



REQUEST FOR PROPOSAL

Tourism Career Outcomes General Population Survey

Reference Number: «18719»

Issue Date

Monday, December 3, 2018 Closing Date and Time
December 17th, 2018 4:00 PM Eastern Time

Contact

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*Bidders are advised to read and respond appropriately to all sections of the Request for Proposal,
including additional attachments found in the e-mail.*

Bidders unable to provide all services described herein need not bid.

Tourism HR Canada will not accept proposals from bidders with a real or perceived conflict of interest.

About the Tourism HR Canada

Tourism HR Canada is a national organization working for the tourism sector in Canada, a \$97 billion industry employing over 1.8 million people including over 550,000 youth. The organization works to identify and address labour market issues in the Canadian tourism sector. Its main goals include improving the quality and mobility of the tourism workforce and supplying tourism businesses with the labour market intelligence they need to plan for, and overcome, their current and future human resource challenges. (More information can be obtained on-line at www.tourismhr.ca)

Background

Tourism HR Canada is mandated to serve the tourism sector by making available programs that will promote professional development. To develop these programs and services, the Council must connect with stakeholders to ensure the most accurate understanding of the labour market and its associated issues and challenges. However, the tourism sector in Canada is broad and diverse. It encompasses 1.8 million jobs in 29 industries in communities across the country.

The research division of the Tourism HR Canada is interested in labour supply and demand issues, compensation practices, productivity measurement, attraction and retention strategies, as well as trends in human resource management and the use and awareness of HR-related products and programs. Tourism HR Canada also responds to requests for information from our stakeholders whenever possible. Recently we have seen an increase in requests for which we only anecdotal answers are available. The

purpose of his RFP is to collect data that responds to those requests through a general population survey of Canadians.

Purpose of this Request for Proposal (RFP)

Project Overview

The purpose of this RFP is to identify a Canadian company that can conduct a survey of the general population of Canadians, either using a panel, or by reaching out directly to Canadians. For this survey, Tourism HR Canada requires a refined level of detail and is therefore seeking a sample size of at least 5,000 Canadians that will allow data to be broken out by various demographics and characteristics at a statistically significant level, including but not limited to:

- Gender
- Age
- Education Level
- Immigration Status
- Indigenous Identity
- Rural/Urban
- Region (e.g. Province)

Statement of Work

The selected consultant will work with Tourism HR Canada to develop a survey of Canadians that will answer questions, including but not limited to the following:

- Do Canadians understand the full scope of the tourism sector, in terms of?
 - Economic importance
 - Number of Canadians employed
 - Breadth of industries
- Are there tourism industries that the general population do not recognize as part of the sector?
- What percentage of Canadians have worked in the tourism sector?
 - What tourism industries have they worked in?
 - How many Canadians have taken tourism or hospitality related courses?
 - How many Canadians had their first job in a tourism industry?
- What were the long-term economic, educational, and career outcomes of Canadians who started working in the tourism sector compared to those who started in other sectors?

In addition, the survey will integrate core metrics from the Tourism Research Partners Forum Resident Monitor Survey (5 core questions and additional optional metrics)

The selected bidder will distribute the survey to a sample of at least 5,000 Canadians drawn from the general population. The survey must be in both English and French, allowing participants to complete the survey in the language of their choice. Prior to distribution of the survey, the selected bidder will advise

on any oversampling of specific demographic groups or regions that will be necessary achieve the required demographic breakouts, or answer the questions outlined above. They will be expected to develop and execute a plan to achieve the required oversampling.

Once the survey is complete, the selected bidder will clean, code and validate the data received. The contractor will be responsible for data analysis and reporting. Required market analyses include segmentation by demographic groups and characteristics identified. Where the data allows, information is to be reported by these segmentations.

The selected bidder will provide Tourism HR Canada with an analysis of the results, and a PowerPoint presentation of high-level results. They will also provide the raw data collected during the survey (in SPSS) to allow further analysis and segmentation. If possible, the selected bidder should also provide the final number of participants and the average time required to complete the survey.

Project Management

The successful bidder will be responsible for communicating bi-weekly project developments to Tourism HR Canada.

Timeline

Survey development is expected to occur throughout January 2019, with survey distribution to occur in February. All data analysis and reporting must be completed no later than March 31st, 2019.

PROJECT TIMELINES

The project's start date is **Thursday, January 2nd, 2019** and the end date is **March 31st, 2019**

Key Activities

At a minimum, the bidder will be expected to:

- (a) Develop a survey of the Canadian population that will answer the question outline in this RFP
- (b) Describe the anticipated workplan including deliverables and expected timelines
- (c) Distribute the survey to a minimum of 5,000 Canadians
- (d) Clean code and analyze the data
- (e) Provide Tourism HR Canada with an analysis of the data
- (f) Provide Tourism HR Canada with raw data for further analysis

Deliverables

As part of the contractual agreement, the successful bidder will deliver:

- Draft and final surveys for distribution
- An analysis of the results
- A PowerPoint presentation of high-level results

- Raw data collected (in SPSS)

Note: Electronic files must be in Adobe Acrobat PDF format.

Minimum Requirements of a Bidder

The bidder must demonstrate:

- (a) that they can meet the Key Activities and Deliverables
- (b) the ability to complete the work by March 31st, 2019
- (c) provide a descriptive work plan showing key deliverables and dates.
- (d) understand all information supplied in the RFP and associated attachments.

Project Costing

Completion of this project must not exceed \$45,000. The vendor is to supply the project development quote as part of the proposal. Disbursements, including courier costs, office supplies, and other incidentals are considered extra costs to the project development. Reimbursement for such expenses will only occur if original documentation is provided. Bidders must provide a comprehensive breakdown of proposed costs, including any per question costs or costs per question type (e.g., matrix questions). Tourism HR Canada will negotiate the final project value with the successful bidder.

Proposal Evaluation

Proposals will be evaluated by Tourism HR Canada staff. A contractor will be chosen based on a bidder's response to the enclosed service requirements and evaluated according to the criteria listed below.

Evaluation Criteria:

Contractor Evaluation (30%)

- Experience with survey development, distribution and analysis
- Samples of work and references

Proposed Work Plan (50%)

- Meet minimum requirements
- Presentation of proposed solution
- Clarity and relevance of proposal

Project Costs (20%)

- Development Costs

Proposal Submission Guidelines

Personnel

The Company shall identify the management staff and project personnel including third parties (sub-Contractors, vendors, and suppliers) that will be responsible for implementation of the anticipated contract. As part of the submission, principal project staff must sign a statement attesting to their participation in the project.

Components of the Proposal

Submissions will consist of a written proposal, including a work plan and a description of envisioned system functionality.

Written submissions must not exceed ten (10) pages and **must** include, but are not limited to, the following components: (Please note that any submissions missing any of the following items may not be scored)

- *Corporate Profile*: An overview of the company's services and relevant experiences.
- *Project Staff*: An annotated listing of the project staff and their respective roles.
- *Corporate References*: Three to five references of past or current clients with similar project work (please include client name, contact person, e-mail address and phone number, along with a brief description of each project).
- *Proposed Work Plan*: Details on the general approach or strategy, activity plans with time frames and an overview of how the RFP requirements will be achieved.
- *Project Costing*: A comprehensive breakdown of the costs associated with the project, for example: labour, equipment, materials/supplies, subcontracts, travel, taxes and incidentals.
- *Special Considerations and Ideas for Solutions*: Identify any unique challenge(s) that you perceive in executing the project, and how you might approach the challenge(s).

Appendices:

The bidder may choose to provide the following as appendices:

- the sample of work (no more than 8 screen shots or 8 pages per sample);
- a detailed description of project staff qualifications/resumes (no more than one page per person);
- and
- the signatures of principal project staff, attesting to their participation in the project.

No other information will be accepted as appendices or attachments.

Submission Format

E-mail is the preferred method of transmission for proposals. The proposal must be sent at **cmacdonald@tourismhr.ca** no later than **December 17th, 2018 at 4:00 PM EST.**

It is highly recommended to send proposals as PDF. Tourism HR Canada is not responsible for formatting issues of proposals sent in another file format. If supplements are not included in the e-mail and must be retrieved by Tourism HR Canada from an FTP site, for example, it must be clearly identified in the e-mail.

All proposals must be marked with the bidder's name and reference the title of this project ("Tourism Career Outcomes Survey")

Please note the minimum acceptable font size for the submission is 11 point. Proposals sent by fax will not be accepted. Late proposals will be returned to the bidder, unopened.

*Tourism HR Canada will notify all bidders upon receipt of their proposal.
The notification will come in the form of an e-mail.
Tourism HR Canada is not responsible for bids that fail to reach its office on time.*

RFP Inquiries

Inquiries are welcomed until **December 11th, 2018 at 4:00 PM Eastern Time** and should be made Calum MacDonald, Vice President, Labour Market Intelligence, as identified on the first page of this RFP. Inquiries in either English or French sent by fax or email will be accepted, and responses will be shared with all RFP recipients who have made inquiries or indicated an intent to bid. Sorry, we are unable to respond to inquiries made by telephone, as a complete communications record must be kept.

Critical Timelines

This proposal was broadcast on **December 3rd, 2018**. Proposal submission must be received at Tourism HR Canada office no later than **Monday, December 17th, 2018 at 4:00 PM EST**.

Tourism HR Canada will review submissions and convene on **December 19th, 2018**. All bidders will be notified of outcomes by **December 20th, 2018**.

The Contractor must be prepared to commence work in January 2019.

Key Terms of Engagement

Although not exhaustive, this list of key terms of engagement will become an integral part of the Agreement between Tourism HR Canada and the successful bidder.

Acceptance of the Proposal

Tourism HR Canada reserves the right not to accept any proposal. The RFP should not be construed as a contract to purchase services. Tourism HR Canada shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.

Proposal Revisions

Proposal revisions must be received prior to the RFP submission/closing date and time.

Financing of Proposals

The cost associated with preparing and submitting proposals will not be paid by Tourism HR Canada.

Acceptance of RFP Conditions

Receipt of proposal offer will be considered acceptance of the RFP terms and conditions by the bidder.

Subcontracting

Subcontracting is allowed as a condition of the anticipated contract for service. When allowed, proposed subcontractors must be listed. Joint proposal submissions must indicate which bidder has overall responsibility for project management.

Project Contact

Tourism HR Canada will assign a project contact at the time the contemplated contract is awarded. The successful bidder will also assign a project contact at that time.

Negotiation Delay

If a written contract cannot be concluded within fifteen days of notification to the designated bidder, Tourism HR Canada may, in its sole discretion, terminate negotiations with that bidder and either negotiate a contract with another bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the bidders.

Funding

The implementation of the selected proposal is dependent upon funding being approved by the Tourism HR Canada.

Proposals as Part of Contract

Proposals may be negotiated with bidders and, if accepted, will form part of any contract awarded.

Disclaimers/Limitations of Liability

Neither acceptance of a proposal nor execution of an agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit or license pursuant to any federal, provincial, regional district or municipal statute, regulation or by-law. It is the responsibility of the contractor to obtain such prior to commencement of the services under the proposed contract.

Copyright

- a) During the project period, the successful bidder shall not sell, transfer, mortgage, lease or otherwise dispose of any tangible or intangible assets including any intellectual property purchased for Tourism HR Canada under the contracted agreement without prior written consent of Tourism HR Canada;

- b) The copyrights, trade marks and any other intangible or tangible rights relating to the Underlying Works belongs to Tourism HR Canada, and shall be delivered forthwith to Tourism HR Canada upon completion of the particular project, or as otherwise requested by Tourism HR Canada.
- c) Tourism HR Canada will retain ownership of the developed system, including the user interface, databases and underlying code.

Tourism HR Canada reserves the right to modify the conditions of the RFP, at any time up to the closing draft and time.

Confidentiality and Security

Other Purpose

This document, or any portion therefore, may not be used for any purpose other than the submission of proposals.

Security and Privacy of Information

The successful bidder must agree to maintain security standards consistent with security policies of the Government of Canada. The successful bidder must also agree to comply with Tourism HR Canada Privacy Policy regarding information received from participants in industry consultation activities. These include strict control of access to data and maintaining confidentiality of information gained while carrying out their duties under the terms of any contract.

Disclosure

All documents submitted by bidders shall become the property of Tourism HR Canada, and as such will be subject to the disclosure provisions of the *Freedom of Information and Protection of Privacy Act*. Information pertaining to Tourism HR Canada obtained by the bidder as a result of participation in this project is confidential and must not be disclosed. Samples of work provided as part of submission requirements remain property of the bidder.

TOURISM HR CANADA, ITS EMPLOYEES, AGENTS AND CONSULTANTS EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR REPRESENTATIONS, WARRANTIES EXPRESSED OR IMPLIED OR CONTAINED IN, OR FOR OMISSIONS FROM THIS RFP PACKAGE OR ANY WRITTEN OR ORAL INFORMATION TRANSMITTED OR MADE AVAILABLE IN AT ANY TIME TO A BIDDER BY OR ON BEHALF OF TOURISM HR CANADA. NOTHING IN THIS RFP IS INTENDED TO RELIEVE BIDDERS FROM FORMING THEIR OWN OPINIONS AND CONCLUSIONS IN RESPECT TO THIS RFP.