

Wednesday, 13 May 2020



Simcoe Muskoka  
**Workforce Development Board**

## **Simcoe Muskoka Workforce Development Board Request for Proposal**

**For**

### **Data Collection, Analysis and Final Report**

#### **Solicitation No. SMWDB-Hist-20-01**

Simcoe Muskoka Workforce Development Board (SMWDB) is seeking a qualified project partner to complete data research and analysis for the following project.

#### **SMWDB**

SMWDB is a community directed, non-profit corporation, 1 of 26 local planning board areas funded by the Ontario Ministry of Labour, Training and Skills Development (OMLTSD). SMWDB acts as a neutral broker, sourcing, conducting and distributing local labour market research as well as engaging and facilitating community stakeholders in workforce development activities.

To remain in touch with the needs and issues of each community, SMWDB conducts community consultations and an annual employer survey to provide forums to hear concerns and to assist in finding grassroots solutions to specific employment and training challenges in different employment areas.

With broad public involvement, SMWDB provides analysis of training needs and acts as a local voice to governments on existing training and adjustment programs as well as providing direction on the need and design of new programs or services to ensure equitable access to marketable skills for a changing economy.

#### **Background**

Anecdotal and empirical evidence has shown that employers are finding it increasingly difficult to fill available entry level job openings in the County of Simcoe and District of Muskoka. This challenge is evident across a number of employment sectors including manufacturing, skilled trades and health care (personal support workers as an example). In order to assist employers to find solutions to this hiring issue, SMWDB wishes to complete a data study and analysis of numerous demographic and economic factors over a period of time in order to "paint a picture" for employers detailing the pressures on job seekers that would cause them to *not* apply for offered entry level positions based on these factors. We believe that if our hypothesis about the economic and demographic factors influencing job seekers is true and is clearly demonstrated through this project's final report, employers will be able to have more informed and successful hiring outcomes based on the knowledge gained from this study. We

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believe that the analysis will allow employers to see how conditions have changed over time and how, if they believe that “things are not the way they used to be” in terms of the hiring landscape, that this is due to a complex mix of demographic change and economic pressures on job seekers.

## Project Scope

SMWDB wishes to engage a firm or single consultant experienced in data collection and analysis for the following project. Note that data will focus on the County of Simcoe and District of Muskoka specifically to the extent that available data will allow:

1. Collect data in five-year increments from 1980 to the present day in the following areas:
  - Demographics: changes in the number of young workers (ages 16-25) entering the workforce
  - Number of entry level jobs as a percentage of the total job market
  - Typical entry level wage rates for manufacturing, skilled trades apprenticeships and non-medical health care positions such as personal support workers, nursing aides or equivalent.
  - Rental rates for accommodation as a percentage of income. Note: real estate sale prices will not be required.
  - Food prices (a typical “basket” of everyday items)
  - Transportation costs (gas, car insurance, availability of public transit and cost)
2. Analyze the historical data to determine how and why (or in fact, if) the results impact on entry level job seekers over the time studied.

## Deliverables

1. A written report outlining results of the data collection, analysis and findings for publication by SMWDB. The report will contain (at a minimum): an executive summary; notes on data collection methodology; data collection results; the proponent’s data analysis and findings.
2. Have a representative available to discuss the findings in a series of SMWDB “Workforce Webisodes”. These are YouTube video segments shot in an interview format. If the content of the report warrants more than one Workforce Webisode segment, these will be recorded consecutively on the same day.

## Project Timeline:

**Proposals must be received by 4 pm EDT, Tuesday, June 30th, 2020.**

**July 2020:** Review of submissions and selection of proponent; Memo of Understanding signed

**July - October 30, 2020:** Proponent performs data collection and analysis

**November 2020:** Proponent writes and delivers final report to SMWDB

**December 2020:** Proponent records Workforce Webisode episodes with SMWDB (anticipated one day maximum).

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## Proposal Requirements:

- Provide a short profile of the proponent's training and experience in data collection and analysis pertaining to labour market issues and this project in particular.
- Proponents must demonstrate their experience in projects of similar scope and size by submitting three examples of projects that they have worked on. Submit examples of (or web links to) final reports generated from the projects.
- Provide contact information for three clients who will act as references for the proponent.
- If the proponent is a multi-employee company, a partnership or consortium, the proposal must include the names and qualification of the specific employees/partners who will be responsible for completing the project.
- Submit a workplan based on the project timeline presented above.
- Submit any questions or potential issues that they see arising from the RFP contents as presented (including budget restraints if any).
- Break out the number of hours/days needed for each stage of the project.
- Include a budget proposal which includes hourly rates required for each stage of the project (if they vary) and total cost exclusive of applicable taxes.
- Proposals must be in PDF format. They are to be transmitted via e-mail to the SMWDB contact listed below. All proponents are responsible for ensuring that their proposals are successfully transmitted to SMWDB. SMWDB will not be responsible in any way for proposals that are not received by the stated deadline date and time.
- **Proposals must be received by 4 pm EDT, Tuesday, June 30th, 2020.**

## Proponent Selection Process

- All eligible proposals will be judged on a rating scale with the following criteria:
- Proponent's overall understanding of the goals and outcomes of the project
- Qualifications and experience of the Proponent as they relate to the project requirements
- Qualifications and experience of team members (if any) proposed by the Proponent
- Demonstration of a clear understanding of the project budget and timeline requirements
- Overall clarity and readability of the Proponent's submission

## Budget:

SMWDB's budget for this project is a maximum of \$12,000 before applicable taxes

## Miscellaneous

- Proposal Expenses: Any risk, cost and expenses incurred by each Proponent in, or arising from, the preparation of Proposals or any associated presentation, discussions or negotiations, shall be the sole cost and expense of the Proponent. SMWDB shall not under any circumstances be responsible for the payment or reimbursement of the same.

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- **Conflicts of Interest:** Any material familial, social, financial, commercial or other interest that the Proponent (or any director, shareholder, employee or representative of the Proponent) has with any employee or representative of SMWDB (or any contractor of the SMWDB) should be disclosed in your Proposal. Such disclosure will generally not of itself disqualify a Proponent but must be frankly and honestly disclosed so that proper safeguards can be employed to avoid any actual or perceived unfairness or bias.
- **Confidentiality:** Any information provided by, or obtained from, SMWDB in connection with this RFP, and the terms of any contract ultimately entered into, is confidential information held for the benefit of the SMWDB and shall not be disclosed or released by the Proponent (or used by the Proponent for purposes other than responding to this RFP) without SMWDB's express written consent.
- **Freedom to Contract:** SMWDB is not obliged to accept any of the Proposals submitted in response to this RFP and may terminate this RFP process at any time without notice. SMWDB is not obligated to accept the lowest bid.
- **No Legal Rights Created:** Without any limitation to or by the foregoing, nothing in this RFP or in any communications, discussions or negotiations made or entered into pursuant to this RFP or in any further statements or information made or provided by the SMWDB or its representatives give to any Proponent any legal rights whatsoever and in particular, no contractual obligation, duty of care, duty to inform or any other obligation is imposed upon the SMWDB. Any liability of the SMWDB to a Proponent arising out of this RFP or any Proposal hereunder, including any contract negotiations, whether in tort, contract or otherwise, shall be limited to the sum of \$1,000 in the aggregate for any and all causes and claims. In no event, shall SMWDB be liable or otherwise responsible for claims for lost profits or any indirect or consequential losses of any kind.
- If, due to circumstances beyond the control of SMWDB, it becomes necessary to revise or extend the contract closing date, SMWDB will exhibit due diligence in contacting the successful proponent and negotiating any revision that may impact the proponent.

Please address any questions about the project or this RFP before the closing date by email to:

Rob Shepard

Project Facilitator

Simcoe Muskoka Workforce Development Board

18 Alliance Blvd. Unit 22 Barrie ON L4M 5A5

[rob@smwdb.com](mailto:rob@smwdb.com)

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