



REQUEST FOR PROPOSAL (RFP)

Federal Government Relations Advocacy Support

Issued by: Electric Mobility Canada (EMC)

Submission Deadline: August 22, 2025, at 5:00 p.m. ET

Questions Deadline: August 18, 2025

Contact: info@emc-mec.ca

1. INTRODUCTION

Electric Mobility Canada (EMC) is seeking proposals from experienced and qualified government relations firms or individuals to support its federal government engagement activities over a one-year period with possibility to renew. The successful proponent will assist in outreach to federal decision-makers and stakeholders to provide strategic communications and advocacy support.

Proponents must have bilingual capabilities (English and French). Those with a physical presence or professional partnerships in Ottawa, Ontario and Manitoba will have preference.

2. OBJECTIVE

To secure strategic government relations services that will support EMC's advocacy efforts at the federal and provincial level, and provide targeted communications and engagement strategies that amplify EMC's policy objectives especially with government and Parliament Hill decision-makers.

3. SCOPE OF WORK / KEY ACTIVITIES

At the direction of EMC staff, the selected proponent will:

- Monitor and report on relevant introduced legislation, bills, regulations, budgets, amendments, committee and hearing developments
- Offer strategic advice on issues management, campaign design, engagement strategies, and policy priorities.
- Assist in scheduling and securing meetings with relevant government officials from both the Executive Branch and Parliament (including civil servants and Ministerial offices).
- Provide expert advice and support in preparation for these meetings, with insight into key federal policy and regulatory files.
- Develop, review and provide feedback on government relations and media materials such as policy briefs, fact sheets, and talking points.
- Offer ongoing strategic advice, intelligence, and analysis to EMC board, staff and its Government Relations Working Group to guide and strengthen advocacy efforts.
- Submit quarterly briefing documents summarizing relevant developments within the Government of Canada and the Province of Ontario.
- Develop and implement targeted campaigns with guidance on supportive materials and collaterals..
- Hold regularly scheduled calls to discuss emerging issues; intelligence sharing; campaign progress; legislative developments and emerging opportunities for engagement with decision makers.
- As needed, represent EMC before parliamentary and legislative committees.
- Complete lobbyist registration and reporting federally and in Ontario and Manitoba as needed



4. ELIGIBILITY AND EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria:

- Demonstrated experience in federal and provincial government relations, with a preference for familiarity with clean transportation and sustainable mobility sectors;
- Strong presence or partnerships in Ontario and Manitoba and at the federal level an asset;
- Strategic insight and demonstrated ability to deliver measurable advocacy results;
- Not currently engaged with clients with competing policy agendas (e.g. no one who actively lobbies on opposing EVs or ZEV mandates)
- Value proposition, considering both the proposed cost structure and the quality/scope of services delivered
- Bilingual capacity (English and French) essential

5. TIMELINE

- **Deadline for Questions:** August 18, 2025
- **Submission Deadline:** August 22, 2025 at 5:00 p.m. ET
- **Notification of Selected Proponents for interviews:** September 2025
- **Contract Start Date:** October 2025

6. SUBMISSION INSTRUCTIONS

Please submit the following documents in a single PDF file to info@emc-mec.ca by **August 22, 2025 at 5:00 p.m. ET**:

- Cover letter
- Proposal outlining your firm's experience, strategic approach, and key personnel
- Proposed fee structure (including any retainer or hourly fees)
- At least two client references

7. CONTACT INFORMATION

All questions regarding this RFP must be submitted in writing to info@emc-mec.ca by **August 18, 2025**.
