# OPTA Transit Agency Member Government Relations Engagment

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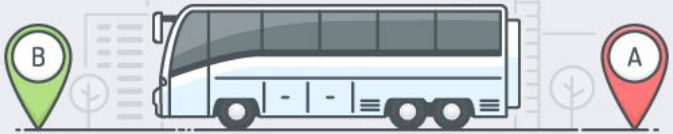
CANADIAN URBAN TRANSIT RESEARCH & INNOVATION CONSORTIUM (CUTRIC)
CONSORTIUM DE RECHERCHE ET D'INNOVATION EN TRANSPORT URBAIN AU CANADA (CRITUC)

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# Agenda

1. **Lobbying and strategic engagement**
   a. Primary advocacy points
2. **Evidence-based KPIs**
   a. ZETF Success
   b. Canadian Transit Manufacturing & Sector Jobs Report
3. **Foreign Affairs, Commerce & Trade Task Force**
4. **Preliminary recommendations on Canadian Content for transit**
5. **Upcoming engagements**

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# Lobbying and Strategic Engagement

📣 In 2025, CUTRIC lobbied aggressively on behalf of our members

📅 We hosted targeted lobbying days in July, September, and November

🌐We established a ***Foreign Affairs, Trade, and Commerce (FACT) Task Force*** to respond to changes in the international trade landscape impacting transit

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# Lobbying and Strategic Engagement

## Our primary advocacy points include:

- ✓ **Maintaining $5 billion per year in public transit funding** to provide predictable, long-term investment in transit

- ○ **Classifying public transit projects as "Major Projects"** to accelerate approvals and delivery

- ○ **Advocating for a permanent, zero per cent sectoral tariff for transit products** under CUSMA to protect Canadian jobs and supply chains.

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# Lobbying and Strategic Engagement

- **Standardizing national Canadian Content rules** and recognize the sector's strategic value for national security and climate leadership

- **Reaffirming public transit decarbonization as a core economic objective** through the support of low and zero emissions technology

✓ **Reduction of Tariffs on Chinese EVs** that are likely to be tied to Canadian Content Rules

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# Lobbying and Strategic Engagement

- **Acknowledging the value of non-profit-led feasibility planning for ZEVs** and allocate a portion of funding to zero emissions feasibility and procurement

- **Supporting optimized distribution of funding** to move capital swiftly and efficiently to transit agencies, suggesting how the CPTF and BCSF for transit procurements should be best distributed

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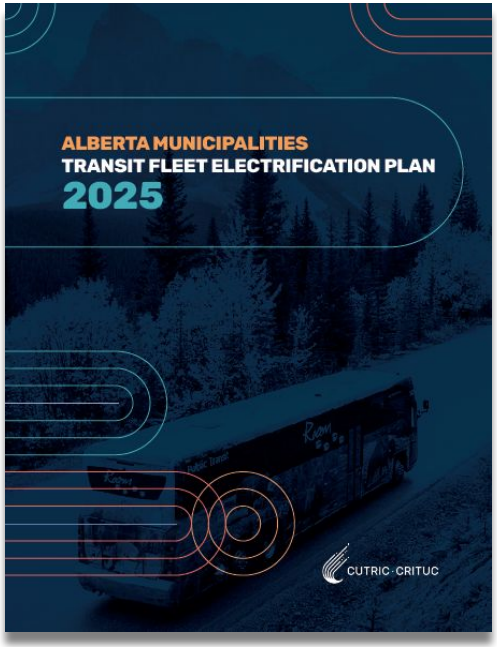
# Evidence-based KPIs

**Success of the ZETF Targeted Funding Stream**

- CUTRIC has provided scientific feasibility plans to **30+ transit agencies**
- Modeling includes battery-electric, hydrogen fuel cell, and mixed pathways
- These studies support transit agencies in evidence-based decision making around their fleet transition on technology selection, GHG emissions reduction, social impact and economic analysis

**Total investment:** $28.8 billion in procurements

**Without ZEB-specific funding, these projects and procurements are at risk of being stalled and halted all together**

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# Evidence-based KPIs

**Highlighting the strength and significance of the Canadian Transit Manufacturing Industry**

***CUTRIC's Canadian Transit Manufacturing & Sector Jobs Report***

| Transit and ZEB Industry Employment Canada | |
|---|---|
| **Jurisdiction** | **Canadian Employment** |
| Transit Manufacturers | 12,500 |
| ZEB Allied Infrastructure Manufacturers | 11,000 |

This report is available to CUTRIC Members

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# Foreign Affairs, Commerce & Trade Task Force

Following the election of President Donald Trump, CUTRIC immediately convened its inaugural **FACT Task Force,** and has continued to lead this Force throughout 2025 to achieve its advocacy goals (tariff responses, stabilized transit funding as economic and industrial policy, and standardized Canadian content).

**FACT Vanguard group (industry)**

Identifying industry threats, opportunities and responses

**FACT Vanguard group (transit agencies)**

Understanding impact on service and decarbonization

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# Defining Canadian Content in Transit Procurements

## 1. Adopt a Transformative Value Proposition Model

**FROM:**
Strict component-based percentages

**TO:**
**Industrial and Technological Benefits** (ITB)-inspired model

**R&D and innovation**

**Infrastructure, manufacturing facilities, and capital investments**

**Workforce development and indirect economic benefits**

Evaluate contracts based on total economic activity.

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# Defining Canadian Content in Transit Procurements

## 2. Expand Canadian Content comprehensively

- Canadian Content can include the entire transit ecosystem:

**VEHICLES**
Zero-emission technologies and advanced manufacturing.

**INFRASTRUCTURE**
Vital charging/fueling systems and civil works.

**JOB CREATION**
Valuing the entire skilled workforce, including R&D, engineering, and construction professionals.

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# Defining Canadian Content in Transit Procurements

## 3. Mandatory phased implementation with waivers defined

**10-year phased implementation for transit with progressive targets**

**Starting place defined by empirical evidence**

**Enable waivers to exclude approved projects/procurements from CanCon in the short term**

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# Upcoming engagements

## Strategic Advocacy days in Ottawa

February 10 - 11, 2026

## FACT Transit Agency Consultation

January 22, 2026 from 2:00 - 3:00pm ET

**Please feel free to reach out with questions**

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