

REQUEST FOR PROPOSALS (RFP)

Kootenay Rockies Regional Transportation Study Update (2026–2036)

Issued By: Kootenay Rockies Tourism Association (KRTA)

RFP Number: KRTA-RTS-2026-01

Proposal Submission Email: chris@kootenayrockies.com

Contract Duration: To be completed before March 31st, 2027

RFP Due Date: June 30th, 2026

1. INTRODUCTION

The Kootenay Rockies Tourism Association (KRTA), in partnership with Destination BC, invites qualified consulting teams to submit proposals to undertake a Regional Transportation Study and Targeted Experience Assessment, that explores the connection between transportation connectivity and experience development opportunities across the region to help overcome challenges outlined in the [Birthplace of Adventure \(BoA\) Destination Development Strategy](#). The Kootenay Rockies region is Biosphere Certified and has strong commitments to sustainability and climate action.

Phase 1 – Regional Transportation Framework

The primary objective of this phase is to develop a coordinated, year-round, financially sustainable, and environmentally responsible regional transportation framework for the Kootenay Rockies region that will guide implementation from 2027–2037.

This phase will review the Regional Transportation Analysis conducted in 2022 and assess existing transportation services, forecast demand, and identify opportunities to improve connectivity between gateway airports, destination communities, and tourism activity hubs across the Powder Highway corridor.

Phase 2 – Tourism Experience Assessment

Phase 2 will be undertaken in parallel and will leverage findings from Phase 1 to better understand how transportation connectivity can support and enable visitors to access tourism experiences across the region.

This phase will focus on identifying existing guided and bookable tourism experiences, including outdoor recreation, cultural experiences, and structured tourism products.

The assessment will:

- Develop an inventory of guided and structured tourism experiences across the region

- Identify experience clusters and mobility corridors connected to key destination communities
- Identify gaps and opportunities where improved transportation connectivity could enable new or expanded experiences
- Highlight opportunities that could be advanced through experience development programming
- Identify one to three areas with the strongest opportunity in the KRT region where transportation and guided experiences can be connected and implemented

Findings from this phase will help ensure the transportation framework supports the development of high-value, low-impact tourism experiences aligned with the region's sustainability and destination stewardship objectives.

2. BACKGROUND

In 2022, KRTA commissioned a Regional Transportation Analysis that identified service fragmentation and recommended phased improvements to connectivity along the Powder Highway including between destination communities and key gateway airports including Calgary, Kelowna, Cranbrook, and Spokane.

3. PROJECT OBJECTIVES

Phase 1 Objectives:

- Evaluate performance of transportation services since 2022, including a current inventory of transportation providers and routes serviced
- Develop 10-year demand forecasts
- Design an integrated regional transportation network framework that reflects and integrates regional sustainability and low-carbon transition strategies
- Identify the strongest area(s) of opportunity in the region where transportation and guided experiences can be implemented
- Provide a recommended phased implementation strategy

Phase 2 Objectives:

- Provide an inventory of guided and bookable tourism experiences in the region
- Identify experience gaps and development opportunities linked to transportation access for one to three specific areas in the KRT region, as identified in Phase 1.

4. STUDY AREA

The area of study includes communities across the Kootenay Rockies region, including Golden, Revelstoke, Fernie, Kimberley, Cranbrook, Creston, Nelson, Rossland, Castlegar, Slocan Valley, New Denver, Nakusp, and Columbia Valley communities, among others.

5. SCOPE OF WORK

Transportation Framework (Phase 1)

- Review previous transportation studies and performance since 2022
- Review the Birthplace of Adventure (BOA) Destination Development Strategy
- Assess existing transportation services and identify gaps
- Forecast regional transportation demand
- Develop a transportation framework that considers:
 - Network design options and service models
 - Governance and delivery structures
 - Financial models and funding scenarios
 - Inter-community mobility and gateway airport connectivity and
 - that reflects and integrates regional sustainability and low-carbon transition strategies
 - Provide a detailed, phased implementation roadmap

Tourism Experience Assessment (Phase 2)

The consultant will conduct an experience assessment aligned with findings from the transportation analysis.

- Compile a regional inventory of available guided and structured tourism experiences
- Identify experience clusters or corridors where transportation plays a key role
- Conduct targeted interviews with tourism operators and destination organizations
- Identify gaps, barriers, and opportunities related to transportation access
- Provide recommendations on how transportation improvements could support experience development and destination stewardship priorities

The assessment may focus on priority tourism corridors within the Kootenay Rockies region and along the Powder Highway to allow for deeper analysis and more actionable outcomes.

6. DELIVERABLES

- A regional transportation framework for the Kootenay Rockies region that will guide the development of community transportation connectivity from 2027–2037
- A detailed Implementation plan that considers stewardship & low-carbon strategies
- An inventory of guided tourism experiences and assessment summary which will identify one to three areas in the KRT region where transportation and guided experiences can be connected and implemented.
- Final consolidated report that summarizes findings and provides context for recommendations
- Executive summary

7. PROJECT SCHEDULE

Estimated project duration: 6–8 months from contract award. Please include a proposed project timeline in your submission.

8. PROPOSAL REQUIREMENTS

- Cover Letter
- Proposed Methodology
- Detailed Workplan and timeline
- Project Team and Roles
- Relevant Experience (3–5 projects)
- Detailed Budget by Phase
- Itemized Quote & Cost Per Hour
- References (minimum three)

9. EVALUATION CRITERIA

- Proposal's alignment to project goal and objectives – 15%
- Methodology and Innovation – 25%
- Relevant Experience – 20%
- Team Qualifications – 15%
- Budget and Value – 15%
- Sustainability Integration – 10%

10. SUBMISSION INSTRUCTIONS

Proposals must be submitted electronically in PDF format to chris@kootenayrockies.com with the subject line: 'RFP Submission – KRTA Regional Transportation Study'.

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