



Canada Safety Council Call for Quotations

January 23, 2023

Background

The Canada Safety Council (CSC) will develop a standardized "Driver for Hire" online training program to outline essential driving skills for gig economy workers (rideshare, delivery, taxi, vehicle for hire etc. drivers) while incorporating key workplace skills training. This project is national in scope and will be offered in both official languages.

The project's specific objectives are to:

- Create and implement a national online learning program to address safety, regulatory and interpersonal issues associated with driver / vehicle for hire services available in Canada;
- Ensure that the program specifically includes and trains under-represented groups in Canada, including racialized Canadians, women, Indigenous workers and persons with disabilities;
- Foster the importance of lifelong learning while promoting transferable credential attainment and improving digital skills; and
- Establish partnerships with rideshare / delivery vehicle employers and regulators with provinces over the duration of the program.

CSC is accepting quotations or simple proposals to outsource various project elements (Bid Items) through a Master Services Agreement. Given the tight timelines (December 20, 2022 - March 31, 2024), CSC is issuing one call for proposals with the expectation that bidders will indicate the project elements they are interested in.

Bidders are free to bid on Items A, B, C, D, E -- or any combination thereof. If there is a discount for multiple Items, bidders are requested to please make it clear in the bid package. The scoring criteria of all bid items is the same and outlined in Section 3.

1.0 Request for Proposal/Bid

Item A. Strategy Consultant

CSC is seeking a consultant to carry out requisite research on understanding the market dynamics, the needs of drivers and rideshare/vehicle-for-hire companies. This will include targeting employers in the rideshare and vehicle-for-hire economy as well as drivers and prospective drivers to get them to participate in the project. The consultant will then provide critical insights and direction on how best to pursue and deliver on effective Business to



Business (B2B) and Business to Consumer (B2C) strategies and tactics as well as key messages and approaches to target these groups. Further, the winning consultant will provide insight and direction on post-program sustainability. The winning vendor will be tasked with reporting to, and supporting, the vendor completing the marketing execution (ITEM C).

Mandatory Requirements

The successful vendor will meet the following mandatory requirement(s):

- Must have at least two years of market research and growth strategy experience with Software as a Service (SaaS) based solutions

Response Considerations

Vendors should consider the following items when preparing their responses to this section - Item A - Research Consultant

- Timelines will require a consultant that can mobilize quickly and utilize existing networks to assist with the efforts. At least 10 years of executing growth strategies for digital solutions is preferred
- Previous experience in learning technology, online learning and training delivery is an asset
- Five years' experience with technology research projects through conducting rapid experimentation is preferred
- Bidders should demonstrate experience in the health and safety sector. This includes any current or past engagements with CSC
- The resume of the lead consultant is to be submitted as part of a response to this project element. We are seeking a mix of educational background and practical experience in the area of market research, survey design, understanding and decoding client motivation, and quantitative as well as qualitative analysis

Any interested consultants are asked to submit their resume and a high-level work plan. This project can be completed in a span ranging from four to eight months. Interested consultants are asked to please indicate the time frame they believe is necessary to help CSC understand the user/client needs, define the key criteria for succeeding in the market, define market dynamics and ensure that messaging and approach is properly targeted to elicit the proper response.

Budget for this item is capped at \$140,000



Item B: Program Adoption Services

Program Adoption specialists will lead outreach efforts to recruit project participants, engage with employers in the rideshare / vehicle-for-hire industry as well as recruit and support not-for-profit representatives of underrepresented groups to get the program launched. They will provide training and demos to participating parties, conduct follow-up after training is completed, develop and distribute all program-related reporting and serve as the main point of contact for all external stakeholders involved in the project.

Given the short timeframe and the various groups and learners to support, CSC is searching for a partner that can hit the ground running with a team that has demonstrated past success in delivering program awareness at a provincial and national level. We are seeking deep domain experience in engagement and adoption services for national learning technology programs. We expect a full-time team of resources, providing a wide range of adoption services. The vendor will have some background in marketing, social media, customer/partner support and onboarding, recruiting partners, project management and implementing learning technology across multiple provinces.

Mandatory Requirements

With time constraints and sustainability requirements in mind, CSC will require the successful bidder to meet the following requirements:

- Must have bilingual program adoption and user support services staff
- Has successfully provided regional / national adoption services for Health and Safety digital learning programs
- Maintain a SOC2 certification or equivalent to ensure adherence to sound processes in a secure environment which guards the privacy of all users.

Response Considerations

Vendors should consider the following items when preparing their responses to this section - Item B - Program Adoption Services

- Five years or more providing marketing / adoption services as part of bilingual multi-stakeholder learning technology programs across Canada, preferably in Health and Safety-related environments
- Have completed three or more similar projects which successfully deployed many thousands of classroom and online courses
- Experience in the implementation of bilingual customer support.
- Some experience with LMS deployment and managing multiple stakeholders and partners in the delivery/sales of online courseware is important.
- Demonstrated experience in working with underserved groups to encourage and support program engagement.

- Previous experience providing program adoption services in projects that include soft skills, workplace skills, essential skills and skills for success.
- Proven experience with providing research and market strategies in advance of and during program engagement and adoption efforts
- Bidders should demonstrate experience in the Health and Safety sector. This would include any current or past engagements with CSC

Budget for this item is capped at \$480,000

Item C: Marketing and Advertising Assets

Closely related to the provision of program adoption services is the development of supporting marketing and advertising assets. These assets will be developed with the goal of generating interest and promoting active engagement throughout the program. Tight timelines will require this work to be iterative in nature and to be closely connected with ongoing feedback provided through the program adoption team. Scope of work for this program element includes the strategy, design and development of multiple websites/landing pages to direct and inform participants about the program. It also includes the creation of social media assets (visuals, infographics, social media posts, etc.).

We expect that this project will cover six months and require half-time effort from a lead person and additional support services as and when needed from a team of graphics designers, animators and writers.

Bidders are asked to provide a description of the lead consultant's experience and include a resume for the lead consultant. In addition, bidders are asked to provide the daily rate of the consultant along with the anticipated number of days required to complete this work.

Mandatory Requirements

The successful vendor will meet the following mandatory requirements:

- Must provide a link or documentation highlighting three or more successful projects which included the development of websites/landing pages as well as marketing assets
- Must have at least 10 years' experience in marketing and market research

Response Considerations

Vendors should consider the following items when preparing their responses to this section - Item C Marketing and Advertising Assets

- Demonstrated expertise in developing websites / landing pages and assets for digital learning programs and proven experience in branding
- Proven Social Media Experience



- Proven ability to produce effective copy, animation and new graphics elements
- Experience in the development of marketing strategies for government-funded projects
- Bidders should demonstrate experience in the Health and Safety sector. This would include any current or past engagements with CSC
- Proven experience with strategic marketing programs aimed at different types of users in various geographic markets

Budget for this item is capped at \$60,000

ITEM D: Digital & Print Media Services

Collaborating with the Strategy Consultant, CSC is seeking a vendor to assume responsibility for providing leadership and direction around the provision of digital and print media advertising services (Google Ads, LinkedIn, Facebook, logos/cards for drivers to display, sponsorships, articles in trade publications, etc.). This will involve setup and delivery of the digital campaign across the channels identified within the digital strategy.

We expect that this engagement will require continual upfront communication, brief development and project management along with campaign execution including daily optimization, A/B testing setup, bi-weekly status and monthly performance reports.

Nearing the campaign conclusion, CSC requires a handoff to equip those working on the project with the knowledge and expertise to manage the digital media execution moving forward. This will include how to properly set up campaigns, handle the day-to-day optimization, and how to spot potential opportunities.

Bidders are asked to provide a brief sample plan of potential marketing tactics that it plans to roll out. Bids are asked to provide detail on the allocation of advertising spend vs. consultant planning time and overhead.

Mandatory Requirements

The successful vendor will meet the following mandatory requirements:

- Have organised sponsorship and advertising buys for three or more regional or national digital learning projects

Response Considerations

Vendors should consider the following items when preparing their responses to this section - Item D - Sponsorship and Advertising

- At least five years' experience planning ad buys via traditional and digital means
- Demonstrated experience of providing advertising value under a limited budget



Budget for this item is capped at \$40,000 including the ad spend. Please advise what portion of this budget you plan to keep for executing these services.

ITEM E: Program Evaluation

To accurately and objectively evaluate the success of the program, CSC seeks a third-party consultant that brings knowledge and expertise in program evaluation, data analysis and reporting. The evaluator will be expected to review the high-level testing model developed by CSC and Bluedrop ISM and assist with development of a formal evaluation plan. The evaluation plan will provide:

- A review of the high-level testing model and provide any recommendations for improvement, if required
- The key performance indicators that will be used to measure success
- A timeline for data collection and analysis
- The methods/channels that will be used to collect data
- An explanation of how data will be analyzed
- The specific tools (surveys, focus group questions, etc.) that will be used to collect the data

Once the evaluation plan has been approved, the evaluator will be expected to:

- Develop the tools that will be used to collect data
- Assist CSC and Bluedrop ISM with data collection
- Analyze the data, and provide it to CSC and Bluedrop ISM in a format that can be inputted into the formal report, which will be submitted to the project funder

Mandatory Requirements

The successful vendor will meet the following mandatory requirements:

- Have provided program evaluation services for three or more federally funded skills development / digital adoption projects in the past five years

Response Considerations

Vendors should consider the following items when preparing their responses to this section - Item E - Program Evaluation

- Demonstrated experience providing evaluation services on multi stakeholder programs
- Response should highlight the vendor's understanding of the nature of the work being completed
- Response should include a work plan

- Bidders should demonstrate experience in the Health and Safety sector. This would include any current or past engagements with CSC
- A resume of lead resource should be included

Budget for this item is capped at \$80,000

2.0 Submission Details

Submission details are as follows:

- The CSC contact for this opportunity is Amer Ishak and he can be reached at amer.ishak@safety-council.org
- Submission is required through email by **12 p.m. EST, February 10, 2023**
- Inquiries will be accepted through email to the contact provided above by **4 p.m. EST, February 7, 2023**
- Bidders are asked to keep their response to 15 pages, including any additional information provided as appendices or attachments (not including resumes)
- Responses should include a brief history, identification of program elements that the bidder is interested in providing, description of how requirements will be met or exceeded, brief description and/or resumes of key team members.
- Pricing should be broken down by the bid items requested in the outsourcing requirements section above
- Bidders are free to bid on Items A, B, C, D, E, or any combination thereof. If there is a discount for multiple Items, bidders are requested to please make it clear in the bid package.

3.0 Proposal Evaluation

After bidders demonstrate their ability to meet the appropriate Mandatory Requirements, proposals will be evaluated using the following process:

1. **Rated Requirements.** CSC will evaluate the bids that successfully meet the mandatory requirements, using the following weighting criteria.
 - a. **Previous Experience - 30%** - CSC is looking for a vendor(s) that has demonstrated experience in the areas in which they are bidding.
 - b. **Project Management - 20%** - Vendors must demonstrate their ability to hit the ground running and to meet tight deadlines. Ability to simultaneously manage multiple stakeholders is also required.
 - c. **Proposed Team - 20%** - Bidders are expected to provide a short description and/or resumes for key team members that will be working with CSC on the items in which they are bidding

