



*Motor Carrier Passenger Council of Canada
Conseil canadien du transport de passagers*

REQUEST FOR PROPOSAL

**LABOUR MARKET DATA COLLECTION, ANALYSIS AND REPORTING
TO DEVELOP AND MANAGE A COMPREHENSIVE DATA BASE**

NOVEMBER 2018

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1. INTRODUCTION

The Motor Carrier Passenger Council of Canada (MCPCC) is a not-for-profit corporation providing human resources products and services for the motor carrier passenger industry. It was formally established in January 1999. The MCPCC's membership includes all national and regional Industry associations, major Industry labour organizations, multi-sector (urban transit, intercity, tour and charter, school bus and accessible services) representation from large, medium and small entities as well as multi-level government and education stakeholders.

2. INDUSTRY PROFILE

The Canadian motor carrier passenger industry is comprised of various service providers catering to regional as well as local markets:

- *Urban transit service providers are mostly medium and large public organizations;*
- *Intercity, tour and charter service providers are privately owned, mainly medium/small operations;*
- *School bus transportation reflects the greatest diversity. Some are large entities while some remain small owner-operated businesses. In some provinces private firms mostly deliver school transportation while in others school boards directly operate the services.*

3. BACKGROUND

During the period 2014 to 2018 MCPCC conducted labour market research on key sector needs and trends, and developed a website portal and data collection methodology (online customized survey) to collect and disseminate labour market information useful for job seekers, industry, governments and education bodies. A detailed sector labour market research report was produced highlighting key industry-validated needs and recommendations for future actions. The research identified 10 key occupations critical to achieving industry strategic goals. These occupations are: Professional Bus Operator (NOC 7512), Licensed Mechanic (NOC 7321), Apprentice Mechanic, Training Instructor (NOC 4021), Garage Assistant (NOC 7612), Maintenance Worker (NOC 6733), Dispatcher (NOC 7305), Scheduler/Planner (NOC 1526), Bus Operations Manager (NOC 0731) and Bus Operations Supervisor (NOC 1215). The data collection will focus on these key positions.

The MCPCC is commencing the three year project “Working Hands-on for an Environmental and Effective Labour System” (WHEELS) to produce and disseminate a comprehensive labour market intelligence system [LMIS] consolidating current industry data, supply and demand forecasts to meet the needs of both the bus industry and the Canadian labour market.

4. OBJECTIVES

Objectives are to enable individuals, employers, education/training institutions and governments to make informed choices by utilizing the comprehensive LMIS, complete with analyses, reports and recommendations. The main objective is to gather and communicate the most accurate information on:

- The current and anticipated skill requirements that are in demand for the sectors,
- The current and anticipated capabilities of supply mechanisms to meet demand and,
- The breakdown of industry employment by sector, region, etc.

5. REQUIREMENT

The MCPCC is seeking consultancy to undertake the ongoing assessment of the Canadian Bus Industry labour market through data collection, analysis, reporting and recommendations utilizing the English and French online customized survey already developed along with supplementary pertinent data sources available, as determined by the consultancy.

A data analysis plan is also available for reference and utilization. The consultancy will review existing MCPCC related materials, provide strategic guidance and work with MCPCC staff to recommend any additional contextual research or materials that may be required to enhance the scope.

The customized survey is comprised of 4 topical areas, Financial, Employment, Compensation and Benefits, Workforce Planning and Trends. The survey is designed to collect data separately on each individual topical area per quarter followed by detailed analysis and reporting. Data is collected for one topic each quarter and analyzed on an ongoing basis with results reported on each topic at 12-month intervals. Commencing Month 12 and onward a Report on one topic area will be published every quarter.

The following illustrates the project data collection, analysis and reporting process.

YEAR 1, QUARTER 1	YEAR 1, QUARTER 2	YEAR 1, QUARTER 3	YEAR 1, QUARTER 4
<ul style="list-style-type: none"> Financial Collection/Input to Analysis Plan 	<ul style="list-style-type: none"> Employment Collection/Input to Analysis Plan Commence Analysis of Financial Data 	<ul style="list-style-type: none"> Compensation Collection/Input to Analysis Plan Commence Analysis of Employment Data Complete Financial Analysis 	<ul style="list-style-type: none"> Trends Collection/Input to Analysis Plan Commence Analysis of Comp. Data Complete Employment Analysis Develop & Publish Financial Report
YEAR 2, QUARTER 1	YEAR 2, QUARTER 2	YEAR 2, QUARTER 3	YEAR 2, QUARTER 4
<ul style="list-style-type: none"> Yr. 2 Financial Collection/Input to Analysis Plan Commence Analysis of Trends Data Complete Comp. Analysis Develop & Publish Yr. 1 Employment Report 	<ul style="list-style-type: none"> Yr. 2 Employment Collection/Input to Analysis Plan Commence Analysis of Yr. 2 Financial Data Complete Trends Analysis Develop & Publish Yr. 1 Comp. Report 	<ul style="list-style-type: none"> Yr. 2 Comp. Collection/Input to Analysis Plan Commence Analysis of Yr. 2 Employment Data Complete Yr. 2 Financial Analysis Develop & Publish Yr. 1 Trends Report 	<ul style="list-style-type: none"> Yr. 2 Trends Collection/Input to Analysis Plan Commence Analysis of Yr. 2 Comp. Data Complete Yr. 2 Employment Analysis Develop & Publish Yr. 2 Financial Report with year over year comparisons
YEAR 3, QUARTER 1	YEAR 3, QUARTER 2	YEAR 3, QUARTER 3	YEAR 3, QUARTER 4
<ul style="list-style-type: none"> Yr. 3 Financial Collection/ Input To Analysis Plan Commence Analysis of Yr. 2 Trends Data Complete Yr. 2 Comp. Analysis Develop & Publish Yr. 2 Employment Report with year over year comparisons 	<ul style="list-style-type: none"> Yr. 3 Employment Collection/ Input to Analysis Plan Commence Analysis of Yr. 3 Financial Data Complete Yr. 2 Trends Analysis Develop & Publish Yr. 2 Compensation Report 	<ul style="list-style-type: none"> Yr. 3 Comp. Collection/ Input to Analysis Plan Commence Analysis of Yr. 3 Employment Data Complete Yr. 3 Financial Analysis Develop & Publish Yr. 2 Trends Report 	<ul style="list-style-type: none"> Yr. 3 Trends Collection/ Input to Analysis Plan Commence Analysis of Yr. 3 Comp. Data Complete Yr.3 Employment Analysis Develop & Publish Yr. 3 Financial Report with year over year comparisons

It is intended that a baseline will be developed through this assignment and this process will continue after the "WHEELS" project is completed.

6. PURPOSE OF ASSIGNMENT

The consultancy will provide baseline analyses of the supply of skills and the labour market demands. The process of conducting this assessment will present opportunities for greater collaboration between various stakeholders so that proactive solutions can be developed to address various labour market issues. The results of the analyses and reports will be used to inform all stakeholders of the general trends in the industry labour market and more importantly to highlight areas for policy responses to produce a diverse, adaptable and highly skilled workforce that will contribute to Canada's economic growth and development.

7. KEY QUESTIONS TO BE ADDRESSED

- a) What are the major factors that currently influence the labour market in the bus industry? This will include analysis of national and regional labour market policies, technological advances (e.g. autonomous vehicles), demographic factors, labour movement (national/regional/international), labour capacity and labour force participation.
- b) What are the current and likely future labour market demands? Analysis will help to clarify challenges and opportunities in the different sectors. This will include a baseline of the current situation, and an indication as to the capacity of the workforce and the education and training providers to meet future needs. This will help to better understand current skills gap and short-to-longer term skills needs.
- c) What are the existing and potential skills and training gaps in each sector? Analysis here will also help to identify the needs and understand whether the demands can be met within Canada.
- d) Are the legislative and institutional frameworks for gathering and analyzing labour market information fit for purpose?
- e) What are the challenges that will hinder implementing a comprehensive and integrated approach to a labour market strategy?

8. QUALIFICATIONS, SKILLS AND EXPERIENCE

The successful consultancy should have the following qualifications and experience:

- Advanced knowledge and experience in statistics, economics, and/or other science. Specialization in labour economics will be an asset.
- Experience in managing online administration of business surveys.
- Skills in providing information that can lead to the development of labour market policies and strategies.
- Skills in recommending labour market policies and strategies based on analyses of data collected.
- Relevant professional background with proven working experience consisting of substantial involvement in assessments, evaluations and/or reviews in related areas.
- Working experience with senior officials within government and nongovernment organizations.
- Full computer literacy; experience designing and maintaining a database (e.g., familiarity with Microsoft Access, SQL, etc.).
- Proven capacity to manage and coordinate all administrative and technical aspects of the consultancy.
- Excellent oral and written communication skills in both official languages.
- Demonstrated ability to establish harmonious and effective relationships.

9. SCOPE OF WORK

Under the direction of the Executive Director & CEO, the Consultancy will develop and agree the scope and delivery of this work and the time frame within which the work must be completed. Specific tasks will include:

- A detailed Plan for the delivery of this work, including an outline of all tasks, timelines and dates of output delivery
- A review and assessment of existing resources (customized survey and data analysis plan) and sources of information and identification of weaknesses in the institutional, legal and regulatory framework for development of an improved LMIS.
- A review and assessment of existing labour related policies, legislation and institutional framework in relation to the investment and human development environments, outlining existing opportunities and challenges, with recommendations for improvement.
- Execution of surveys and facilitation of focus groups, if required.
- Analysis and preparation of reports and preparation of labour market projections.
- Identification of any specific areas being considered by Government or other stakeholders that could impact the bus industry.
- Compilation of the Labour Market Reports and Recommendations.

The work will be undertaken in consultation with representatives of bus sector organizations, as well as existing and potential labour market participants. The consultancy will draw on perspectives and aspirations of the various stakeholders about future labour market needs and trajectories, labour market competition and salaries and wage differentials, and opportunities and challenges related to demographics and vocational opportunities (considering existing technical and vocational education and training available).

To that end, the Work Plan may also include:

- A stakeholder mapping of interested parties to be involved and/or consulted during the process of this work.
- Consultation plans and timelines for the production of consultation reports.
- Outline of the Reporting Structure.

10. KEY OUTPUTS/DELIVERABLES

- Work Plan
- Additional contextual research requirements
- Analysis and Reporting Framework
- Analyses and Reports consistent with quarterly timelines, contingent on receipt of data
- Recommendations

11. DURATION

It is anticipated that the consultancy will be carried out between January 2019 and September 2021 over an approximate period of 33 months.

12. MCPCC ROLE AND RESPONSIBILITIES

MCPCC is the contracting organization and sole owner of the research data and the results. The work will be under the direction of the Executive Director & CEO with delegation to a Project Manager, if applicable. MCPCC staff will identify the survey participants and be responsible for the French translation of all documents.

13. CONSULTANCY REQUIREMENTS

- A proposal for undertaking this work, demonstrating an understanding of the requirements, timeline and outputs, together with a financial proposal.
- Résumé of consultant(s) proposed for the work.
- Experience in undertaking similar assignments listing areas and sub-areas of expertise.
- Three References.
- 12 pages or less.

14. CONSULTANCY SELECTION PROCESS

The successful consultancy will be selected on the basis of the above-mentioned requirements, price/value, congruency of proposal presentation and ability to meet timelines. Approved travel will be covered based on Treasury Board Guidelines.

15. TIMING

The MCPCC requires that all proposals be submitted to the Executive Director preferably **via email** in response to the RFP no later than **November 30, 2018**.

Send To:

Ms. Joan Crawford
Executive Director & CEO
Motor Carrier Passenger Council of Canada
10350 Yonge Street, Suite 206, Richmond Hill, Ontario L4C 5K9
E-mail: joan@buscouncil.ca

16. CONCLUSION

Any and all reports, documents and any other work products prepared or developed by the consultancy as part of the work under this project shall vest in and remain the property of the MCPCC. All materials developed are solely for use by the MCPCC and are not to be released by the consultancy to other parties without the written consent of the MCPCC.

The MCPCC reserves the right to further negotiate with bidders to achieve the most cost-effective contract that is in keeping with the terms and conditions of the RFP, or to not award a contract at all.

If it is necessary for the consultancy to replace any personnel assigned to the project, the consultancy must provide an immediate replacement with comparable knowledge and experience as the previous incumbent. Any replacement will be at the consultancy's expense.

You are invited to provide any general comment regarding the assignment. Should you require more information or clarification, please feel free to contact me at joan@buscouncil.ca or telephone 905-884-7782.