

# REQUEST FOR SERVICE

## Project: Development of the Learning for Life online tool

---

**Release Date:** Tuesday July 25, 2017

**Closing Date:** Tuesday August 15, 2017 at 11:59 pm

**Submit to:** Summer Burton, Service Planning Coordinator for the Local Employment Planning Council by email at [literacylink@gmail.com](mailto:literacylink@gmail.com) and CC: [debra@workforcedevelopment.ca](mailto:debra@workforcedevelopment.ca). All submissions must be clearly marked with “**Learning for Life online tool**”

Hard copies of this proposal will also be accepted by the closing date at the Local Employment Planning Council office, located at 647 Wilton Grove Road, Unit 3, London, ON N6N 1N7.

**Issuing Organization:** **Local Employment Planning Council (LEPC)**  
Elgin Middlesex Oxford Workforce Planning and Development Board c/o Summer Burton

---

In signing below, the applicant certifies to have read, understood, and agrees with the Scope of Work, Proposal Requirements and Terms and Conditions contained herein.

This section must be completed by a representative(s) of the applicant’s organization who has legal signing authority to enter into contractual agreements.

**(Please Print)**

Organization Name: \_\_\_\_\_

Address: Street: \_\_\_\_\_ City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone # (\_\_\_\_) \_\_\_\_\_ Fax # (\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

Contact Person: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**LEPC use only:**

Proposal received on: \_\_\_\_\_ (date) at \_\_\_\_\_ (time).

# TABLE OF CONTENTS

Background .....	Page 3
Project Objective and Rationale .....	Page 4
Scope of Work.....	Page 5-7
Proposal Requirements .....	Page 7-8
Submission Requirements .....	Page 8-9
Evaluation Criteria .....	Page 9
Terms and Conditions .....	Page 9-10

# TERMS OF REFERENCE

## 1.0: BACKGROUND

### 1.1: Overview of Local Employment Planning Councils (LEPC)

There are 8 Local Employment Planning Council pilot projects currently underway in Ontario. These pilot projects will run from June 1, 2017 to September 30, 2018. This Request for Service (RFS) is being issued through the pilot in London-Middlesex-Oxford-Elgin (the London Economic Region).

**VISION OF THIS LOCAL EMPLOYMENT PLANNING COUNCIL:** A local labour market that works.

**MISSION:** To improve the local labour market through enhanced collection and distribution of labour market information and community engagement to drive innovation in service delivery based on solid evidence.

**GOALS:**

- To improve employer success with meeting their talent needs
- To improve service coordination amongst local service providers
- To improve integrated local planning

### 1.2: What Local Employment Planning Councils Do

Local Employment Planning Councils (LEPC) support the improvement of labour market conditions in local communities through:

- **Labour Market Information and Intelligence:** expanding current understanding of local labour market issues and needs and improving access to labour market information resources.
- **Integrated Planning:** serving as a central point of contact and key facilitator for linking employers, service providers, other ministries and levels of government and other community groups to identify and respond to labour market and workforce development challenges and opportunities, and gaps in employment, training, human, and social services, through collaborative planning.
- **Service Coordination for Employers:** acting as a hub for connecting employers, industry associations, sector groups and other employer groups with appropriate employment and training services to address their workforce development needs. Working with local employment and training service providers, including those outside the Employment Ontario network such as Ontario Works Employment Assistance and Ontario Disability Supports Program – Employment Supports, to coordinate services to employers, such as job development and job placements.
- **Research and Innovation:** collaborating with community stakeholders to develop projects related to the research and piloting of innovative approaches to addressing local labour market issues or opportunities.
- **Sharing Best Practices and Promising Approaches:** working with provincial, regional and local communities, including other Local Employment Planning Councils, to identify and share local best practices.

### 1.3: Local Employment Planning Council for London-Middlesex-Oxford-Elgin

The Local Employment Planning Council for this area is supported by the Elgin Middlesex Oxford Workforce Planning and Development Board and Literacy Link South Central. The Local Employment Planning Council project is funded in part by the Government of Canada and the Government of Ontario.

## 2.0: PROJECT RATIONALE AND OBJECTIVES

### 2.1: Objective of the Overall Project

The creation of an online, searchable, decision-tree based catalogue of adult education opportunities within the London Economic Region.

This project is currently referred to as the LEPC “Learning for Life” tool.

### 2.2: Project Rationale

This online decision tree and digital catalogue, created by the successful vendor for this Request for Service (RFS) and maintained by the LEPC, will provide access to adult education programs that job seekers may not know are available, both by region and by area of interest (ex. computer skills training).

Learn Canada 2020, the framework used to enhance Canada’s education systems, learning opportunities, and overall education outcomes, identified its vision as “Quality Lifelong Learning Opportunities for All Canadians”. This declaration formally recognizes the link between a well-educated population (for which adult education and literacy play an important part) and a socially progressive society and vibrant knowledge-based economy. Job seekers having access to a public-facing online catalogue of adult upgrading opportunities supports that vision.

According to the LEPC’s recent employer interview research into key sectors within the London Economic Region:

- Teamwork
- Leadership
- Decision making
- Communication skills (including speaking, reading and writing)
- An ability and willingness to learn
- Comfort with advancing technology
- Curiosity and problem solving

...are the skills most sought-out by employers across all sectors. Access to adult education programs that can assist job seekers in developing these skills will be critical to the success of our local labour market. (200 Employer interviews by LEPC staff, Fall, 2016)

This information is further demonstrated by the 2017 EmployerOne Survey conducted in the London Economic Region, which indicated that Customer Service Skills, Teamwork/interpersonal skills, and work ethic were the top three competencies sought by local employers. For local job seekers to meet the needs of local employers, easy access to information about adult upgrading programs that can teach these skills is essential. (EmployerOne Survey, January 2017)

In January 2017, the LEPC hosted focus groups and one-on-one interviews to hear perspectives and gather feedback from local job seekers. Many participants did not know about the range of upgrading programs available to help them better meet their employment goals, and expressed concerns over their need to gain digital literacy skills to be competitive in today’s job market.

## 3.0: SCOPE OF WORK

### 3.1: Roles and Responsibilities of the Contractor

In addition to completing all work outlined in the “Deliverables” section (3.2) within the time frame outlined in the “Timelines” section (3.3) of this Request for Service (RFS), the successful vendor will:

- Identify, acquire, install and test any software required for this tool
- Complete all necessary programming to support the tool’s proper functioning
- Utilize a data store and API that is capable of hosting multiple decision trees at once (both an English and French decision tree, for example), noting that each session in the interactive tool will provide a single decision tree to users
- Maintain open lines of communication with the Local Employment Planning Council (LEPC) team, providing timely responses to questions and requests, and meeting in-person with LEPC staff and/or the Central Planning Table to discuss the development of the tool when needed
- Submit a monthly report on the progress of the Learning for Life tool’s development, using the report template provided by the LEPC
- Ensure that the Local Employment Planning Council has legal license to use and modify the decision tree tool, including its source code and content
- Disclose the use of all open-source or commercial software licenses incorporated in the Learning for Life tool, and ensure the licenses are being held directly by the LEPC
- Provide the Local Employment Planning Council with the tool’s source code along with supporting documentation (ex. build instructions including dependencies and the location of third-party libraries) for succession purposes. It is preferred that the successful vendor supply a flash drive with all the source files, related files, libraries, databases and dependencies associated with the tool
- Identify an hourly rate for out-of-scope edits or additions that may be requested after the completion of this contract, which ends June 30, 2018

### 3.2: Deliverables

The successful vendor for this RFS will create an online, interactive decision tree tool that is both viewable in browsers and embeddable onto websites as a widget. This tool will help job seekers in the London Economic Region by asking a series of questions, and then making recommendations for adult education and training opportunities that will help the user meet their individual goals. This tool, currently referred to as “Learning for Life”, will be comprised of several key deliverables:

**1.** A front-facing user interface that can be displayed on both mobile devices and desktop computers.

Requirements for this user interface include:

- Cross-browser compatibility for viewing in multiple browsers including IE , Chrome, Firefox, and Blackberry browser
- The use of mobile-friendly development design so the tool will work on android, apple and blackberry devices
- Plug-ins such as Google maps, to allow multiple points on a single map for adult education or training organizations that may have multiple sites

**2.** An embedding feature such as an iframe window that will provide community partners the ability to embed the code for this tool into their own websites. This Learning for Life “widget” will also include:

- The ability for community partners to customize the widget with themes / skins that reflect the look of their site

3. A user-friendly back-end administration portal that allows Local Employment Planning Council (LEPC) staff to log in, edit content, add new pages, and publish content instantaneously. The administrative tool will also include:

- An analytics function to report on # of page views, answers provided to the decision tree questions, results displayed, etc.
- A search nodes / pages feature allowing LEPC staff to access any instance where specific key words or organization names are mentioned, so information can be edited across the tool efficiently
- An export feature that allows the LEPC to print the entire decision tree for review, in a format that doesn't include the associated HTML code
- A "copy tree" feature, so once the English version of the decision tree is complete it can be copied, and French translation can be written over top to produce a bilingual tool. Ideally, the feature would allow the LEPC translator access to the administrative portal to complete this function

### 3.3: Timelines and Critical Dates

Description	Associated Date(s)
Project duration	September 4, 2017 – June 30, 2018 (10 months)
Request for Service released	Tuesday July 25, 2017
Proposal due date	Tuesday August 15, 2017 at 11:59 pm
Contract awarded 1 <sup>st</sup> Installment payment	September 4, 2017
2 <sup>nd</sup> Installment Payment	December 22, 2017
Delivery and full demonstration of the Learning for Life tool to the LEPC 3 <sup>rd</sup> Installment Payment	April 13, 2018
Beta testing	April 16 – May 11, 2018
Learning for Life tool is launched for public use	June 4 – 10, 2018
Completion Payment	June 29, 2018

### 3.4: Roles and Responsibilities of the Client

To support the successful vendor of this Request for Service, Local Employment Planning Council staff will:

- Consult with the vendor on the design and usability of the Learning for Life tool, providing examples of other decision tree tools that achieve a similar function to the expected outcome of this RFS
- Provide a monthly update template the vendor can use to share progress with the LEPC team and Central Planning Table members
- Respond in a timely manner via e-mail or telephone to all vendor enquiries
- Provide content to be uploaded into the tool in a usable format
- Monitor the financial claims against timelines and the achievement of project milestones

### 3.5: REPORTING

Summer Burton will be the main point of contact for the successful applicant on behalf of the Local Employment Planning Council. Inquiries, monthly reports, and questions can be submitted to her via email at [literacylink@gmail.com](mailto:literacylink@gmail.com) or by phone at 519-681-7307.

Invoices for this contract will be sent to the main office of the Local Employment Planning Council:

Elgin Middlesex Oxford Workforce Planning and Development Board  
647 Wilton Grove Road, Unit 3  
London ON N6N 1N7  
*Attn:* Jane Kempe

### 3.6: SPAN AND RANGE

The London Economic Region (LER) catchment area is made up of the Cities of London and St. Thomas and the counties of Elgin, Middlesex and Oxford. This area also includes Munsee-Delaware First Nation, Chippewa of the Thames First Nation and Onyota'a:ka First Nation (Oneida Nation of the Thames). The information contained in the Learning for Life tool may include training and educational programs in any city or county within the catchment area.

### 3.7: General Requirements

The successful applicant or lead partner must be a registered business licensed to work in Ontario in order to enter into a contractual agreement for this project.

## 4.0: PROPOSAL REQUIREMENTS

The successful vendor for this Request for Service must provide the following mandatory information. Failure to provide this information may be cause for the proposal to be rejected.

### 4.1: General Approach and Methodology

In the Proposal, prospective vendors will provide a description of their approach and methodology, and how it is designed to meet the objectives of the project.

### 4.2: Work Plan

A general work plan will be included that clearly indicates the manner in which the successful applicant will coordinate the scope of work. The work plan must address:

- how you will meet the project goals (the front-facing user interface, the embedding feature allowing community partners to include this tool into their own websites, and the back-end administration portal usable by LECP staff) within the allotted timeline
- your approach to project management

### 4.3: Previous Experience and Qualifications

The following questions must be addressed in Proposals:

- What are you and your organization's relevant qualifications?
- What experience do you have designing resources similar to the proposed Learning for Life tool?

#### 4.4: Cost proposal

Interested vendors will submit a cost Proposal. There will be no direct payment for the preparation and submission of Proposals in response to this Request for Service.

- Cost Range** The anticipated cost to complete all deliverables outlined in this RFS is between \$15,000 and \$25,000 inclusive of HST if applicable. Vendors submitting a cost proposal higher than \$25,000 will automatically be disqualified.
- Evaluation Criteria:** Proposals will be evaluated using a best value approach considering both merit and price. They will be assessed on a point rating system as outlined in section 6.0. Neither the qualifying proposal which scores the highest number of rating points, nor the one which contains the lowest price will be necessarily accepted. Applicant selection will be based on the best overall value to the Local Employment Planning Council in terms of merit.
- Additional Conditions:** The successful vendor for this Request for Service shall enter into a contract with the Elgin Middlesex Oxford Workforce Planning and Development Board on behalf of the Local Employment Planning Council (LEPC). The contract will indicate that work to be undertaken shall be to the satisfaction of the LEPC according to the terms of reference and for the amount agreed to.

### 5.0: SUBMISSION REQUIREMENTS

#### 5.1: Proposal Response Format

The proposal must be submitted as described below. If the proposal is not submitted in the required format, the proposal will not be considered.

1. The proposal, including all requirements outlined in Section 4, is to be submitted electronically to Summer Burton at [literacylink@gmail.com](mailto:literacylink@gmail.com) and copying [debra@workforcedevelopment.ca](mailto:debra@workforcedevelopment.ca) with the subject line "Learning for Life online tool"
2. All responses as well as any reference materials presented must be written in English
3. Proposals shall include a signed copy of Page 1 of this RFS confirming authority to submit
4. Proposals shall include a confirmation statement regarding Conflict of Interest as per Section 7.7
5. Proposals and information submitted with proposals will not be returned to unsuccessful applicants. Information contained in proposals will be considered confidential and shared only with the proposal review committee

#### 5.2: Submission Due Date

To be considered, all proposals must be received by **Tuesday August 15, 2017 at 11:59 pm (EST)**. The preferred way to submit proposals is via email using the instructions in section 5.1 (Proposal Response Format) above. Hard copies of proposals will also be accepted at the Local Employment Planning Council office from Monday through Friday 8:30 am to 4:00 pm. Note that the LEPC is not responsible for delivery not received by the closing date. If not submitting electronically, please deliver to:

Elgin Middlesex Oxford Workforce Planning and Development Board  
647 Wilton Grove Road, Unit 3  
London ON N6N 1N7  
*Attn:* Summer Burton  
*Re:* Learning for Life online tool



## 6.0: EVALUATION CRITERIA

An Evaluation Team composed of representatives of the Local Employment Planning Council will review the proposals. The criteria listed below will be used to evaluate proposals for the purpose of ranking them in relative position based on how fully each proposal meets the requirements of this Requests for Service.

Criteria	Weight
<b>Project Design</b> <ul style="list-style-type: none"><li>• Approach and methodology</li><li>• Clarity of Work Plan</li><li>• Understanding of project goals and requirements</li><li>• Strategy to meet applicable timelines</li><li>• Approach to project management</li></ul>	50%
<b>Experience</b> <ul style="list-style-type: none"><li>• Relevant Qualifications</li><li>• Past performance with similar projects (experience)</li></ul>	25%
<b>Budget and Presentation</b> <ul style="list-style-type: none"><li>• Clarity of written proposal</li><li>• Creative and innovative approach</li><li>• Total cost for project</li></ul>	25%
<b>MAXIMUM</b>	<b>100%</b>

## 7.0: TERMS AND CONDITIONS

### 7.1: Cancellation

The Local Employment Planning Council reserves the right to amend terms of this RFS, to circulate various addenda, or to withdraw the RFS at any time, regardless of how much time and effort applicants have spent on their responses.

### 7.2: Applicant's Acceptance of the Terms and Conditions of this Request for Service

Each applicant, by submitting a Proposal, signifies that they have read, completely understands and accepts the Terms and Conditions of this RFS in full.

### 7.3: Rejection of Proposals

The LEPC Council reserves the right in its sole discretion to reject any or all Proposals which do not adhere to the rules, schedule or any other part of this RFS.

### 7.4: Irrevocable

All Proposals will be irrevocable for a period of thirty (30) days from the closing date of the Request for Service, or until the RFS is counter-signed and returned to the successful applicant, whichever comes first.

### 7.5: Freedom of Information

Applicants are advised and acknowledge that all replies received in response to this RFS will be subject to the Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.F.31. This acknowledgement shall not be construed as a waiver of any right to object to the release of any information or documents.

## 7.6: Confidentiality

This Request for Service or any portion thereof, is strictly confidential and is not to be copied or used for any purpose other than the submission of a proposal to the Local Employment Planning Council (LEPC).

## 7.7: Conflict of Interest

Each applicant must include in their proposal submission confirmation of the following:

That the applicant does not and will not have any conflict of interest (actual, perceived or potential) in the development of the call for proposal or subsequent evaluation of proposals in submitting its proposal or, if selected, with the contractual obligations of the applicant as Contractor under the Agreement. Where applicable, an applicant must declare in its proposal submission any situation that may be a conflict of interest in submitting its Proposal or, if selected, with the contractual obligations of the applicant as Contractor under the Agreement.

The proposal submission of any applicant must be disqualified where the applicant fails to provide confirmation of the foregoing or makes misrepresentations regarding any of the above. Further, the Local Employment Planning Council shall have the right to rescind any contract with the selected applicant in the event that the Local Employment Planning Council, in its sole discretion, determines that the selected applicant has made a misrepresentation regarding any of the above, in addition to or in lieu of any other remedies that the Local Employment Planning Council Board has in law or in equity.

## 7.8: Payment Schedule

### Milestone

**Payment # 1 (30%)** – September 4, 2017

The successful vendor has been selected and the contract has been signed.

**Payment # 2 (30%)** – December 22, 2017

Development timeline has reached the half-way mark. Development of the tool is on track, and the decision tree is complete. Monthly reports delivered on schedule.

**Payment # 3 (30%)** – April 13, 2018

Delivery of the full Learning for Life tool, administrative portal and a flash drive with all the source files, related files, libraries, databases and dependencies associated with the tool to the Local Employment Planning Council. Vendor provides a demonstration showing that all elements are in working condition. Beta testing begins. Monthly reports delivered on schedule.

**Final payment (10%)** – June 29, 2018

Vendor has resolved any issues identified through beta testing (April 16 – May 11, 2018), the Learning for Life tool is launched for public use (June 4 – 10, 2018), and the vendor has completed any updates and resolved any issues not caught during beta testing.

**Note:** final payment will not be made unless all items listed under “Roles and Responsibilities of the Contractor” (3.1) and “Deliverables” (3.2) have been completed in a fashion that allows both the Local Employment Planning Council and the end-user to benefit from the tool’s promised functionality.