

Request for Proposal
for
National Collision Data Roadmap

CANADIAN COUNCIL OF MOTOR TRANSPORT ADMINISTRATORS (CCMTA)

2025

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1.0 Background

The ability to conduct road safety research, programming and policy decision-making is dependent upon the availability of relevant, accurate, accessible, comprehensive, timely, and standardized data. Progress in making effective improvements in road safety is directly dependent upon our capacity to identify “high risk” road travel problems/issues and identify, develop, deliver, and evaluate countermeasures.

Canadian jurisdictions have faced persistent challenges over the years in the timely collection, validation, and sharing of traffic collision data. Current systems are fragmented, often paper-based, and lack interoperability. This results in delays, inconsistent quality, and limited capacity for data-driven road safety interventions. At the same time, some jurisdictions are moving away from the paper-based data-entry method for the collection of collision data and towards alternative electronic systems, raising questions about data integration, ownership, and governance.

Currently, jurisdictions may collect collision data through police reporting, self-reporting or insurance data. Each jurisdiction collects these data using its own protocols. To report at the national level, they submit data annually on an agreed-upon schedule to Transport Canada. Transport Canada adjusts jurisdictional data to create a nationally equivalent database (NCDB). In cases where no data are submitted, jurisdictional data are prorated. In order to harmonize the data definitions, a National Data Task Force was created to develop agreed upon basic data definitions (NCDB1 and NCDB2) and the delivery schedule, but progress was limited and gaps remain in key emerging areas such as micromobility and automated vehicles.

National level collision data is currently limited to the NCDB (most reported variables are dependent on police reporting templates and the discretion of the officer; not all jurisdictions are compliant with standardized reporting). Other dispersed sources of data include third party and private sector data sources such as insurance claims, hospitals (CHIRPP), coroners, OEMs, as well as emerging technologies such as near crash and pre-crash data (CNDS, intersection hot spot analysis, segment analysis, etc.). There is also a need to integrate with other data sources and inputs outside of collisions (e.g. exposure, driver licencing and vehicle registration data) and a desire to utilize technologies such as artificial intelligence and predictive modeling in enhancing overall data systems.

Key issues that have been identified include:

- **Accuracy, Completeness, and Consistency of Collision Data:** There are many different sources of data, different measurements and definitions, and differences in how data are collected that make measuring and understanding road safety complex. There are challenges with police reporting related to training and collection of data, lack of innovative tools such as electronic reporting, integration of self-reports, pre-crash data, and hot-spot intersection analysis. Examples of areas where there are gaps in data at a national level include: automated vehicles, pedestrian, cyclists, and new micromobility devices, off road vehicles and ATVs, rates of fatigued and distracted driving, data on environmental conditions that contribute to crashes, and others. National collision data that addresses priority issues consistent with the contributing factors to fatalities and serious injuries and key risk groups is key.
- **Timeliness and Accessibility of Collision Data:** There is a lack of timeliness and accessibility of collision data to stakeholders and the general public both at the national and jurisdictional

level that would contribute to the usefulness of this data in informing academic efforts, policy decision making, and general road safety cultural awareness. Data should be accessible to stakeholders while taking into account reasonable and manageable costs. Lags in data can differ from jurisdiction to jurisdiction but can extend to multiple years.

- **Integration, Shareability, and Linkages with other data sources:** There is an overall lack of organizational linkages and integration of collision data (police crash reports) with public health data (hospital and ambulance data, coroners), insurance data, as well as driver licencing, traffic volumes, exposure, etc.
- **National Leadership and Funding:** Canada lacks a nationally coordinated strategic approach and plan among federal, provincial, territorial, industry, and stakeholder partners to ensure timely and consistent data collection, analysis and reporting, as well as sustainable funding sources.

This project aims to establish a roadmap for the improvement of collision data in Canada, address the gaps that currently hinder comprehensive national safety efforts, and develop strategies towards forward-looking goals.

The final report will identify sources of collision data in Canada, provide insights into the barriers and opportunities to enhance and standardize data collection, as well as to better collaborate and share data at the national level. The goal is to provide provinces and territories with the tools and data they need to collaboratively enhance road safety in Canada. The final report will make recommendations that can be used by CCMTA and/or jurisdictions to support decision-making and contribute to a pan-Canadian collision data governance framework.

2.0 Project Description

2.1 Objective of Project

The primary objective of this project is to create a comprehensive report that will contribute to the improvement of collision data in Canada. The report should identify key data sources, barriers to data collection and integration, opportunities for improvement, and strategies for closing the gaps. In each category, identify best practices for national data reporting and standards from other countries and suggest ways that these practices could be adapted for use in Canada. The report will ultimately support the development of a national collision data governance framework to harmonize how collision data are collected, shared and governed across provinces and territories. In each category, identify short-, medium-, and long-term recommendations towards this goal.

The report will address the following core elements:

1. **National Data Standards:** The vendor will compile and catalog existing collision data sources in Canada, both national and regional, and develop recommendations for a common/harmonized collision data framework to ensure consistency and comparability across jurisdictions (consistent definitions, reporting formats, police report consistency, self-reporting integration, electronic reporting methods, pre-crash data, data gaps and data

modelling). This also includes the identification of new and emerging collision data sources and collection needs (propose potential methods of collecting data in areas where gaps currently exist, including non-police reported incidents, vulnerable road user, automated vehicles, micromobility data, fatigue-related incidents, distracted driving, and data related to alcohol and drugs. The vendor should recommend feasible methods for enhancing the completeness of data in these areas.)

2. **Interoperability Protocols:** The vendor will provide recommendations to support collision data integration, and data linkages to support sharing and communication. Identify the opportunities and barriers to consolidating jurisdictional data into national databases and dashboards that are publicly accessible. The vendor will need to analyze the current state of data integration efforts and propose strategies to address challenges in bringing together fragmented data sets.
 3. **Technology and Innovation:** The report will explore recommendations for innovation in both the collection and analysis of collision data, including emerging strategies that improve the timeliness and accessibility of collision data, tools that link collision data to performance metrics such as predictive modelling and machine learning to identify emerging trends in road safety, and innovative data collection techniques and sources such as telematics, cameras, geofencing, and sensors.
 4. **Data Stewardship and Governance:** The vendor will recommend approaches for a shared vision for cross-jurisdictional governance, coordination of collision data, and formal data stewardship roles to oversee data integrity and policies. This will include collaborative funding models, partnerships with academia and public health, and capacity building. The report will explore resources and training for CCMTA and provincial/territorial partners, funding models and partnerships that support the development of the cross-jurisdictional collision data governance framework.
- **Roadmap Action Plan to Address Gaps:** Develop a Roadmap Action Plan that includes:
 - A comprehensive inventory of collision data sources.
 - A clear identification of collision data uses, needs, and future requirements.
 - Best practices for data collection and management, and any gaps identified.
 - Potential activities and strategies to improve Canadian collision data collection (in terms of accuracy, consistency, timeliness, integration, accessibility, use of innovative tools, and governance) in the short, medium, and long term.
 - **Implementation:** The vendor will recommend approaches to support the implementation of a national collision data governance framework.

The final report should consist of the following sections:

1. **Executive Summary**
 - Provide an overview of the full paper including the purpose of the report.
 - Highlight the major points of investigation and describe any results, conclusions, and recommendations.
2. **Importance of Road Safety Data**
 - Discuss the role of data in policymaking, evaluation, and cost-benefit analyses to support prioritization of road safety interventions.
3. **National Road Safety Data Landscape**

- An overview of the current state of road safety data in Canada, including both strengths and gaps, with a particular focus on collision data.
- 4. **Road Safety Data Sources**
 - A comprehensive list of current and potential sources of collision data, including jurisdictional and non-jurisdictional sources, and where gaps exist.
- 5. **National Data Standards**
 - Specific suggestions for improving data collection, harmonizing definitions, and establishing reporting standards. Suggestions for the immediate improvement of data timeliness using existing datasets where possible.
- 6. **Interoperability Protocols**
 - A thorough analysis of the barriers to and opportunities for consolidating data across jurisdictions, and recommendations for overcoming those barriers.
- 7. **Technology and Innovation**
 - A thorough analysis of innovative approaches to improve both data collection and analysis, and recommendations for incorporation into Canada's existing data landscape.
- 8. **Data Stewardship and Governance**
 - An overview of current data governance models, approaches internationally, and potential recommendations for Canada including collaborative funding models, partnerships, and capacity building.
- 9. **Roadmap Action Plan**
 - A detailed roadmap that outlines the necessary actions to improve collision data in Canada in the short, medium, and long term.
- 10. **Implementation**
 - Specific suggestions to support the implementation of a future national collision data governance framework, and how this could apply to other types of road safety data.

2.2 Proposal Requirements

- a) The proposal must follow the structure described in Appendix A.
- b) The proposal must include a project management plan that identifies the project manager and all staff members who will work on all key tasks associated with this assignment. The project management plan must:
 - identify who will lead the project, indicating their previous experience in such projects.
 - provide details on the bidder's capacity to undertake the work and qualifications in the areas of road safety and data governance. Examples of previous studies in the area will be helpful. Where a consortium is proposed, we need to understand clearly which firm is taking the overall lead, the legal relationship among the firms, and the role of each firm.
- c) The proposal must include a detailed description of the research methodology including advantages and disadvantages and rationale for methods proposed.

- d) The proposal must include a work plan for the deliverables, with a timeline indicating how long each task will take to complete as well as the overall length of the project.
 - The timeline must accommodate meetings with CCMTA throughout the project to develop questionnaire, discuss progress as well as any potential issues or challenges.
- e) The proposal must include a risk management plan including identification of potential challenges and proposed mitigation, quality control methods, and privacy and security protocols.
 - The bidder must maintain their ability to execute this plan throughout the project.
- f) The proposal must include a detailed pricing breakdown for the project (including per diem rates).
- g) The proposal must contain a declaration of any and all real or apparent conflicts of interest or potential perceived conflicts of interest. Such declaration will be evaluated in context with further information requested as needed and may or may not disqualify a proposal depending upon the circumstances.

2.3 Deliverables

The following tasks for this project will be carried out by the contractor. Due dates are provided for all the tasks to give the bidders an idea of the timeframe within which CCMTA would like to see the tasks completed. However, bidders can offer alternative deadlines provided the final deliverables are provided on time.

Deliverable	Description	Due Date
Operational Plan	This operational plan will provide a detailed time frame for the completion of each task and the schedule of deliverables. This plan will be submitted to the CCMTA for review, feedback and approval before any work is undertaken.	2 weeks after contract signed
Draft Final Report	The contractor will submit a draft final report for review and approval by CCMTA before finalizing the report. Final report must include the following sections: <ol style="list-style-type: none"> 1. Executive summary 2. Importance of Road Safety Data 3. National Road Safety Data Landscape 4. Road Safety Data Sources 5. National Data Standards 6. Interoperability Protocols 7. Technology and Innovation 8. Data Stewardships and Governance 9. Roadmap Action Plan 10. Implementation 	December 2025 (exact date TBD)
Final Report	The contractor will incorporate any comments on the draft report and submit a final report electronically in Word and PDF format. All raw data, reports, supporting resources and documentation must be submitted to CCMTA when this project is completed.	Withing a month of comments being received.

3.0 Evaluation Criteria and Selection Method

3.1 Evaluation Criteria

Proposals will be evaluated according to the criteria contained in the Evaluation Criteria below:

- demonstrated understanding of scope, objectives, and end product requirements;
- clear and detailed understanding of the specific challenges and complexities inherent in the project, as evidenced by an in-depth analysis of potential obstacles, risks, and mitigations, and a well-considered approach to addressing them in the proposal;
- overall quality of proposal (clarity, conciseness, and completeness);
- feasibility of approach, timelines, methodology, and costs proposed;
- risk management plan contains adequate recognition of direct and indirect problems and solutions proposed; quality control methods and privacy and security protocols are adequate;
- proposed management of the project and the qualifications and relevant experience of the Project Manager, including position within the organization, etc.;
- key personnel capability - relevant experience, competence proven by similar work; bilingual capacity (for potential interactions/consultations and translation of materials);
- bidder's organization, including subcontractors (if applicable), relevant experience and competence as proven by similar survey work, and resource capability.

Criteria for the technical, work plan, project and risk management proposals are weighted equally. Bidders must achieve an overall rating of 80% or higher to be considered for the cost proposal.

3.2 Selection of Successful Proposal

Bidders will be notified of the success or failure of their submissions.

The expected schedule of events is as follows:

RFP issue date	June 18 th , 2025
Proposal submission date	July 9 th , 2025
Notification of successful consultant	2 weeks
Final report due	January 2026

CCMTA reserves the right to:

- Modify these dates if required;
- Cancel this RFP process at any stage;
- Select a shortlist of proposals;
- Cancel this RFP process at any stage and issue a new RFP for the same or similar deliverables;
- Accept any proposal in whole or in part;
- Reject any or all proposals or;
- Not award this RFP.

As part of the RFP process, the consultant will not disclose or make available any confidential information of CCMTA to any person or entity without the prior written consent of CCMTA. Consultant agrees to handle the proprietary and Confidential Information of CCMTA with the same degree of diligence and care normally used to protect its own proprietary and confidential information.

4.0 Submission Requirements

Interested parties are invited to submit an electronic version of your complete proposal in English Adobe PDF format to:

Anna Herman
Program Manager, CCMTA
E-mail: aherman@ccmta.ca

Proposals are due by 14:30 hours EDT on July 9th, at the email address above. Proposals will only be accepted in English as it is the working language for this initiative.

Additional questions may be posed to Anna Herman by July 2nd, at the following contact points:
E-mail: aherman@ccmta.ca

Appendix A: Structure of Proposal

Proposal Sections	Description of Proposal Section
Technical Proposal	The proposal must include a detailed description of the methodology, including advantages and disadvantages and rationale for methods proposed.
Work Plan Proposal	<p>The proposal must include a work plan for the deliverables, with a timeline indicating how long each task will take to complete as well as the overall length of the project.</p> <p>Timeline must accommodate meetings with CCMTA throughout the project to discuss progress as well as any issues or challenges.</p>
Project Management Proposal	<p>The proposal must include a project management plan that identifies the project manager and all staff members who will work on all key tasks associated with this assignment.</p> <p>The project management plan must:</p> <ul style="list-style-type: none"> • identify who will lead the project, indicating their previous experience in such projects. • provide details on the bidder's capacity to undertake the work and qualifications, in both English and French. Examples of previous studies in the area will be helpful. Where a consortium is proposed, we need to understand clearly which firm is taking the overall lead, the legal relationship among the firms, and the role of each firm.
Risk Management Proposal	<p>The proposal must include a risk management plan including identification of potential challenges and proposed mitigation, quality control methods, and privacy and security protocols.</p> <p>The bidder must maintain their ability to execute this plan throughout the project.</p>
Cost Proposal	The proposal must include a detailed pricing breakdown for the project (including per diem rates).