



October 26, 2024

**RE: Request for Proposal (RFP)
Intelligent Transportation Systems Society Canada (ITS Canada)
Strategic Plan 2025-2030**

Intelligent Transportation Systems Society of Canada (ITS Canada) is currently seeking to retain a consultant to update their Strategic Plan. The Plan will identify and document strategic directions and corresponding actions for the organization between 2025 and 2030.

The attached Request for Proposals provides the requirements to submit a proposal to engage the society and its members and create this important plan.

DEADLINE FOR SUBMISSION: November 15
DEADLINE FOR QUESTIONS: November 8
PROJECT TO BE AWARDED BY: December 6

Thank you for your efforts in providing a proposal.

Sincerely

A handwritten signature in black ink, appearing to read "J. van der Zee".

Janneke van der Zee
Managing Director ITS Canada



ITS Canada
REQUEST FOR PROPOSAL
STRATEGIC PLAN 2025-2030

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Introduction

ITS Canada defines Intelligent Transportation Systems (ITS) as the application of advanced and emerging technologies (computers, sensors, control, communications, and electronic devices) in transportation to save lives, time, money, energy and the environment.

ITS Canada is a professional non-profit society, with the inter-related goals of fostering ITS applications, promoting government-industry cooperation and strengthening the ITS industry. ITS Canada is recognized as the most knowledgeable source for information and advice on intelligent transportation systems in Canada. The Society positions itself to be fair and unbiased and does not lobby for or promote any specific commercial interest. ITS Canada's profile extends beyond Canada's physical borders, with prominent positions in the international ITS community.

ITS Canada is the national thought leader on advanced technologies and their application to the Canadian transport system. We actively support the use of these technologies by advocating their benefits; by showcasing and demonstrating the expertise of our members through their skills, products and services; and by providing the necessary tools, and platforms for networking, learning and collaboration.

ITS Canada wishes to update their Strategic Plan. The previous Strategic Plan was developed in 2019 for the years 2020-2025. It established a strategic direction for the Society's activities over those 5 years and has provided guidance to ITS Canada for its initiatives.

The objective of this updated strategic plan is to create a revised guiding document for ITS Canada for the years 2025-2030, to affirm or revise the descriptions of their goals, objectives, and actions of the organization, and to guide the effective implementation and resources of ITS Canada over the next 5 years.

ITS Canada has undertaken preparatory work for the next iteration of the Strategic Plan. Specifically, the following materials are available to support the updates:

- A list of actions to be recognized by the current plan
- A timeline listing deadlines for the implementation of the actions
- A SWOT (Strengths-Weaknesses-Opportunities-Threats) analysis
- The results of a questionnaire of the ITS Canada membership
- Insights into revised Vision and Mission statements for the organization

Scope of work

The anticipated scope of work is as follows

- 1) Review the previous two ITS Canada Strategic Plans (i.e., 2014-2019 and 2020-2025)
- 2) Review the materials available to support the plan (i.e., actions, timelines, SWOT analysis, member survey and other inputs)
- 3) Review the current Strategic Plans of ITS America, ITS Australia and ERTICO and incorporate the best practices/recommendation in the update ITS Canada Strategic Plan
- 4) Organize and facilitate a half-day virtual workshop to engage key members of ITS Canada, including but not limited to Board Members and Committee Chairs
- 5) Develop an outline of the plan including page layouts and descriptions of text
- 6) Provide input to ITS Canada's Vision and Mission
- 7) Assemble available content for the new plan (e.g., President's message)
- 8) Prepare a draft Strategic Plan document
- 9) Coordinate reviews and comments from the Board and Secretariat
- 10) Log and address comments
- 11) Issue draft to general membership for feedback
- 12) Finalize the plan

Proponents are encouraged to identify additional tasks that would result in greater value or a higher quality Strategic Plan.

Fee

The fee for the proposed work shall not exceed \$25,000. The proposed terms of payment shall be provided by the proponent in the proposal.

Schedule

The proponent shall provide a schedule to deliver the above scope of work, particularly to meet these three key milestones, as well as confirm that the proponent has the resources and ability to meet these milestones.

Milestone 1 – Strategic Plan Outline

This first milestone is intended to provide an outline of the plan. The proponent shall organize and host (virtually) a workshop designed to solicit input from the ITS Canada project team on the both the layout and the content of the plan. Following the workshop, the proponent shall develop materials that display an outline of the plan, including suggested titles, rough page layouts, descriptions of graphics, and descriptions of text. In this way, ITS Canada can visualize the content of the document. The Consultant shall plan for a minimum of two iterations of the entire document.

In addition to the plan outline, the Consultant shall prepare:

- A Table of Contents of the draft Strategic Plan
- A summary of key workshop findings
- A list of important considerations for the plan
- Questions or information that ITS Canada needs to address/provide

Milestone 2 – Strategic Plan Draft

Milestone 2 involves the preparation of a draft of the plan suitable for distribution and comment. Text should be complete and appropriate for comments while graphics should be completed to a point where a full understanding of the final document can be clearly envisioned. An electronic copy, suitable for distribution is required for this milestone.

Milestone 3 – Final Strategic Plan

After receiving comments from ITS Canada, the Consultant will complete the Strategic Plan document, including revisions to texts, page layouts, graphics, covers and the Table of Contents. An electronic copy of the plan is required.

Proposal Submission

The proponent shall provide the following

- 1) **Team Experience / Company Profiles** – provide the team member(s) that shall lead the work, and their relevant experience, as well as a profile of the company.
- 2) **Proposed Methodology** – provide an understanding of the organization, and the outcomes of this work as well as the proposed scope of work and methodology to achieve those outcomes.
- 3) **Proposed Budget** – provide the proposed fee and the proposed terms of payment.
- 4) **Proposed Schedule** – provide a proposed schedule and milestones

The proposal shall not exceed 10 pages (double sided for a total of 20 single-sided pages), excluding appendices, cover pages, and table of content. The visual format of the proposal will be considered in the overall evaluation and will be considered indicative of the quality of the proponent's deliverables.

The proposal shall be submitted by email to janneke@itscanada.ca before November 15, 2024, 11:00 pm, EST.

All costs and expenses incurred by a Proponent related to the preparation or the presentation of its Proposal shall be borne by the Proponent. ITS Canada is not liable to pay such costs and expenses or to reimburse or to compensate a Proponent under any circumstances. There shall be no direct payment for the preparation and submission of Proposals.

Proposal Evaluation

The proposals shall be evaluated on the following criteria

Criteria	Value
Team Experience/Company Profile	35%
Proposed Methodology	40%
Proposed Budget	15%
Proposed Schedule	10%

The project will be awarded by December 6, 2024.

Any questions must be submitted in writing to janneke@itscanada.ca by November 8, 2024 by 11:00pm EST.

Limitations

ITS Canada reserves the unqualified right to waive defects in any proposal, to choose or accept or reject any or all proposals submitted in response to this RFP for any reason whatsoever without explanation or justification, to select any firm as the party with whom it would be willing to enter into an agreement, and to make any decision in any manner as ITS Canada may choose in its sole discretion in the determination of its own interests and irrespective of the position of any interested party that in ITS Canada's determination is unreasonable, unfair, arbitrary, discriminatory or capricious.

ITS Canada may consult references familiar with the Contractor regarding prior projects, management, financial resources, reputation or otherwise. Submission of a proposal in response to this RFP shall constitute permission for ITS Canada to make such inquiries and authorization to third parties to respond thereto.

ITS Canada makes no representations, warranties or guarantees that the information contained herein is accurate, complete or timely. The furnishing of such information by ITS Canada shall not create, nor be deemed to create any obligation or liability upon it for any reason whatsoever, and each organization by expressing its interest and submitting its proposal expressly agrees that it has

not relied upon foregoing information and that it shall not hold ITS Canada liable or responsible therefore in any manner whatsoever.

Public Records Requirements

ITS Canada shall seek to hold all proposals and subsequent submissions in confidence, to the extent consistent with applicable law, until a final decision has been made or the selection processes is terminated.

Addenda

All interpretations of RFP details, supplemental instructions and responses to individual questions will be in the form of written Addenda to these proposal documents which, if issued, will be emailed to all prospective contractors.