
- Develop a list of federal and provincial funding programs that pertain to Canada’s transit industry as a resource to members, with updates each quarter.
- Providing strategic advice on an as needed basis.
- Propose and help organize speaking appearances in forums across Canada, as needed.

Timeline for submissions

<i>February 13, 2024</i>	Deadline to submit questions
<i>February 21, 2024 (11am-12pm EST)</i>	Conference call (MS Teams) to answer questions that were submitted. Please email Ariel Davis (davis@cutaactu.ca) to request a meeting invitation.
<i>February 23, 2024</i>	Submission deadline for RFP responses

March 6, 2024	Selection of Partner and award of mandate
March 13, 2024	In-person kick-off meeting in Ottawa or Toronto (location TBD)

The scope of work requires qualified individuals to perform the services as outlined. Only proposals from respondents with demonstrated experience and expertise will be considered.

Questions should be addressed to Jon MacMull at macmull@cutaactu.ca and Ariel Davis at davis@cutaactu.ca and received before noon EST on **February 13, 2024**.

RFP submissions must be sent by email to macmull@cutaactu.ca and received no later than 5pm EST on **February 23, 2024**.

Budget

CUTA has a monthly budget of \$7,000 CAD, excluding applicable taxes, for an agency of record to be on retainer for this mandate.

Respondents are encouraged to submit their most competitive offers in response to this RFP.

Submission information

Submissions shall include the following:

1. **General information** – Relevant information on the agency or agency consortium, including affiliations, Canadian office network, relevant awards, etc.
2. **Project team** – Biographies, qualifications and clearly identified responsibilities of each consultant on the mandate.
3. **Organization** – Outline of the organizational structure with a resource allocation table demonstrating the proposed number of hours allocated by each team member to this mandate. This section is particularly important if the respondent is an agency consortium.
4. **Relevant experience** – Examples of project experience on similar mandates of size and scope. Relevant experience should be presented by one to two case studies that are concise and include the following:
 - a. Mandate;
 - b. Strategy;
 - c. Tactics;
 - d. Results;
 - e. Creative approach; and
 - f. Key Learnings.

5. **References** – Two (2) client references for past mandates of similar size and scope. References must include company name, contact name (position), telephone number and email address.
6. **Language of response** – CUTA accepts submissions in both official languages.

Conditions

CUTA reserves the right to terminate this mandate with written notice of thirty (30) days for any reason. CUTA reserves the right to call in alternate services if the winning agency is unable to provide the services, as requested.

The proponent shall indemnify CUTA from and against all liens, damages, losses, claims, demand payments, suits, actions, recoveries and judgments of every nature and description brought against the proponent and/or CUTA by reasons of any act or omission of the said proponent, agents, or employees in the execution of, or as a result of the work or in the guarding of it. All permits and fees applicable shall be acquired and paid by the proponent.

Should any work or materials be required which are not detailed in the specifications, either directly or indirectly, but which are nevertheless necessary for the proper carrying out of the intent hereof, the proponent is to understand the same to be implied and required, and shall perform all such work as fully as if they were particularly delineated or described.

Costs associated with the preparation of the proposal are the sole responsibility of the proponent and CUTA shall neither bear nor incur liability for such costs.

Proposals received after the due date will not be accepted. Proposals are considered received upon reaching our offices (virtually – electronic copy by email). CUTA assumes no liability for difficulties experienced in transmission. Electronic submissions will receive acknowledgments via email.

At its discretion, CUTA reserves the sole right to discuss or clarify elements of all proposals in order to satisfy itself as to their intent.

Evaluation criteria

The following criteria will be used to evaluate responses to this RFP:

Evaluation criteria	Point	Weight	Sub total
Proposal for advocacy support	0 to 10	4	40
Proposal for media relations support	0 to 10	3	30
Team experience and coordination	0 to 10	3	30
Total			100