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# Request for Proposal

Web Consultant

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## 1.0 Introduction

**Petroleum Labour Market Information (PetroLMI)**, a division of Energy Safety Canada, is seeking the services of a **Web Consultant** to assist in the design, development and maintenance of web dashboards as well as an interactive labour market forecasting tool during periods between March 2018 and December 2020.

This Request for Proposals (RFP) is designed to provide detailed information that will enable your firm to respond specifically to the consulting requirements for the project, including: scope, objectives, project activities and key responsibilities. Proposals will be accepted from single business entities or from a consortium of firms. However, if the successful bidder is a consortium of firms or consultants, the lead firm must be identified in the proposal and PetroLMI will enter into a contract with the lead firm/consultant only.

**RFP responses/proposals are due by 11:59 p.m. MST on January 31, 2018.**

## 2.0 About PetroLMI

The Petroleum Labour Market Information (PetroLMI) division of Energy Safety Canada (a merger of Enform and Oil Sands Safety Association) serves a unique role as a leading resource for labour market and occupational information and resources regarding Canada's oil and gas industry.

PetroLMI's mandate is to collaborate with industry, government, educators and training agencies to provide timely, relevant and credible petroleum labour market intelligence and insights, as well as occupation profiles and tools for effective workforce and career planning.

PetroLMI generates the following labour market and occupational information and resources:

- **Labour Market Outlooks:** Using a proprietary labour market modelling system, these outlooks are produced annually and provide analysis and insight regarding longer-term employment requirements, hiring projections and labour supply for Canada's oil and gas industry.
- **Workforce Trends and Insights:** Using data collected from industry and other sources, these reports explore current or short-term workforce conditions and trends within the industry. These could include workforce demographics and potential supply pools, recruitment and retention challenges including in-demand occupations, labour market statistics, etc.
- **Career profiling:** With the objective of reducing barriers to employment, PetroLMI develops profiles of current and future occupations within the oil and gas industry, that include working environments, education, skills and training requirements, as well as specialized tools to map career paths and measure transferability of skills and qualifications..

With the support of industry, PetroLMI has developed the [Careers in Oil + Gas](#) website to provide its resources and key industry information to those in workforce or labour market program planning or who are planning and pursuing careers in the oil and gas industry. Informed decision-making supports and advances the development of a sustainable, skilled and productive oil and gas workforce in Canada.

### 3.0 Project Background, Objectives and Scope

PetroLMI requires a web consultant to conduct the following key activities for its website:

- Environmental scans, recommendations, design and development of oil and gas labour market web dashboard(s) and labour market forecasting online tool(s).
  - This includes: project planning and scoping requirements, programming and database development, and user testing.
  - PetroLMI currently produces a [quarterly fact sheet](#) of oil and gas labour market statistics and intend to translate this into a web dashboard, updated monthly. Data is sourced from Statistics Canada's Labour Force Survey. Examples of existing LMI dashboards: [Statistics Canada's Labour Market Indicators](#), [B.C.'s Labour Market Snapshot](#), [Job Bank's Job Market Trend and News](#).
  - To supplement the annual labour market outlook reports, PetroLMI intends to develop an online forecasting tool which allows users to select specific data sets for download and/or potentially conduct scenario analysis by changing some of the assumptions used in the outlook report. Examples or information regarding existing forecasting tools: [Buildforce's Construction Forecasts](#) and [Pipeline Labour Supply and Demand Tool](#)
- Web dashboard and forecasting tool maintenance and administration
- Web training and technical support for PetroLMI staff

PetroLMI may also require the following:

- Web analytics and measurement
- Development of web plans and strategies, as required
- Support SEO, internet marketing and social media, if required
- Web design and layout services for updating static website content and web graphics
- Web content writing services on an as needed basis
- Customer service support, if needed
- Provide consultation to ensure the website follows website best practices; identify innovations and trends, and ensure usability is competitive.

Other responsibilities of the consultant(s) include:

- In collaboration with the PetroLMI team, develop a work plan and schedule to ensure the timely delivery of the outputs and objectives of the project
- Maintain a detailed record of all stakeholder participation during the course of the project (including all research and user testing) and provide regular reports to the PetroLMI team so that sector in-kind contributions can be tracked

- Participate in project status meetings with PetroLMI
- Provide required copies (print and electronic) of all drafts and final deliverables
- Submit (in electronic format) all items created during the project (e.g. contact databases, questionnaires, spreadsheets, etc.). The specific format of the data will be defined by PetroLMI, in consultation with the consultant(s).
- In collaboration with PetroLMI, participate in project reviews to evaluate successes and areas for improvement.

The estimated total value of work among project(s), and among selected consultant(s), during the timeline outlined will be **approximately \$60,000 plus GST**. As other related project work is identified, this amount may be adjusted.

## 4.0 Consultant Selection Process

Consultant Selection Process	Timeline for Completion
RFP posted/issued	January 9, 2018
Questions from interested bidders submitted/received	January 12, 2018
Responses to submitted questions circulated and posted on PetroLMI's blog site	January 15, 2018
RFP responses/proposals submitted/received	January 31, 2018
Consultants short-listed by selection committee	February 8, 2018
Short-listed consultants contacted for presentation/interview schedule	February 9, 2018
Presentations/interviews from short-listed consultants and final selection	February 19-21, 2018
Notify selected consultant(s) and advise next steps	February 23, 2018

The Selection Committee will assess each RFP response against an agreed upon set of evaluation criteria. Firms selected to present to or be interviewed by the Selection Committee will be notified of the logistics by PetroLMI.

Participation in the presentations/interviews will be the sole financial responsibility of the consultant(s) and will not be reimbursed from the project budget.

Following the awarding of the contract, the PetroLMI team will meet with the consultant's project lead and team to confirm a detailed work plan for the project activities.

## 5.0 RFP Requirements and Evaluation Criteria

Responses submitted to PetroLMI should not exceed 20 pages in length. The following are elements required in the response:

- A summary of qualifications, ensuring that minimum requirements and demonstrated value-added knowledge and/or skills listed below are included where possible:
  - A degree or diploma in Web programming/Development or related fields
  - Minimum 5-10 years' experience
  - Examples of web dashboards/interactive forecasting tool(s)
  - Experience in development and troubleshooting of CMS systems
  - Proficiency in programming CSS, PHP, MySQL, HTML5, Javascript, Ruby on Rails
  - Experience working with Adobe Creative Suite
  - Experience undertaking web projects for the oil and gas industry, preferred
  - Bilingualism (English and French) is an asset.
- A high level work plan and budget, including a description of approach and methodologies that would be used to complete the project activities.
- Identification of any potential risks that your team may foresee during the development of this project and possible actions to mitigate these risks.
- Identification of measures that will be taken by your team to ensure the highest level of quality in the production of reports, documents, correspondence and communication with project participants and PetroLMI.
- List of team members, work location, area of expertise, specific project roles and/or tasks.
  - Identify one key contact name within the team for all correspondence with PetroLMI.

Each RFP response/proposal will be measured against the following criteria:

Criteria	Weighting
1. Consulting Firm's Capacity to Carry Out Project During the Timelines Outlined	25%
2. Experience with Canada's Oil and Gas Industry	15%
3. Experience Undertaking Similar Projects	15%
4. Consultant Hourly Rate and High Level Work Plan and Budget*	25%
5. Overall Cohesiveness and Presentation of Response to RFP	20%
<b>TOTAL</b>	<b>100%</b>

\*Please detail hourly rates if these vary for each key role (e.g., senior programmer, usability expert, project manager, etc.). Consultant's travel costs to attend meetings and to conduct research must be included in the estimated budget. This fee includes the distribution of research tools (e.g., surveys)

used in the research phase of the project. For example, if the consultant(s) chooses to conduct a mail survey, they are responsible, both financially and logistically, for its distribution.

**RFP responses/proposals are due by 11:59 p.m. MST on January 31, 2018. Please e-mail an electronic PDF copy of your proposal including company name and RFP Web Consultant in the subject line to: [anna.kottsova@energysafetycanada.com](mailto:anna.kottsova@energysafetycanada.com)**

## 6.0 Cancellating/Reissuing RFP

PetroLMI reserves the right to cancel, alter or reissue the RFP. The RFP is not a contract, or offer to enter into a contract, but an RFP for the supply of service to PetroLMI/Energy Safety Canada. PetroLMI may reject any and all proposals without further questions or redress from any respondents. PetroLMI reserves the right to accept or reject proposals in whole or in part, to discuss different or additional terms to those included in the RFP or in any proposal, or to amend or modify any term in this RFP.

## 7.0 Additional Information

Contracts may be either fixed fee for accepted completed deliverables or an hourly rate. The type of contract required will be determined by PetroLMI. The successful RFP bidder will be required to adhere to the following contractual requirements.

Note: This is a partial list only as it provides information to potential bidders regarding contracting expectations of PetroLMI and does not represent a contractual agreement in whole or in part.

### ASSIGNMENT AND SUBCONTRACTING

- Proposals must be submitted under one lead Consultant if subcontractors are being included.
- Identification of the project lead: If the submission is from a consortium of firms or consultants, the submission must identify the lead firm and the project lead from that firm. It must also detail how the consortium will operate. In the case that the successful bidder is a consortium of firms or consultants, PetroLMI will enter into a contract with the lead firm/consultant only.
- Written request to, and permission from, PetroLMI are required for substitutions of key project team members.

### INTELLECTUAL PROPERTY AND COPYRIGHTS

- Ownership of any work, information, records or materials developed or produced under the contract shall become the sole property of PetroLMI.

### CANADIAN LABOUR AND MATERIALS

- The contractor shall use Canadian labour and materials in the performance of the work to the extent they are procurable.

