

Request for Proposals
City of Quesnel
Local Workforce Strategy

CLOSING DATE AND TIME:
2:00 pm Friday, November 4, 2022

Contact Person:

Amy Reid
Manager of Economic Development & Tourism
250 991 7457
areid@quesnel.ca

1. Purpose

Across the country, employers are struggling to fill positions of all types, from skilled to unskilled work, entry level to upper management positions. Anecdotally, we hear the same challenges from employers locally.

This project aims to address local workforce concerns with short and medium term local solutions while drawing attention to provincial and/or federal programs which may benefit local employers.

2. Submission Details

Submit proposal by email to Amy Reid, Economic Development Officer
areid@quesnel.ca. Email subject line should read: **Local Workforce Strategy**

The City reserves the right to cancel this Request for Proposal for any reason without any further liability to any proponent or to waive irregularities at their own discretion.

Proposals may be withdrawn by written notice to Amy Reid, Manager of Economic Development & Tourism areid@quesnel.ca.

Any interpretation of, additions to, deletions from, or any other corrections to the Proposal document, will be issued as written addenda by the City of Quesnel. It is the sole responsibility of the potential Bidders to check with the City of Quesnel's website, and/or BC Bid to ensure all information has been received prior to submitting a proposal.

3. Inquiries

All inquiries should be made in writing, directed to:

Amy Reid, Manager of Economic Development & Tourism
E-mail: areid@quesnel.ca

4. Negotiations

The award contract is subject to negotiations with the Proponent that offers, in the City's opinion, the best value Proposal. Such negotiations include, but are not limited to, the following:

- a) Changes or refinements in the service requirements or scope of work proposed by the Lead Proponent;
- b) Price – if directly related to a change or refinement in the proposed scope of work proposed by the lead proponent; and
- c) Specific contract details as deemed reasonable for negotiation by the City of Quesnel.

5. Background

- a. Demographics. The City of Quesnel has approximately 10,000 residents within city limits and an additional 13,000 in the surrounding area. The Province of British Columbia predicts slow growth for the community in the future. The population is aging; the median age at the time of the 2011 census was 43.5 years compared to the provincial median 41.9 years. The median after-tax household income in Quesnel is \$50,298.

- b. **Businesses.** Forestry related businesses dominate the employment in Quesnel, with the City of Quesnel, Northern Health, and School District all within the top 10 employers for the community. Three business improvement area associations work to keep three distinct retail areas vibrant.
- c. **Education.** School District 28 provides K-12 education for the Quesnel area. There are currently 15 schools in the district, with three proposed to close next year due to dropping enrollment. Quesnel's College of New Caledonia campus offers trades training programs, as well various diplomas and certificates. The South Campus of the University of Northern British Columbia is also located in Quesnel with courses offered in Social Work, Nursing, and Arts.
- d. **Location.** Quesnel is located in the central interior of British Columbia, and is the most northern community in the Cariboo Regional District. Quesnel is on British Columbia's main north-south artery, Highway 97, and 120 km south of Highway 16 which connects the coast at Prince Rupert with Edmonton, through Prince George. With Highway 97 passing through Quesnel's downtown core, the city is a common stopping point for travellers on this north-south route.
- e. **Quality of Life.** When business owners are asked why they chose to locate their business in Quesnel, they most commonly respond that they already lived here and enjoyed the lifestyle. Quesnel residents enjoy numerous parks and trails within and surrounding the city. Amenities include: a recreation centre with pool, an indoor turf soccer pitch, numerous ball diamonds, tennis and pickleball courts, curling centre and two arenas. Downhill and cross country skiing are available nearby.
- f. **Existing workforce attraction tools.** In 2017, the City of Quesnel launched the "It's in our nature" [brand](#). One of the drivers of this project was to create a better online presence in response to feedback from healthcare recruitment efforts at the time. An updated City of Quesnel website and refreshed Tourism Quesnel website have followed. A series of resident recruitment videos launched in 2019, showing individuals enjoying the community. A series of workforce attraction videos are launching currently, showing individuals both at work and at play. The City has also created a [Relocation Guide](#), and has landing pages, [Move to Quesnel](#), and Work in Quesnel incorporated within the City of Quesnel website. Prospective residents may request a relocation package, which is sent out in paper form from the Quesnel Visitor Centre, following completion of a short survey.

6. Specifications for Branding Consultant

- a. **Scope of Work**
 - i. **Consultation** – This will include, at minimum:
 - 1. Facilitated discussion with major employers
 - 2. Small business survey AND/OR small business focus groups by sector

- ii. Based on the consultation feedback, develop a Workforce Plan for the City of Quesnel which:
 - 1. summarizes the concerns faced by local employers today;
 - 2. outlines immediate, short and medium term actions the City of Quesnel can take locally to address these concerns;
 - 3. provides budget, timeline, and workload estimates for action items;
 - 4. lists provincial and federal resources which may be useful to local employers;
 - 5. includes recommended methods of communication with employers to share resources.

7. Submission Requirements

All proponents are required to submit the following in their proposal:

- a. Identify company name, lead contact, and key personnel that will work on this project.
- b. Identify roles assigned to personnel related to this project, and their background experience/qualifications.
- c. Describe related experience of the company and provide examples of recently completed, related projects. Include examples of outputs at all stages of the project.
- d. Provide a detailed project plan, including time and resources allocated to the outlined tasks, how and when community consultation will occur during the process, a rationale for this approach, key milestones, and any additional products or services that will result from this approach.
- e. Detailed project budget, with a breakdown of each task in the project. The budget should include a base cost and any extra costs for additional services.
- f. Provide a minimum of three references.

8. Other Requirements

- a. Insurance
 - i. The proponent shall, at his own expense, provide and maintain to the Municipality until the completion of the contract the following insurance in a form acceptable to the Municipality with an insurer licensed in British Columbia:

1. Commercial General Liability	\$2,000,000.00
2. Automobile Liability Insurance	\$2,000,000.00
 - ii. The proponent shall be responsible for any deductibles or reimbursement clauses within the policy.
- b. Business License
 - i. The successful proponent will be required to obtain a City of Quesnel business license and will be required to provide evidence of same prior to contract signing. (A City of Quesnel business license is not required to submit a proposal).
- c. WorkSafeBC
 - i. The proponent must be registered and remain in good standing, throughout the terms of this contract with WorkSafeBC and will be required to provide evidence of same.

9. Proposal Evaluation

The following criteria will be considered in the evaluation of proposals:

- Quality and completeness of proposal
- Experience of firm and key personnel
- Project approach, process, and timeline
- Understanding of project and deliverables
- References and examples of work provided
- Cost
- Candidates will be shortlisted for interviews based on their submissions as part of the evaluation process.

10. Anticipated Schedule

- a. RFP Issued: Monday, October 17, 2022
- b. Proposals Due: Friday, November 4, 2022
- c. Interviews Conducted: November 14 - 15, 2022
- d. Firm Selected: November 21, 2022
- e. Project Start: November 28, 2022
- f. Project Completion: March 15, 2023, or as otherwise agreed based on proposal of successful proponent

11. Additional Resources

The following resources may assist you in developing your proposal:

- www.quesnel.ca
- www.tourismquesnel.ca
- [Regional Labour Market Study \(2019\)](#)