Transportation Association of Canada
Association des transports du Canada

Request for Proposals

Traffic Calming Technical Training Content

Issue Date: November 19th, 2026

Submission Deadline: 13:00 ET, December 17th, 2026

A. OVERVIEW

The Transportation Association of Canada (TAC) is seeking technical training content and accompanying scripts for an online, on-demand training course for transportation practitioners on **Traffic calming principles and applications**. The course would be based on the TAC *Canadian Guide to Traffic Calming* (2018), in addition to other relevant guidelines including the TAC *Design and Operation of Lower-Speed Collector and Arterial Roads* (2025) and current municipal traffic calming guidelines such as the City of Ottawa's *Traffic Calming Guidelines* (2019).

The course will address the identification and assessment of speed-related issues and the establishment of appropriate traffic calming objectives. It will cover conventional and emerging traffic calming measures, including temporary, interim and quick-build approaches, and examine their effectiveness and applicability across different roadway contexts. The course will highlight the advantages, disadvantages, practical design and implementation considerations, and potential trade-offs associated with different measures.

Particular attention will be given to the implications of traffic calming for multimodal transportation, accessibility, transit operations, emergency response, and adjacent road networks. Case studies will be used to demonstrate the application of traffic calming principles and measures in practice.

The course is intended to equip transportation practitioners with the knowledge and practical understanding needed to determine when, where, why and how to select, combine, implement and evaluate appropriate traffic calming measures in a variety of Canadian road contexts.

Following this assignment, the completed technical training content and script will be used by TAC staff, potentially with the assistance of an external instructional design firm, to create a series of interactive online training modules that will be delivered to learners via TAC's learning management system.

B. COURSE LEARNING OBJECTIVES

After completing the course, it is anticipated that participants will:

- Understand the role and objectives of traffic calming within a broader speed management framework
- Identify and assess speed-related problems using relevant data and contextual information

- Describe and compare conventional and emerging traffic calming measures, including their applications, effectiveness, advantages, limitations, design, and maintenance considerations
- Explore temporary, interim and quick-build traffic calming measures
- Select appropriate traffic calming measures, while considering accessibility, vulnerable road users, transit operations, emergency response and impacts on adjacent road networks
- Understand self-enforcing street design principles to support appropriate operating speeds through roadway design
- Identify approaches for monitoring and evaluating traffic calming measures to assess their effectiveness and inform potential adjustments or future applications

C. DELIVERABLES

The primary deliverable will be on-screen technical content and script for an online on-demand training course on **traffic calming**. The technical content and script deliverables will include:

- Module on-screen content, including module-level learning objectives, summary of key topics, estimated learning time, suggested visuals, interactive activities, and case studies and worked examples. The course content shall provide about **five hours** of instruction.
- Narrative text (i.e. detailed speaking notes in Microsoft Word) associated with each instructional module. The deliverables shall clearly distinguish between on-screen content and accompanying narration.
- Any recommended interactive elements to reinforce key concepts and support practical application. These may include knowledge checks, scenario-based decision-making exercises, annotated visuals, click-to-explore diagrams, hotspot activities, etc. (e.g. scenarios where participants are selecting the most appropriate traffic calming measure for the scenario based on instructional content).
- About 5 true-false/multiple-choice quiz questions and answers for each module.
- While a different approach may be proposed, a potential module outline is provided below:
    - Introduction to Traffic Calming within the Context of Speed Management
    - Identification and Assessment of Speed Related problems
    - Applicability, Effectiveness and Implementation of Traffic Calming Measures
    - Self-Enforcing Road Design and Corridor Treatments
    - Case Studies and Practical Applications, with a focus on the Canadian context
    - Visual elements for inclusion (e.g. charts, figures and/or photographs, noting obtained permissions) aligned with relevant text, that will be either reproduced or re-created/improved by the interactive design portion.

Deliverables must be submitted in English.

D. SCHEDULE

The consultant should propose a project schedule that enables high-quality deliverables by May 2027, which incorporates a mid-point and full draft review by an invited volunteer advisory committee of about five participants (coordinated by TAC staff) of the draft scripts.

Milestones shall include:

- Project kickoff meeting with TAC staff
- Development of a detailed course outline for review by TAC staff and volunteer advisory committee
- Submission of an interim draft technical course content and script (including narrative text, visual elements and quiz questions) to be reviewed by TAC staff and volunteer advisory committee
- Submission of a final technical course content and script to be reviewed by TAC staff and volunteer advisory committee

Online meetings with the volunteer advisory committee may be required to confirm best approaches for any revisions after the review periods, along with short duration online status meetings with TAC staff. The consultant will respond to all comments, questions and suggestions in collaboration with TAC staff.

E. BUDGET

This project's maximum budget is **$25,000**; including all fees and expenses but excludes applicable taxes. This amount is based on similar training work conducted for TAC, and cost will be a factor in considerations. Note the lead consultant must be a TAC member organization, and that no more than 20% of the final budget may be assigned to subconsultants that are not TAC member organizations. All work conducted in the 12 months leading up to March 31 of each year must be invoiced by that date.

F. PROPOSAL REQUIREMENTS & EVALUATION

Your proposal is due by 13:00 pm ET on December 17, 2026 and should identify:

- Your proposed approach to course content development, schedule and cost for this assignment, reflecting our expected key deliverables. Could content development approach should include a high-level module structure, including module-level learning objectives, key topics, content sequencing, estimated learning time, and recommended instructional approaches.
- Qualifications, expertise and CVs of your proposed project manager and each member of your project team. The lead consultant must be a TAC member organization.
- Identify a total cost with fees broken down by task and team member.

Proposals should be no longer than **ten pages**, excluding CVs. Proposals shall be evaluated based on the criteria listed in Table 1.

Table 1: Proposal Evaluation Criteria

Evaluation Criteria	Weight
Understanding: Understanding of scope, objectives and desired deliverables	20
Methodology: Methodology for project delivery, and level of detail of each included task	35
Workplan: Adequacy of work plan and resources to ensure quality within required timeframes	15
Budget: Total cost associated with conducting the effort	10
Team: Demonstrated qualifications, experience and competence of consultant lead and team members in areas relevant to this project	20 (10 for team lead + 10 for team members)
TOTAL	***100***

H. PROJECT ADMINISTRATION

A contract for consulting services must be established with the consultant before work can begin. Additionally, TAC expects any sensitive data used in this project to be handled securely to ensure confidentiality in their transmission, storage, and handling, including proposals received.

All training materials and deliverables developed by the selected consultant will become the property of TAC.

TAC maintains an online collaborative platform to enable documentation sharing for this project. The working language for this project is English.

For more information, contact:

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