

Request for Proposals

National Public Opinion Survey on Road Safety Issues in Canada
(2022)

Canadian Council of Motor Transport Administrators

November 17, 2021

Interested bidders must access
www.merx.ca to obtain submission
details

1.0 Background

The Canadian Council of Motor Transport Administrators (CCMTA) coordinates matters dealing with the administration, regulation and control of motor vehicle transportation and highway safety. Founded more than 75 years ago, it provides a necessary mechanism for provinces, territories, and the federal government to work together to address road safety issues in Canada.

CCMTA's last road safety public opinion poll (Appendix B) was conducted in 2014 and was developed by the Road Safety Research Committee (RSRP Committee). The committee consists of representatives from provinces, territories, and the federal government. The 2014 public opinion poll was based on the problem areas identified in Road Safety Strategy 2015 such as drug and alcohol impaired driving, speed and aggressive driving, distracted driving, and driving while fatigued. In 2016, we launched Road Safety Strategy 2025, reframing with a vision towards zero fatalities and a safe systems approach.

For 2022, the goal of CCMTA's public opinion research will be to build upon the areas explored in the 2014 survey to help identify current road safety issues and trends, as well as to probe into areas and issues that are new and emerging.