

Request for Proposals | August 2024

## Ontario Vehicle Innovation Network (OVIN) – Annual Comprehensive Sector Report & Quarterly Specialized Reports FY2024~25



*Deadline for submission of proposals: August 30, 2024*

### 1. Organization Description

The Ontario Centre of Innovation (OCI), established in 1987, is a leading not-for-profit organization that works with industry, academia and government. OCI focuses on ensuring that the people of Ontario reap the personal and economic benefits of leading-edge research underway at our publicly funded universities, colleges and research hospitals - research that can be transformed into technologies and services that enhance quality of life and help build a globally competitive, job-creating economy in Ontario.

OCI leads the Ontario Vehicle Innovation Network (OVIN) initiative on behalf of the Government of Ontario. Supported by the Ontario Ministry of Economic Development, Job Creation and Trade (MEDJCT), the Ontario Ministry of Transportation (MTO) and the Ontario Ministry of Labour, Immigration, Training and Skill Development (MLITSD), OVIN's mandate is to accelerate the development of the next generation of electric, connected, and autonomous vehicle and mobility technologies and lead the sector through significant change.

OVIN builds upon Ontario's position as a world-leading automotive manufacturing and supply jurisdiction in addition to the large cluster of information and communication technology companies operating in the province. Ontario's high-quality post-secondary institutions, first class talent, innovative small and medium sized enterprises and infrastructure to support entrepreneurship ensures that the province is uniquely positioned to capture the economic opportunity of the advanced automotive and smart mobility technology space and lead the global mobility transformation.

Through resources such as research and development (R&D) funding, talent development, technology acceleration, business and technical supports, and demonstration grounds, OVIN provides a competitive advantage to Ontario-based automotive and mobility companies – allowing Ontario to reinforce its position as a North American leader in transformative automotive technologies, as well as transportation and infrastructure systems.

### 2. Objectives

To reinforce its position as a global thought leader in the sector, OVIN is seeking to produce a series of informative and impactful reports that contribute to public understanding and awareness of Ontario's automotive technology and smart mobility landscape. Interested and qualified consultants and service providers are invited to submit proposals to produce five public facing reports for the 2024/2025 fiscal year, comprising of **one Annual Comprehensive Sector Report, and four Quarterly Specialized Reports.**

The objective of the Annual Comprehensive Sector Report is to conduct a thorough analysis of the Ontario automotive and mobility sector, with a focus on showcasing its growth and advancement, particularly driven by OVIN's leadership and contributions to the ecosystem and through a specific lens given by OVIN. The analysis should highlight Ontario's value proposition and competitive advantages which have led to success and demonstrate ongoing progress by featuring case studies and success stories of local companies and organizations that have achieved significant growth and/or milestones. These success stories could revolve around significant investments from automakers, economic development outcomes, or the reinforcement and advancement of the automobility cluster and capabilities. It should identify current strengths, and future opportunities that require strategic attention to maintain Ontario's leadership in the global clean and sustainable automotive and mobility landscape. The report should also consider the evolving and expanding nature of ecosystem players, technologies, and their impact on various aspects of the economy, including but not limited to measures such as economic development, foreign direct investment, cross-sector opportunities, jobs created, etc. Lastly, it should include a jurisdictional scan and highlight global best practices that Ontario can strive to emulate.

The Quarterly Specialized Reports will each provide an in-depth analysis on a specific topic mutually agreed upon by OVIN and the Consultant prior to drafting each report. The Consultant will conduct research and analysis on the chosen topic and will gather insights from subject matter experts through designed interviews, when needed, presenting specialized information in a digestible format that enhances education and awareness among the general public. These reports will explore trending and current topics of interest in the automotive, electric vehicle, and smart mobility sector. The reports will also communicate highlights from Ontario's ecosystem and key opportunities across the sector to OVIN's stakeholders, as well as OVIN's success stories in that area.

These five public facing reports will serve as integral components of the OVIN initiative, playing a crucial role in driving thought leadership, advancing the sector, and informing the public about automotive technologies, electric vehicle smart mobility activities, and opportunities in Ontario. Moreover, they will demonstrate the potential environmental, social, and economic benefits of relevant investments and efforts in the sector.

### 3. Key Components and Requirements

#### **One Annual Comprehensive Sector Report:**

The Annual Comprehensive Sector Report assessment should include the following:

- A thorough analysis of the automotive technology, electric vehicle, connected autonomous vehicle and smart mobility ecosystem in Ontario, including a description of the state of the sector and related technologies and trends, and a summary of the latest in research and key results and outcomes from OVIN's programs and activities. The report should include storytelling on past, present, and future opportunities. This should include, but should not be limited to, the following:
  - case studies (e.g., companies that have scaled, companies that have emerged, partnerships etc.)
  - spotlight on technology adoption/pilots/deployments (e.g., activities and initiatives by municipalities and other stakeholders)
  - technology spillover (i.e., highlighting impacts across other sectors such as goods movement, agriculture, mining, cyber security, aerial mobility, etc.)
  - Significant investments in the province across the auto and mobility supply chain
  - a specific lens given by OVIN

- Highlighting factors that position the Ontario ecosystem to be a global leader in automotive technology, electric vehicle and smart mobility technologies, taking into consideration the various elements of the ecosystem including:
  - Policies and regulations
  - Research, development and commercialization activities
  - Robust ecosystem, including SMEs, international enterprises, Research organizations and Post-Secondary Institutions (PSI)
  - Supporting physical and digital infrastructure
  - Piloting and testing
  - Consumer acceptance and adoption
  - Equity, diversity and inclusion (EDI)
  - Talent, skills and workforce development implications.
- Interviews with subject matter experts regarding different sub-sectors and/or lens of the report, and highlight their insights, if needed
- A comprehensive market forecast, detailing key trends, growth projections, and relevant data sources

This assessment should also reflect on:

- Developments, findings, and lessons learned from other jurisdictions in the national and global landscape.
- Interactions with relevant sectors including manufacturing, critical minerals, information technology, cyber security, aerial mobility, and other related sectors.
- Interactions between key players of the ecosystem including multinational enterprises (MNEs), small and medium-sized enterprises (SMEs), academic institutions, policy makers, jurisdictions, financial institutions, global players, and other pertinent organizations.
- Identify key opportunities to increase equity, diversity and inclusion (EDI) across Ontario's sector.

#### **Four Quarterly Specialized Reports:**

Each of the Quarterly Specialized Reports will cover a specific automotive and mobility sector topic, to be agreed upon between OVIN and the Consultant prior to the drafting of each report. Each of the four reports should include the following:

- An in-depth analysis of the specific topic that has been selected for each report, including an overview of the ecosystem in Ontario and an analysis of current and emerging trends, opportunities and challenges associated with the topic.
- Key highlights and case studies from across Ontario to demonstrate the province's strengths and expertise on the topic.
- Conclusions, including opportunities to enhance Ontario's position as a global leader in the topic of focus.
- In addition, each report should include, but should not be limited to, the following components:
  - High-level overview of topic, including an analysis on why it is important for Ontario and/or the sector
  - Factors driving growth and/or change
  - Key players and market dynamics, and highlighting Ontario's unique position
  - Implications for skills, talent, and workforce development and the future of work
  - Opportunities to improve equity, diversity and inclusion (EDI) across the sector

- Spotlight on best practises/case studies as relevant, as well as OVIN's success stories in that area.
- Interviews with subject matter experts regarding the focus of each report and highlight their insights, when needed
- Forecast of the specific market sector and expected key trend

It is anticipated that the methodology employed for **all five reports** will include a collection of qualitative and quantitative research and data collection from primary and secondary sources, consultation with industry experts, and a strategic analysis of growth opportunities. The proposed research process and the quality of the associated analysis techniques will play an important role in the evaluation process. It is also required that the successful proponent will:

- I. Confirm the analysis objectives in consultation with the OVIN project team.
- II. Obtain confirmation from the OVIN project team regarding the topic for each Quarterly Specialized Report.
- III. Conduct a discovery process to review existing subject-related documents within the ecosystem.
- IV. Conduct a thorough review of the previously issued reports to avoid duplication and build upon the existing insights.
- V. Compile a dataset comprising the collected data for analysis purposes, accompanied by a description of the methods used for data collection and validation.
- VI. Design and implement suitable methods for data cleansing, processing, and analysis.
- VII. Prepare draft and final reports that address the aforementioned requirements, including a visually appealing executive summary of the findings.

As part of the project management activities, the Consultant will prepare for and lead a kick-off meeting with OVIN, develop a workplan with detailed timelines for all project deliverables and deliver a status and/or weekly update meeting for the OVIN team.

## 4. Summary of Deliverables

The deliverables for this scope are summarized below:

- I. Project kick-off meeting
- II. Quarterly Specialized Report # 1: draft report & final report & executive summary
- III. Quarterly Specialized Report # 2: draft report & final report & executive summary
- IV. Quarterly Specialized Report # 3: draft report & final report & executive summary
- V. Quarterly Specialized Report # 4: draft report & final report & executive summary
- VI. OVIN Annual Comprehensive Sector Report: draft report & final report & executive summary

The Consultant must also account for the following requirements for all deliverables:

- All report graphics, designs, and templates should be discussed and agreed with OVIN prior to the submission of the draft deliverable.
- An equity, diversity and inclusion (EDI) lens must be used in the crafting of content and the design across all deliverables.
- All final deliverables must be provided in an editable format (i.e. Word, PowerPoint and/or Excel), as well as an AODA compliant PDF format.
- OVIN and OCI branding must be included across all final reports. No other branding or logos may be

included, unless agreed upon by the OVIN project team in advance.

## 5. Summary of Deliverables and Timeline

The following timeline must be considered when developing the project workplan as part of the Consultant's response to this RFP. The Consultant(s) must further identify the overall approach to the project, work details, and schedule to complete all the required project tasks detailed in Section 3. It should be noted that the selected Consultant will work with the internal project team to finalize the work plan and confirm the timeline. However, client may modify the date or order of the publishing for the deliverables and will inform consultant accordingly.

<b>Deadline for submission of proposals</b>	August 30, 2024
<b>Decision by OCI</b>	September 20, 2024
<b>Project kick-off</b>	September 24, 2024
<b>Quarterly Specialized Report # 1 (First Draft)</b>	October 18, 2024
<b>Quarterly Specialized Report # 1 (AODA)</b>	December 11, 2024
<b>Quarterly Specialized Report # 2 (First Draft)</b>	January 6, 2025
<b>Quarterly Specialized Report # 2 (AODA)</b>	March 14, 2025
<b>Quarterly Specialized Report # 3 (First Draft)</b>	April 7, 2025
<b>Quarterly Specialized Report # 3 (AODA)</b>	June 13, 2025
<b>Annual Comprehensive Sector Report (First Draft)</b>	May 22, 2025
<b>Annual Comprehensive Sector Report (AODA)</b>	August 8, 2025
<b>Quarterly Specialized Report # 4 (First Draft)</b>	July 7, 2025
<b>Quarterly Specialized Report # 4 (AODA)</b>	September 12, 2025
<b>Project closing</b>	September 2025

## 6. Bidding Requirements

- a. **Financial.** Daily/hourly rate as well as total cost for the project including any estimated expenses is to be provided.
- b. **Proposal.** Descriptions of the approach and methodology. Detailed timelines and deliverables are to be provided. 30-minute interviews including a presentation on approach and methodology and Q&A may be scheduled with short-listed candidates.
- c. **Collaborative Bids.** Consultants are welcome to submit collaborative bids in partnership with other vendors.

- d. **Service Level.** Delivery of milestones on time and of a quality acceptable to OCI.
- e. **Expertise.** CV and brief overview of proposed project role and responsibility for each team member along with their relevant experience and qualifications is to be provided.
- f. **Team Management.** Ensuring appropriate team size, taking into account the overlaps between tasks and reports and the need to develop multiple reports simultaneously.
- g. **Terms and Conditions.**
  - o Any information provided by OCI either in this RFP or in subsequent verbal or written communications shall be considered confidential and for express use in the preparation of this proposal.
  - o All proposals submitted become the property of OCI and are to be received and held in confidence.
  - o All data collected and all resulting reports and publications prepared by the successful bidder will be the exclusive property of OCI.
  - o This RFP does not create an employment relationship. Individuals performing services required by the contract are not employees of OCI.
  - o Any changes to scope of services and associated costs following execution of contract must be submitted in writing and are subject to approval by OCI.
  - o The successful bidder will be paid upon submission of proper invoices to OCI at the prices stipulated on the contract, after completion of all project deliverables.
  - o Invoices will contain the contract number and reference number.
- h. **Conflict of Interest.** Arms-Length relationship or disclosure of potential conflict of interest is required.
- i. **References.** A minimum of 3 references with details of work completed are to be provided.
- j. **Evaluation Criteria.** Proposals will be evaluated on the basis of:

**Skills and Expertise (30%)**

- o Understanding of the project objectives and context.
- o Qualifications and expertise.
- o Relevant experience and references in research, data analysis, future forecasting, and survey design/analysis, preferably in automotive, technology, electric vehicle, smart mobility sectors and/or the future of work.

**Methodology (40%)**

- o Proposed approach and methodology to the project.
- o How well does the proposal address RFP requirements.
- o Management and organization of the assignment.
- o Commitment to assignment timelines, deadlines, and overall terms and conditions.

**Cost (30%)**

- o Justification of cost
- o Breakdown of costs by activity

- k. **Submission Format.** Proposals are to be submitted in free form electronically in Word and PDF format. Please have proposals named as “Company Name Submission\_OVIN\_Reports\_RFP\_DD- MM-YYYY”. The receipt will be confirmed via e-mail.
- l. **Contact.** Send proposals submissions and any questions and additional information requests to Homeira Afshar at [hafshar@oc-innovation.ca](mailto:hafshar@oc-innovation.ca). Please note that any responses may be shared with all potential bidders.
- m. **Bidding Process and Schedule.** The application deadline is August 30, 2024. Short-listed candidates may be invited for an interview and references may be contacted at this time. Final selection is expected to be done by

September 20, 2024. We reserve the right not to award the contract to any of those submitting proposals, and we may seek further responses.