



**The Town Council of the Town of Gander  
Procurement Office**

**RFP24-01  
Request For Proposal**

**Consulting Services  
for a  
Labour Market Needs Assessment & Action Plan**

**Closing Time: 2:00:00 p.m. NL Daylight Savings Time**

**Closing Date: Tuesday, February 20, 2024**

**Addenda Information**

All Proponents are to note that any addenda to this RFP will be posted on the Town's website at [www.gandercanada.com](http://www.gandercanada.com); it is the Proponents' responsibility to check the website often, or to contact the Procurement Officer, for any addenda.

- Late proposals will not be accepted, but returned unopened to the respective Proponent;
- Proposals not signed will be rejected;
- Proposals must be typed or in ink;
- Erasures or noticeable changes must be initialed by the Proponent;
- Proponents must not include restrictive or conditional statements to alter the format or intent of the RFP;
- The lowest or any proposal not necessarily accepted.

The proposal must be returned, signed by an authorized officer of the Company and in an envelope/package showing the firm name, Request for Proposal number and Proponent's name.

**Issued by:** Town Council of Gander  
100 Elizabeth Drive  
Gander, NL, A1V 1G7

## Background Information

Gander is located in Newfoundland and Labrador, the most easterly province of Canada. Established in 1938, Gander's airport became a strategic base for the movement of Allied aircraft to Europe during the Second World War. Known as the Crossroads of the World throughout the 'Jet Age', Gander remains a vital link between North American and European markets.

The main economic industries for the town include transportation, communications, mining, public administration and defense. In addition, a large portion of Gander's economy is driven by the service industry. As the commercial hub for a regional population of some 81,000, the Town of Gander offers a full range of retail goods and services, from family-operated corner stores to multi-national franchisers.

Gander's growing economy is helping position the community for new opportunities and continued prosperity. Despite challenges faced by the Gander International Airport and the loss of federal and provincial government positions in recent years, the economy continues to expand, led mostly by a robust small business community and new national retail entrants.

Based on Statistics Canada information, Gander's population has increased by 23% since 2001. This growth trend is expected to continue. Gander is one of few communities in the province to experience population growth during the latest Census reporting period. If growth continues at its current pace, employers will experience labour supply challenges in finding a qualified workforce to meet current and future demand.

The education sector has added new curriculum opportunities in the healthcare sector to help eliminate labour shortages and it is key to understand other labour market skill gaps and barriers to meet current and forecasted labour market needs.

## Purpose

In response to community and regional workforce constraints, it is paramount to understand the current labour force, barriers/threats, and skill gaps to better position stakeholders to deploy mechanisms thereby eliminating labour supply and demand issues.

The overarching goals of this assessment are to: (1) Understand the problems that exist from both industry and labour force perspectives; (2) Why the problems exist; (3) How to best communicate this to relevant stakeholders; (4) Identify innovative solutions to address the issues; and (5) Create a community/regional plan with specific initiatives to overcome barriers all in an effort to foster and sustain regional economic growth through a collaborative approach.

## RFP Schedule of Events

The RFP process will be administered according to the following schedule. Although every attempt will be made to meet all dates, the Town reserves the right to modify or alter any or all dates at its sole discretion by notifying all Proponents in writing at the addresses indicated in the completed Proposals submitted to the Town.

- |                       |                   |
|-----------------------|-------------------|
| • Release of RFP      | February 6, 2024  |
| • Submission Deadline | February 20, 2024 |

- |   |                           |
|---|---------------------------|
| • Evaluation/Short List/Interviews (if necessary) | February 21-March 5, 2024 |
| • Contract Award                                  | March 14, 2024            |
| • Project Start                                   | March 19, 2024            |
| • Progress update meetings                        | (on-going as needed)      |
| • Required completion date                        | July 19, 2024             |

## Scope of Work

The scope of work shall include, but is not limited to:

1. Collection and review of background information
2. Establish base line labour market information for the Gander region in identified sectors, including mineral exploration/mining, aerospace, healthcare, hospitality and retail sales and services.
3. Facilitation of public engagement mechanisms (ie. surveys and focus groups), sessions and the coordination of meetings with appropriate stakeholder groups (ie. Immigrant workers)
4. Identify current, mid-term and long-term labour market skill gaps for the targeted sectors.
5. Identify existing underutilized technical and transferable skills within the current labour market.
6. Identify barriers/threats to meeting current and long-term labour market needs (ie. housing, transportation, daycare, cultural understanding, etc.)
7. Make recommendations for maximum utilization of current labour supply within realistic bounds.
8. Identify innovative mechanisms and strategies to meet current and further labour market demands.

## Deliverables/Desired Outcomes

Prepare and present a Labour Market Needs Assessment Final Report and Action Plan which addresses workforce development and employability through activities such as, but not limited to:

1. Analysis and summary of existing technical and transferable skills within the current labour market
2. Detailed analysis of barriers, challenges, and threats to labour supply constraints to economic growth and sustainability in the region and recommendations on how they can be overcome.
3. Education and training gap analysis to determine training needs that will provide job seekers with skills being sought after by local employers.
4. Provide aspiring and existing entrepreneurs with concrete information about market opportunities in the region.
5. Recommend mechanisms for job seekers to understand the skills employers are seeking, as well as mechanisms for finding work and/or upgrading skills.
6. Prepare and present a community-wide plan to attract and retain Newfoundlanders, Labradorians, Canadians, and international migrants.
7. Determine and recommend best practices for recruitment, and retention, strategies, actions and implementation milestones.

## Evaluation Criteria

Proposals will be evaluated on the basis of all information provided by the Proponent. Each proposal will be reviewed to determine if the proposal is responsive to the submission requirements outlined in the RFP. Failure to comply with these requirements may deem the proposal non-responsive.

Selection of a proposal will be based on, but not solely limited to, the following criteria and any other relevant information provided by the Proponent at the time of submission, as well as any additional information provided during subsequent meetings with the Proponent.

In recognition of the importance of the procedure by which a Proponent may be selected, the following criteria represent the primary considerations to be used in the evaluation and consequent awarding of this project (not in any order). The Town reserves the right to evaluate and rank each submission using these criteria; actual scores will remain confidential.

All questions must be answered, and details completed to enable your proposal to be analyzed. Analysis may also consider the quality of service performed in, and experience with, other accounts.

## Proposal Evaluation Form

RATING		DESCRIPTION
5	Excellent	Exceeds the requirements of the criterion in superlative beneficial ways; very desirable.
4	Very Good	Exceeds the requirements of the criterion and provides added value beneficial to the Town's needs.
3	Good	Exceeds the requirements of the criterion but in a manner which is not particularly beneficial to the Town's needs.
2	Average	Adequately meets most of the requirements of the criteria. May be lacking in some areas which are not critical.
1	Poor	Addresses most, but not all, of the requirements of the criteria to the minimum acceptable level. Lacking in critical areas.
0	Unsatisfactory	Does not satisfy the requirements of the criteria in any manner.

The following criteria outline the broad specifications for the proposed contract. Competitive pricing and the criteria outlined below will be used for assessing this proposal:

ITEM	CRITERIA	RATING (0-5)	WEIGHT	ACTUAL SCORE	POSSIBLE SCORE
<b>PART A - PROPOSAL SUBMISSION</b>					
1	STAFFING QUALIFICATIONS: Qualified staff with professional affiliation/membership; Experience of key professional staff assigned to this agreement.		9		45
2	EXPERIENCE OF FIRM: Years in business; proven experience and successes in providing similar services to public and private agencies; capability to derive and implement best methods and solutions; capability to provide additional resources if and when required.		8		40
3	APPROACH TO METHODOLOGY OF PROJECT DELIVERY: The proposed interest and approach of the firm to meet the requirements.		6		30
4	ABILITY TO COMPLETE PROJECT IN ACCORDANCE WITH SCHEDULE: Will current workload affect time required for completion of our project?		3		15
5	PROPOSAL QUALITY: Organization and clarity; completeness and content; overall presentation; conflicts identified		5		25
6	REFERENCES: Evidence of long-term contracts and satisfied clients; reference information complete (size of contract, duration and location, specifying municipal experience).		5		25
7	PRICING/COST: Fees, per diem rates and additional service fees.		6		30
8	ABILITY TO UNDERSTAND REQUIREMENTS AND IDENTIFY PRACTICAL SOLUTIONS: Did the team members understand the requirements? Did the team members demonstrate problem-solving skills with respect to short and long-term objectives, goals and timelines?		5		25
	<b>TOTAL</b>				<b>235</b>
<b>PART B - SHORT-LISTED PROPONENT INTERVIEWS (if required)</b>					
1	ABILITY TO COMMUNICATE: Clear, concise communication		7		40
2	IMPRESSION OF PROPOSAL PRESENTATION: Compatibility with municipal staff; clear expression of proposed methodology and management approach; consistency with written proposal.		5		30
3	OVERALL IMPRESSION/PRESENTATION: Were all questions clearly answered? Creativity in past experience/projects; demonstrate a commitment to the project. ATTENTION TO CONCERNS/QUESTIONS: Did the team members understand the questions/concerns? Ability of team members to address questions/concerns.		6		30
	<b>TOTAL</b>				<b>100</b>

## Terms of Payment

- Fifteen percent (15%) of monies shall be held back until 60 days after the completion of the work.
- Payments made hereunder, including final payment, shall not relieve the Proponent from its obligations or liabilities under the contract.
- Acceptance by the Proponent of the final payment shall constitute a waiver of claims by the Proponent against the Town, except those previously made in writing in accordance with the contract and still unsettled.
- The Town shall have the right to withhold from any sum otherwise payable to the Proponent such amount as may be sufficient to remedy any defect or deficiency in the work, pending correction of it.

- Payment may be made 30 days after delivery pursuant to the Proponent submitting an invoice, contract requirements being completed, and work being deemed satisfactory.

## References

At least three references are to be provided along with contact information and a summary of working relationships.

## Proposal Requirements

- Detailed breakdown of services to be provided.
- Total cost and time allotment for each component of the project (including HST)
- Anticipated timeline

## General Information

- Proposals will be considered strictly confidential.
- There will be no payments for the preparation and submission of this proposal.
- No payments will be made on the costs of the work incurred to remedy errors or omissions for which the consultant is responsible.
- The successful consultant agrees that all information collected, and reports produced are the sole property of the Town of Gander.
- The Consultant will not publish or in any way use said information, materials or reports without express prior consent from the Town of Gander. This includes information and materials associated with this Request For Proposal information package.

## Project and Financial Management

The direction for this project will come from the Manager of Strategic Initiatives of the Town of Gander's Administration division.

## Contact Person for Inquires

R.J. Locke, Manager of Strategic Initiatives, Town of Gander  
100 Elizabeth Drive, Gander, NL, A1V 1G7; T: 709-651-5912; E: [rjlocke@gandercanada.com](mailto:rjlocke@gandercanada.com)

The proposal documents shall be submitted on or before Tuesday, February 20<sup>th</sup>, 2024 2:00:00 p.m. (NL Daylight Savings Time) Proposals may be hand delivered , e-mailed, or couriered to:

Procurement Officer  
The Town of Gander  
100 Elizabeth Drive  
Gander, NL, A1V 1G7  
[tenders@gandercanada.com](mailto:tenders@gandercanada.com)