

REQUEST FOR PROPOSAL

PROPOSAL:	Pilot Summer Shuttle Bus Operator
ISSUE DATE:	Wednesday, January 14, 2026
FROM:	Travel Drumheller Representative: Lana Phillips, Destination Development Manager
CLOSING DATE/TIME:	Tuesday, February 10, 2026 at 14:00 MST
SUBMISSION:	Submission ONLY accepted by EMAIL Subject line: Pilot Summer Shuttle Bus Operator E-mail to destinationdevelopment@traveldrumheller.com
Proponent to complete the section below	
PROPONENT:	
SIGNATURE:	
CONTACT NAME and TITLE:	
CONTACT EMAIL:	
CONTACT PHONE:	
PROPONENT ADDRESS:	

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REQUEST FOR PROPOSALS

I. Request for Proposal

The following table represents Travel Drumheller's anticipated schedule for this Request for Proposal. This schedule is subject to change at Travel Drumheller's discretion:

Activity	Date	Time (MDT)
Issuance of RFP	Wednesday January 14, 2026	10:00 hrs
Question Deadline	Monday February 2, 2026	12:00 hrs
Response to Questions Posted (or earlier if available)	Thursday February 5, 2026	12:00 hrs
RFP Closing Date / Submission Deadline	Tuesday February 10, 2026	14:00 hrs
Interviews	Monday February 23, 2026	09:00 to 17:00 hrs
Notification of Results (or earlier if available)	Friday February 27, 2026	10:00 hrs

II. Questions or Inquiries

Questions or inquiries regarding this Request for Proposal will be considered if received not later than the date and time provided in the Request for Proposal ("Question Deadline"). Questions may be submitted via email and must be directed to the contact person listed below, with the email subject line: RFP Pilot Shuttle Bus – Questions.

Lana Phillips, Destination Development Manager
destinationdevelopment@traveldrumheller.com
Phone: (403) 436-0136

This RFP, any RFP addendum, including question responses, and editable summary tables will be **posted on the Travel Drumheller website:**

<https://traveldrumheller.com/about/>. The information on the Travel Drumheller website is considered the official location for this RFP. Other tools will be used to promote the RFP to a broad network of potential Proponents.

Travel Drumheller, its agents and employees shall not be held responsible for any information given by way of verbal/oral communication.

III. Closing Date

Proposals must be received via email no later than the date and time provided in the Request for Proposal Schedule ("RFP Closing Date").

Any submissions received after this date and time will be considered disqualified.

Proposals must be submitted via email and received in the destinationdevelopment@traveldrumheller.com email inbox by the date and time stated in the Proposal Schedule and have the email subject line: [Company Name] - RFP Pilot Shuttle Bus Response.

INVITATION

IV. Project Overview

Travel Drumheller invites qualified Proponents to submit a non-binding proposal **to operate the 2026 pilot summer shuttle bus service** (the "pilot") within Drumheller. The pilot will target visitors, with local use of the service welcomed. **The goal of the pilot is to provide a consistent, quality service that promotes economic development through tourism and supports future adoption of transportation options in the community.**



The pilot is one component of the Valley Connect project which is intended to provide information to explore future transportation options within the Valley. The other component is the completion of a Transit Feasibility Study. Both components are moving forward concurrently, thus communications and community engagement will be coordinated.

Travel Drumheller is a not-for-profit organization, providing destination marketing/management for the Drumheller area. They are leading the implementation of the Destination Development Plan (DDP) – the regional tourism plan. Valley Connect is one of the actions identified in the DDP. Additional information on the local context is provided in Appendix A.

V. Scope of Work Overview

The successful Proponent would be responsible for a full turnkey operation providing the vehicle(s), qualified drivers/operators, data collection and general operational knowledge to move people throughout the valley. Travel Drumheller would be responsible for routes, scheduling and marketing.

The exact details of the route and schedule are in development (see Section VII – Route, Schedule and Fare Pricing for a route sample). The pilot will minimally operate:

- As a seasonal service, focused on July/August (10 weeks)
- Along a single fixed-stop route within the Town of Drumheller boundary. Each run is estimated to be around 60 – 75 km and 1.5 - 2 hours each.
- Operate from mid-morning (9:30/10:00) to the evening (17:30/18:00) resulting in 7-9 hours of in-service hours.
- Planned to run Friday and Saturday

Based on the above, **the pilot would start on Friday, June 26 and the last day would be Saturday, August 29, 2026.** A Valley familiarization tour with the Proponent would be scheduled for April 2026.

The full scope of the pilot will be contingent on the total funds raised. The RFP represents the minimum operations and pending funding, the scope of the pilot may be expanded (eg. weekly days of operation or start/end date of the pilot). The

RFP is intentionally structured to provide flexibility to the Proponent.

VI. Scope of Work Details

The successful Proponent will deliver a full turnkey operation for the pilot as outlined in more detail in the following sections. Other aspects may be negotiated at the time of awarding the contract.

Vehicle Fleet

The fleet put forward by the Proponent for use with the pilot must meet the following:

- 1) Be maintained in a safe and reliable working order and operated safely' in accordance with safety requirements and laws of the Province of Alberta governing the operation of a motor vehicle
- 2) Subject to regular vehicle inspections based on the safety requirements of the Province of Alberta and the Vehicle Inspection Regulation.
- 3) Undergo regular scheduled cleaning that includes daily or as-needed basic cleaning (ie. sweep/mop/vacuum, trash removal, disinfect high-touch areas, exterior wash) along with more intense cleaning on a weekly/monthly/quarterly basis.
- 4) Offer a passenger capacity of 10 to 25 passengers.
- 5) Be clearly and consistently identifiable to passengers as the pilot vehicle(s). The Proponent may include company branding on their vehicle, provided there is opportunity for pilot signage visible from the outside.
- 6) Provide locations for in-vehicle posting of pilot signage and information (ie. Route, schedule, fares, etc).

All overhead costs related to the vehicles (ie. maintenance, inspections, hardware, equipment, etc) is the responsibility of the Proponent.

Additional amenities (ie. Bike racks, storage space, wheelchair accessible) are value-adds that should be identified with the Proponent's submission. Appendix B provides the format for driver, fleet and operational details.

Operators and Service Management

The drivers/operators used by the Proponent for use with the pilot should meet the following:

- 1) Are fully trained and qualified operators (e.g. applicable driver's license)
- 2) Are bondable and capable of meeting security clearance requirements, criminal record check and vulnerable sector checks, including providing proof of documentation to Travel Drumheller as required
- 3) Are fully trained in a safety program, that includes a process for collision investigation
- 4) Are fit for duty in conformance with an approved Drug and Alcohol Policy
- 5) Are well versed in the securement of mobility aids, transportation of, and

- assistance to people with disabilities (If applicable to the Proponent's fleet)
- 6) Have a neat and professional appearance, who are readily identifiable as the Proponents personnel.
 - 7) Have awareness of and be capable of communicating to passengers the basic service details including, the route, schedule and fares.

Other relevant driver/operator qualifications, such as First Aid, should be noted in the Proponents' submission.

The Proponent will also be responsible for:

- 1) Supervisory staff responsible for the hiring and training of operators, personnel scheduling and all ongoing day-to-day contact with the operators
- 2) Having a process for managing public feedback, concerns, and complaints, that includes a customer accessible phone number during service hours.
- 3) Reporting all issues relating to day-to-day service activities to Travel Drumheller, which includes but is not limited to:
 - a) Service delays and other disruptions
 - b) Accidents/Incidents
 - c) Emergency or security issues
 - d) Acts of violence
 - e) Passenger information issues and
 - f) Bus stop issues.

Issues deemed to be critical or of an emergency nature shall be communicated immediately to enable timely resolution and communications to the public. Minor issues can be included in a weekly report. A summary report of issues should be provided at the end of the pilot.

- 4) Enabling promotions, marketing and communications to support ridership during the pilot

Data Collection/Service Reporting

The Proponent will provide data and reporting to Travel Drumheller on the pilot should meet the following:

- 1) Collect and submit data on forms developed by Travel Drumheller within agreed submission deadlines. Proponents will have an opportunity to provide feedback on the forms.
- 2) Submit a mid-pilot and end of pilot summary report of the pilot service.

Data to be collected includes:

- Ridership data
- Trip delays
- Driver/operator observations/suggestions
- Customer feedback

No fares are planned for the pilot. However, should donations be collected they will need to be tracked and provided to Travel Drumheller. Monetary tips will not be permitted as part of the pilot.

Pricing and Billing

The Proponent will provide pricing for the pilot as a full turnkey cost of service, using the format outline in Appendix C. The pricing should meet the following parameters:

- 1) Rates include the total cost of operation (eg. driver, vehicle, maintenance and storage - all overhead and indirect costs are included)
- 2) GST excluded
- 3) Prices in Canadian Dollars
- 4) Fuel costs for vehicle operation are **NOT** included. Fuel costs will be covered by Travel Drumheller through direct billing or fleet card. The Proponent shall be excluded for the listed rate.

At this time, **the funds available to the Proponent for the operation of the pilot is a budget of \$23,000.** Travel Drumheller encourages submissions to meet this budget, while identifying opportunities to adjust the total price or service level should there be a mismatch.

VII. Travel Drumheller Contributions

Travel Drumheller will support the pilot as outlined in more detail in the following sections. Other aspects that may be negotiated at the time of awarding the contract.

Route, Schedule and Fare Pricing

Travel Drumheller will be responsible for establishing the route, schedule and fares for the pilot.

The exact details of the route and schedule are in development, with the minimum operation provided in the Scope Overview section above. Below is a sample route for general information and subject to change. The route and stop locations will be vetted with the local municipal government and relevant stakeholders. Stops are anticipated to be located on both public and private property.

The pilot is planned to operate for free, with no fares.

SAMPLE ROUTE *subject the change, providing for information only	Distance(in km)	Stop Arrival			
		Run 1	Run 2	Run 3	Run 4
Hotel Stop (south of Highway 56)		10:00 AM	12:00 PM	2:00 PM	4:00 PM
<i>Pause - assume 2 min/stop</i>					
Downtown	0.9	10:05 AM	12:05 PM	2:05 PM	4:05 PM
<i>Pause</i>					
North Drumheller	1.6	10:18 AM	12:18 PM	2:18 PM	4:18 PM
<i>Pause</i>					
Royal Tyrrell Museum	5.7	10:26 AM	12:26 PM	2:26 PM	4:26 PM
<i>Pause</i>					
Downtown	7.0	10:42 AM	12:42 PM	2:42 PM	4:42 PM
<i>Pause</i>					
Atlas Coal Mine Historic Site	23.3	11:03 AM	1:03 PM	3:03 PM	5:03 PM
<i>Pause</i>					
Hoodoos	8.0	11:12 AM	1:12 PM	3:12 PM	5:12 PM
<i>Pause - 15 min layover for visitors to see attraction</i>					
Hotel Stop (return to start)	15.3	11:41 AM	1:41 PM	3:41 PM	5:41 PM
<i>Pause</i>					
TOTAL/RUN	61.8				
TOTAL/DAY	247.2				

Promotions, Marketing and Communications

Travel Drumheller will be responsible for overseeing the promotions, marketing and communications to support use of the service by visitors and locals. This is anticipated to include a range of tactics (e.g. Website, social media, print media) and tools (eg. route map and schedule) to quickly gain ridership over the short time frame.

Travel Drumheller will provide information and may work with the Proponent to support driver(s)/operator(s) in communicating and building awareness of the service and information sharing within the vehicles.

Valley Familiarization Tour

The successful Proponent will have the opportunity to meet with Travel Drumheller in

April 2026 to run-through the route and participate in a Valley familiarization tour. The proponent will bring the vehicle and driver(s), and Travel Drumheller will provide \$400 honorarium for this training.

The purpose of this tour would be to enable the Proponent to:

- Provide any fine-tuning to the pilot and
- Provide the driver(s)/operator(s) with responses to the most commonly asked questions of riders about the valley and shuttle service.

As a visitor-focused service, this additional knowledge about the community will play a significant role in customer satisfaction.

Data Collection/Service Reporting

Travel Drumheller will be responsible for:

- 1) Providing forms and submission deadlines to the Proponent for data collection (e.g. Ridership data, trip delays, operator observations/comments, etc.)
- 2) Sharing information with the public in forms and timelines determined by Travel Drumheller.

Travel Drumheller has ownership of the information collected and shared through the pilot. As the pilot is a learning experience, the collection and sharing of data is integral.

Pricing and Billing

The Proponent will digitally invoice Travel Drumheller at the end of each month during the pilot based on the completed in-service hours. Payment will be provided by e-transfer or cheque to the Proponent within 30 days of receipt. At no time shall the contract fee be exceeded.

PROPOSAL SUBMISSION REQUIREMENTS

VIII. Mandatory Requirements

Proposals must comply with the following requirements to be considered by Travel Drumheller. A statement confirming compliance with the mandatory requirements should be included in the Organizational Profile. The successful Proponent must be able to provide proof of the following:

- 1) General Liability Insurance in an amount not less than Five Million Dollars (\$5,000,000) per occurrence for personal injury and/or property damage. The Proponent must be able to list Travel Drumheller as an additional insured.
- 2) Verification of Workers' Compensation Board account status.
- 3) Operation in accordance with safety requirements and laws of the Province of Alberta.

IX. Proposal Format Requirements

Proposals **shall not exceed 20 pages**. Proposals' content should be organized in the following format to ensure proper evaluation:

Section Title	Page Maximum	Contents
Cover Page	1 page	Complete and return the first page of the RFP.
Table of Contents	2 pages	Headings should be as stated in this table.
Organization Profile	2 pages	<p>Include your total personnel, number of transit operators, jurisdiction(s) of operation, date of incorporation and a summary of all applicable safety and quality assurance programs.</p> <p>Include a statement confirming compliance with the mandatory requirements and availability of documentation/proof should you be the successful Proponent.</p>
Core Team Profile	3 pages	Include an organizational chart showing responsibilities and reporting structures, and bios of the key representatives who will be responsible for overseeing and delivering the pilot.
Service Delivery Experience	2 pages	Identify at least two (2) relevant contracts undertaken within the last three (3) years that are relevant to the scope of this project. Examples should highlight Core Team member involvement and details including the duration and location of the project, client or project owner, purpose of the service, annual hours of transit service provided, fleet type, and any relevant lessons learned
Proponent Summary	6 pages	Using the table provided as Appendix B, provide information on your fleet, operators and operations.
Proponent Pricing	1 page	<p>Using the table provided as Appendix C, provide information on your pricing.</p> <p>The Proponent is encouraged to provide pricing or operation changes for consideration should the pilot minimum and budget be mismatched.</p>
Additional Content	To the maximum total page limit	Optional - Additional information which the Proponent considers relevant to ensure a full and proper evaluation that hasn't been shared elsewhere in the submission.

X. Proposal Evaluation

Proposals will be evaluated as follows:

- 1) *Mandatory Requirement Screening* – Proposals must meet the Mandatory Requirements outlined in the Proposal Submission Requirements Section. It will be at Travel Drumheller's sole discretion to determine if a Proposal shall be disqualified due to insufficient or incomplete information.
- 2) *Evaluation and Weighting* – Proposals meeting the Mandatory Requirements will be evaluated in accordance with the following requirements and weighting:

Item	Evaluation Requirements	Weight
1	Proponent Experience	35
2	Proponent Summary	30
3	Proponent Pricing	15
4	Additional Information / Value Add	5
5	Interview	15
	TOTAL If no interviews are held the interview weighting will be removed, for a total weight of 85	100

- 3) *Evaluation of Requirements* - The Proponent's responses to the requirements will be evaluated using a rating scale of 0 to 5 as outlined below. The determined rate score will then be multiplied by the predetermined weight as specified in the chart above. Each weighted score will be added to arrive at a total score for the requirements. In the event of a tie score, the requirements score will be used as a tiebreaker. Travel Drumheller will assign scores at the sole discretion of the Evaluation Committee assigned to the project.

Rating		Explanation
5	Excellent	Exceeds minimum requirements, and adds value in a very beneficial and desirable way
4	Above Average	Meets and exceeds minimum requirements, in some beneficial way
3	Average	Meets minimum requirements
2	Below Average	Meets most minimum requirements, but lacks in some areas are not critical
1	Poor	Fails to meet minimum requirement and lacks in some areas that are critical
0	Non-Responsive	Does not meet or fails to address the minimum requirement in any satisfactory way

- a) *Proposal Experience* – This requirement will consider the information provided in the Organization Profile, Core Team Profile and Service Delivery Experience sections. In combination, these sections should showcase how and why the Proponent is qualified and capable of operating the pilot.
- b) *Proponent Summary* – This requirement will consider the information

shared in the Proponent summary, focused on the fleet and operators. This information should showcase that the fleet and operators meet the needs of the pilot and identify anything critical for Travel Drumheller to ensure success with the pilot.

- c) *Proponent Pricing* – This requirement will consider the information shared in Proponent pricing. For the purposes of this requirement, a score of 3 indicates that the pilot minimum can be completed within +/- \$1,000 of the budget. When considering if/how a proposal exceeds requirements, the Evaluation Committee will consider clarity in the alternatives provided, impacts on service and impacts on budget. Travel Drumheller wants Proponents to show adaptability and creativity to ensure the pilot can operate in 2026.
- d) *Additional Information / Value Add* – This requirement will consider the Additional Content, along with additional information or value-added items included throughout the proposal. This information should highlight opportunities that improve the success of the pilot and coordination with Travel Drumheller.
- e) *Interview* – The interview will be evaluated based on the responses to questions asked by the Evaluation Committee.

XI. Interview

The evaluation procedure may include a short list based on the stated evaluation criteria. The short-listed Proponents may be asked to participate in an interview to provide additional technical information or clarification prior to the final selection.

Interviews (if necessary) will be online or at the Travel Drumheller office on **Monday February 23, 2026** between 09:00 and 17:00 MST. Proponents should ensure their availability during this timeframe. The interviews will be scheduled through Lana Phillips, destinationdevelopment@traveldrumheller.com, (403) 436-0316.

XII. Award

The Proponent that submits the proposal with the highest total score assigned by the Evaluation Committee will be offered the opportunity to enter into a contract with Travel Drumheller.

- 1) *Proposal Response*– The successful Proponent will be notified by the Notification of Results date (Friday, February 27, 2026) and will have to confirm acceptance by 16:00 Tuesday, March 3, 2026. The contract, based on the RFP and submitted proposal, will be prepared and signed by the end of March.
 - a) All unsuccessful Proponents will be notified within three (3) business days after acceptance from the successful Proponent (i.e. Consultant). Travel Drumheller will notify by email the unsuccessful Proponents, and at their discretion, provide the name of the

successful Proponent and insights into the unsuccessful Proponents' proposal. Detailed feedback and scoring will not be provided.

- b) Evaluation scores and rankings are confidential and apart from identifying the top-ranked Proponent. No details of the Proposal score or ranking of any Proponent will be released to any other Proponent.
- c) Should the top-ranked Proponent not accept or a contract not be signed, the next-best-ranked will be approached with the opportunity. This process will continue until a contract is signed, if there are no more eligible Proponents, Travel Drumheller cancels the RFP process.

INSTRUCTIONS/GENERAL CONDITIONS

1) Definitions

- a) "Mandatory" means an essential requirement.
- b) "Travel Drumheller" is synonymous for the purposes of this RFP. They mean a duly authorized representative on behalf of Travel Drumheller.
- c) "Consultant" means the successful Proponent that enters into an agreement with Travel Drumheller.
- d) "Proponent" means the person or firm responding to this RFP.
- e) "Proposal" means the submission received from a Proponent in response to this RFP.
- f) "Request for Proposal" or "RFP" means this entire document, and any addenda thereto issued before the RFP closing time.
- g) "The Work" refers to the activities related to the scope of this RFP.

2) Originals and Copies – Proposals can be submitted by email in accordance with the details on the covering page of the RFP.

3) Oral Representations – Proponents shall not rely upon any oral information provided by Travel Drumheller or its representatives.

4) RFP Clarifications/Addenda – Proponents shall carefully examine the Request for Proposal Documents and report any errors, omissions, discrepancies or clauses requiring clarification. When necessary, Travel Drumheller shall respond to questions and clarifications by way of Addenda to report any changes to the Request for Proposal Documents. Any Addenda issued prior to the closing date will form part of the Request for Proposal Documents.

5) Rejection of Proposals – Travel Drumheller shall not be obligated to accept Proposals that are unsigned, incomplete, conditional, illegal, or contain irregularities of any kind or if the Proponent fails to meet all the requirements stated in this Request. Travel Drumheller also reserves the right to disqualify any Proponents submission whose credentials or performance has been deemed unsatisfactory in the past.

- 6) **Travel Drumheller's Discretion** – Travel Drumheller reserves the right to accept, or reject any Proposal, and not necessarily the lowest cost Proposal.
- 7) **Budget Funding** – If the Proposal pricing submitted in the best evaluated Proposal exceeds the amount Travel Drumheller has budgeted or estimated, Travel Drumheller may either reject all proposals, award the contract to the Proponent who submitted the next best evaluated Proposal with proposal pricing that is within Travel Drumheller's budget, or attempt to negotiate a lower price with the Proponent who submitted the best evaluated Proposal or amend the requested service levels to bring proposals within Travel Drumheller's budget.
- 8) **RFP Cancellation** – Travel Drumheller reserves the right to cancel this Request for Proposal for any reason without any liability to any Proponent or to wave irregularities at their own discretion. No payment will be made by Travel Drumheller for costs incurred in the preparation or submission of this document.
- 9) **Proponent Expenses and Limitation of Damages** – Proponents are solely responsible for their own expenses in preparing a submission and for subsequent negotiations with Travel Drumheller.

Any Proponent, or other party by responding to this RFP will be solely responsible for any expense, damage, loss or liability incurred by it, including loss of opportunity and loss of profits or potential profits, in connection with its consideration of and response to the RFP.

By submitting a Proposal, the Proponent absolutely waives any right, or cause of action against Travel Drumheller, its officers, employees, or agents by reason of Travel Drumheller's failure to accept the Proposal submitted by the Proponent, whether such right or cause of action arises in contract, negligence, bad faith or otherwise.

- 10) **Conflict of Interest** – The Proponent shall have no pecuniary interest in the business of any third party that would cause, or seem to cause, a conflict of interest in carrying out any consulting services for Travel Drumheller. Should such an interest be acquired during the Proposal process, the Proponent shall immediately declare it to Travel Drumheller. Travel Drumheller will, immediately upon notification, take action as it deems appropriate. This may include rejection of the submitted Proposal.
- 11) **Proposal Confidentiality** – All documents submitted to Travel Drumheller will be subject to the protection and disclosure of the Alberta *Freedom of Information and Protection of Privacy Act (FOIP ACT)*.
- 12) **Communication** – Proponents/Consultant are required to ensure that no communication is made by the Proponent/Consultant or its representatives, including a third-party representative employed or retained by it, to promote or oppose any proposal, make any public announcement, or communicate with any news media in any way unless such communication has first been approved by and appropriate Travel Drumheller contact. Failure to comply with this communications clause may affect the current contract, as well as future

contracts.

APPENDIX A – LOCAL CONTEXT

The Organization – Travel Drumheller

Travel Drumheller is the Destination Marketing and Management Organization for the Drumheller region. They are a not-for-profit organization managed by the Executive Director who reports to a voluntary Board of Directors. Currently the organization includes three full-time, one part-time and four contract staff. Travel Drumheller is funded by a voluntary Destination Marketing Fund collected by accommodation providers in Drumheller, grants from Travel Alberta, partnership dues and other project-based grant funding from the Provincial and Federal government.

[Travel Drumheller](#) has seen significant growth and success since 2020 when the full-time Executive Director was put in place. This evolution has seen Travel Drumheller progress into a more destination management and stewardship role and has a much higher profile in the community. Reflecting this shift locally and changes within the tourism industry, a new strategic plan was developed in 2025 (pending approval).

A significant project undertaken by Travel Drumheller in 2022/23 was the creation of the Destination Development Plan (DDP/Destination Drumheller). This regional (see inset graphic) tourism plan provides a vision to be an iconic year-round destination grounded in community. Continuing to lead, Travel Drumheller has contracted a Destination Development Manager to implement actions of the DDP. This impactful, strategically driven work continues with the focus for 2025/26, Valley Connect.



Graphic: The regional plan area in the Destination Development Plan

The Community – Drumheller

Drumheller is a rural Alberta town of 8,400 people located about 110km north-east of Calgary. Drumheller is in a long and skinny valley (~50 km x 2km) along the Red Deer River, providing a spread-out population in one of Alberta's largest towns in land area (~111 sq.km). The Town of Drumheller is the consolidation of a few historically distinct communities. Centralized around the intersection of major highways are the downtown, community recreation amenities, the hospital, government administration and more. Tourism is essential to Drumheller's economy and is a priority area of growth for

Alberta's tourism economy.

Tourism

Drumheller is recognized as the “*Dinosaur Capital of the World*”. The region is rich in geological and paleontological history. The breathtaking landscapes are unique in Canada. The Drumheller region is a developing tourism cluster with major attractions, activities, events and visitor experiences. Although the region attracts about a million visitors each year, visitation is primarily in the summer and remains focused on a few major attractions, including the Royal Tyrrell Museum. There is huge potential to build on these strengths and create a year-round global tourism destination.

The most recent Business Survey (2025) shows that tourism supports 1 in 4 jobs and \$116 million in sales in Drumheller.

Travel Alberta has identified Canada's Badlands (including Drumheller) as a Breakthrough Destination, representing a region to become an export ready destination attracting higher value visitors, in particular international visitors with higher spending power to the area.

Current Transportation

The current public transportation options in Drumheller are extremely limited and fail to provide inclusive and broad opportunities to move people. Those without a driver's license and/or access to a personal vehicle are limited to seasonally available active transportation (walk, bike) or taxi. There is often a single taxicab serving the community.

The only existing transit service in Drumheller is known as the Valley Bus whose purpose is to provide low cost, accessible transportation for senior citizens and persons requiring assistance (mentally and physically challenged). The Valley Bus provided 8,964 rides in 2023.

There are no transit or accessible transportation options connecting Drumheller to other communities with the closure of Greyhound. There are private charter services/tours into Drumheller for visitors, however, there are no regularly scheduled, affordable options for community members or visitors to get to/from other communities. Establishing in-town transportation is essential to longer term opportunities for transportation (private/public) connections within the region and to Calgary.

APPENDIX B – PROPONENT SUMMARY TABLE

Fleet Summary

Company name:		
FLEET	Unit A	Unit B
New or used vehicle		
Vehicle make and model Include the model year		
Vehicle colour Photos to be provided below		
Seating Capacity (regular seats)		
Engine hours and odometer		
Current location		
Timeline for procurement/mobilization		
Fuel Type		
Approximate Fuel Consumption (litres/100 km)		
Warranty Duration		
External signage opportunities		
Internal signage opportunities		
Number of vehicles required for the pilot		
VALUE ADD - FLEET AMENITIES		
Wheelchair – capacity and location(s)		
Bicycle rack/bicycle accommodation – capacity and location		
Additional storage – capacity and location		
Accessibility features		

Additional FLEET information for Travel Drumheller to consider:

Fleet Photos

Unit A - Photos	
Outside - Front	Outside - Passenger Side
Inside – from the front looking into vehicle	Inside – open door, into the entrance

Unit B - Photos	
Outside - Front	Outside - Passenger Side
Inside – from the front looking into vehicle	Inside – open door, into the entrance

Driver and Operations Summary

Company name:	
Driver(s)	
Do you currently have driver(s) available for the pilot?	
Number of driver(s) required for the pilot	
Outline how your drivers meet the 7 requirements listed under 'Operators and Service Management' Mandatory safety requirements – proof of compliance may be required by the successful Proponent	
VALUE ADD	
Do your driver(s) have First Aid?	
Operations	
Describe your proposed process for managing public feedback	
Describe your problem resolution process, including the responsibilities and actions of the driver and operation. Situations to address in your response include: 1. Highly agitated rider 2. Bus accident or breakdown 3. Driver replacement required during in-service hours	

Additional DRIVER or OPERATION information for Travel Drumheller to consider:

Proponent Summary can be a maximum of 6 pages – you can delete this note in your submission. Additional pages may be provided as Additional Content, with the total maximum page count of 20.

APPENDIX C – PROPONENT PRICING SUMMARY TABLE

Pricing is provided in Canadian dollars and excludes GST. Pilot minimum based on 8 in-service hours, for 2/days per week (Friday/Saturday) for 10 weeks, for a total of 160 in-service hours. \$23,000 has been allocated for this minimum.

Company Name:	
PILOT MINIMUM	
In-service Hourly Rate	
Total Pilot Cost	

Travel Drumheller encourages submissions to meet the stated budget, while identifying opportunities to adjust the total price or service level should there be a mismatch. Use the table below to provide alternatives (if needed). Within the 'Proposed Changes' clearly state what you propose to change: service hours/day, days/week, weeks of operation, fleet used, overall budget to meet minimum operations, etc. You can provide up to 3 alternatives, from your most to least preferred.

ALTERNATIVE A	
In-service Hourly Rate	
Proposed Changes	
Total Pilot Cost – Alternative A	
ALTERNATIVE B	
In-service Hourly Rate	
Proposed Changes	
Total Pilot Cost – Alternative B	
ALTERNATIVE C	
In-service Hourly Rate	
Proposed Changes	
Total Pilot Cost – Alternative B	

Proponent Pricing can be a maximum of 1 page– you can delete this note in your submission