



Town of North Rustico
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Request for Proposal

Active Transportation Plan

RFP Reference Number: RFP-2026-01

Issuing Authority: Town of North Rustico, Prince Edward Island

Date of Issue: Monday, July 20, 2026

Closing Date: Friday, August 28, 2026 at 12:00 PM (AST)

1.0 Project Overview

The Town of North Rustico is a vibrant coastal community on the north shore of Prince Edward Island. The Town has identified an immediate need to develop a comprehensive **Active Transportation Plan**. This plan will identify all existing municipal assets, establish feasible ways to enhance, connect, and expand these assets, and provide a clear roadmap before the Town undertakes major infrastructure investments.

The Town is experiencing changing demographic and regional needs, highlighting population wellness and active travel options as critical long-term requirements. This planning process is funded in part through a grant from the Prince Edward Island Active Transportation Fund, under the Non-Infrastructure stream.

2.0 Objective

The successful Consultant will develop an Active Transportation Plan that determines a clear direction for the community's future active travel policies, networks, and infrastructure needs. A primary objective is to design a plan that seamlessly **dovetails with the Town's new Official Plan**, which is currently undergoing revisions in accordance with the Municipal Government Act (MGA).

The final plan will focus on increasing physical activity levels, reducing local vehicular dependence, lowering greenhouse gas (GHG) emissions, and addressing critical pedestrian and cyclist safety vulnerabilities within the municipality.

3.0 Scope of Work

The Consultant will be expected to deliver a thorough, data-driven planning process including, but not limited to, the following tasks:

- **Review of Existing Conditions:** Inventory and evaluate the Town's current active transportation assets and deficiencies.
- **Targeted Spatial Assessments:** Conduct specific conceptual safety and routing evaluations for:
 - Connecting the **Seawalk Promenade**, the **Eliyahu Wellness Centre**, and local **wooded trails**.
 - Developing a dedicated, safe bicycle lane corridor along **Route 6** connecting the town to the **Gulf Shore School**.
 - Extending the **Seawalk Promenade** further into the **North Rustico Harbour area**.

to resolve precarious safety issues for residents and tourists walking to waterfront businesses.

- **Autumn Site Visits:** Execute mandatory physical site visits (walking/cycling audits) during the autumn season to evaluate trail conditions, safety hazards, and topography prior to winter accumulation.
- **Mapping:** Produce detailed initial GIS/draft maps identifying network gaps, missing links, and proposed regional routes.
- **Stakeholder Consultation:** Conduct a minimum of two layout/review meetings with municipal staff and Town Council.
- **Public Engagement:** Plan and facilitate at least one public engagement meeting to gather community feedback, identify localized issues, and review draft plan suggestions. This should engage residents, business owners, and regional organizations like *North Shore Climate Action for Resilience*.
- **Final Report & Implementation Strategy:** Develop design guidelines, cost estimates for proposed infrastructure, prioritized route timelines, and policy suggestions to be integrated into municipal bylaws.

4.0 Deliverables

The Consultant must provide the following deliverables within the stipulated project schedule:

1. **Public Presentation Material:** Digital assets and materials used during public engagement sessions.
2. **Draft Active Transportation Plan:** An initial draft plan provided digitally for staff and council review.
3. **Final Active Transportation Plan:** Two (2) high-quality bound print copies of the final approved plan.
4. **Digital Formats:** One (1) un-editable PDF version and one (1) fully editable Microsoft Word master document containing all finalized text, tables, and high -resolution map graphics.

5.0 Procurement & Project Timelines

The Town intends to adhere to the following schedule for selection and execution. Adherence to deadlines is mandatory.

Milestone Event	Date
Request for Proposals (RFP) Issued	July 20, 2026

Deadline for Proposal Submissions	August 28, 2026 (12:00 PM AST)
Review and Selection by Town Council	September 14, 2026
Contract Award and Consultant Notification	September 16, 2026
Mandatory Autumn Site Assessments	October 1–23, 2026
Draft Plan & Public Engagement Meeting	November 20, 2026
Final Delivery of All Project Deliverables	January 29, 2027

6.0 Proposal Submission Requirements

Proponents must submit their proposals via email in PDF or MS Word format to smoase@northrustico.com or in a sealed envelope marked **"Request for Proposal - Active Transportation Plan"** to the municipal office.

Submissions must be organized in the following order to receive full evaluation points:

1. **Corporate/Consultant Profile:** Business name, contact person, mailing address, email, and telephone number.
2. **Project Team Experience:** Concise descriptions of roles, qualifications, and past active transportation planning experience for all personnel assigned to the project.
3. **Project Understanding & Approach:** A written narrative demonstrating full comprehension of North Rustico's unique coastal context, safety challenges, and MGA planning alignment.
4. **Proposed Workplan and Methodology:** A detailed step-by-step methodology outlining how the scope tasks (including the pre-winter autumn site visits) will be effectively achieved within the timeline.
5. **References:** Names and current contact data for up to three (3) clients for whom similar municipal planning projects have been successfully delivered within the past 5 years.
6. **Legislative & Insurance Compliance:** A signed declaration confirming that the consultant meets all insurance requirements and complies with relevant provincial legislation, including the PEI *Occupational Health and Safety Act* and the *Workers*

Compensation Act.

7. **Fee Summary:** A detailed, itemized cost breakdown for all professional fees, materials, and travel costs. All pricing must include the Harmonized Sales Tax (HST) where applicable. Proponents must include a fixed **\$200 cost allowance** within their total bid to cover public venue rental (\$50) and local newspaper advertising (\$150).

7.0 Proposal Evaluation Criteria

Proposals will be reviewed by municipal administration and evaluated out of a maximum score of 100 points based on the following framework:

Evaluation Component	Weight	Scoring Basis
1. Adherence to RFP Instructions	/5 Pts	Timeliness, completeness, & quality
2. Company & Consultant Experience	/15 Pts	Proven track record in AT planning & references
3. Project Understanding	/20 Pts	Clear grasp of local goals, assets & MGA alignment
4. Requirements & Workplan	/40 Pts	Comprehensive, logical timeline with autumn site visits
5. Fee Summary	/15 Pts	Value for money & transparent cost breakdowns
Total Combined Score	/100 Pts	

8.0 Terms and Conditions

- **Irrevocability:** Submitted proposals remain irrevocable and open for municipal acceptance for up to sixty (60) days following the closing date.
- **Preparation Costs:** All costs incurred during proposal preparation, delivery, or presentation are the sole responsibility of the proponent.
- **Property of the Town:** All proposals received become the property of the Town of North Rustico. All data collected, reports generated, and mapping assets completed

during the contract will remain the exclusive property of the Town.

- **Procurement Integrity:** Subcontracting or third -party agreements executed by the consultant must be consistent with value -for-money principles and conform transparently with the Atlantic Procurement Agreement and the Canada Free Trade Agreement.
- **Reservation of Rights:** The Town reserves the right to reject any or all proposals, or to accept any proposal deemed to provide the highest value and benefit to the municipality.

9.0 Inquiries

All formal inquiries regarding the structural requirements or technical specifications of this Request for Proposals must be submitted in writing via email to:

Stephanie Moase, CAO Town of North Rustico

106 Riverside Drive, P.O. Box 38

North Rustico, PE, C0A 1X0

Email: smoase@northrustico.com

Phone: 902-963-3211