

REQUEST FOR PROPOSAL

Develop and Design a Toolkit on
Disability Inclusion in Tourism Workplaces.

Reference Number: 26753

ISSUE DATE

Wednesday, October 9, 2024, at 3pm Eastern Time

CLOSING DATE AND TIME

Wednesday, November 6, 2024, at 3pm Eastern Time

CONTACT

Olu Adigun
Senior Project/Program Manager
901 - 275 rue Slater Street, Ottawa, ON, K1P 5H9
oadigun@TourismHR.ca

Bidders are advised to read and respond appropriately to all sections of the Request for Proposal. Bidders unable to provide all services described herein need not bid. All costs incurred in the preparation of a response to this RFP are the responsibility of the bidder and will not be reimbursed by Tourism HR Canada. Tourism HR Canada cannot accept proposals from bidders with a real or perceived conflict of interest.

TOURISM HR CANADA

Tourism HR Canada is a pan-Canadian not-for-profit organization with a mandate aimed at building a world-leading tourism workforce. Tourism HR Canada facilitates, coordinates, and enables human resource development activities that support a globally competitive and sustainable industry and foster the development of a dynamic and resilient workforce.

Funded in part by the Government of Canada, Tourism HR Canada works on behalf of all constituency groups that make up the tourism sector's labour market, including employers, labour unions, national and provincial/territorial associations, government, and equity groups.

Tourism HR Canada provides equal access to procurement opportunities and encourages proposals from diverse suppliers.

More information on the organization can be obtained at TourismHR.ca.

BACKGROUND, CONTEXT

According to the 2022 Canadian Survey on Disability, 27% of Canadians aged 15 years and older had one or more disabilities that limited them in their daily activities. However, only 62% of working-age adults (25 to 64 years of age) with disabilities were employed. Among those working-age adults with disabilities, 348,830 people were employed in tourism industries.

Census data shows a significant increase in tourism workers reporting disabilities, difficulties, or long-term conditions, from 12.3% in 2011 to 32.6% in 2021. The data underscores the importance of creating accessible and inclusive tourism businesses for both workers and consumers.

Tourism HR Canada was recently awarded a federally funded three-year, pan-Canadian project. Branded "Belong: Building IDEAL Workplaces", the project aims to:

- Provide data, training, resources, and services to increase awareness of disability inclusion
- Enhance the understanding of the significant benefits of hiring, retaining, and promoting persons with disabilities
- Strengthen employers' capacity to build inclusive, diverse, equitable, and accessible workplaces

As part of the Belong project deliverables, Tourism HR Canada will develop a toolkit that is intended to educate tourism employers, employees, and business owners on best practices for creating safer, more inclusive, and more accessible workplaces. The toolkit units should challenge pre-conceived notions, cover general knowledge surrounding disability inclusion, discuss accommodations specific to disability types, provide information on tailoring job descriptions, counter myths on the assumed cost of accommodations, and highlight case studies, where possible.

PURPOSE OF THIS REQUEST FOR PROPOSAL

Tourism HR Canada is seeking a qualified contractor to develop and design a national disability toolkit aimed at supporting tourism businesses on their journey in successfully hiring and retaining individuals with disabilities.

This will include the development of dedicated units broken down by overarching disability categories as recognized by the Canadian Survey on Disability (CSD), the graphic design of all newly developed toolkit units plus applying the same design to a 10-page unit written by an external contractor, and any environmental scans and compiling of Tourism HR Canada materials as defined by Tourism HR Canada.

The first phase of the disability toolkit will focus on five disability types:

1. Developmental disabilities
2. Physical disabilities
3. Pain-related and chronic health disabilities
4. Sensory disabilities (including seeing & hearing)
5. Learning disabilities

These disability types have been prioritized based on identified gaps in the availability of resources and employer supports.

The toolkit must be developed in English and French. Tourism HR Canada will handle all translations to French. However, the chosen proponent must note that due to the funding structure of this project, the French version of the toolkit must be completed in April and May 2025.

As noted above, in addition to the development of this disability inclusion toolkit, the proponent would also be required to apply a graphic design to an existing 10-page toolkit and a printable poster; the contents will be provided by Tourism HR Canada. The design must follow the same design used for the new toolkit. This existing toolkit focuses on how tourism employers can support employees who have substance use disorders.

The toolkit should be developed and designed to be an interactive online toolkit as well as downloadable printable pdf materials; this should be taken into consideration while developing the toolkit.

In developing the toolkit, the contractor is expected to consider:

- Developing accommodation strategies according to each type of disability, in alignment with various roles in the tourism sector
- Aligning recruitment, onboarding, and retention strategies/tactics with specifics from both employer and employee lenses
- Phrases and words acceptable in the context of disability
- Overcoming myths about working with people with disabilities
- Compensation (e.g., what to include, what people are interested in)
- How to appeal to job seekers with disabilities,
- Managing difficult and unfamiliar situations because of a person's disability.

Whilst we are aware that there are numerous resources available that focus on disabilities of different types, it is important for the successful contractor to be aware of these

resources and to identify gaps where Tourism HR Canada can design resources to bridge any gaps at a national level.

PROJECTED KEY PROJECT ACTIVITIES

The toolkit should be a practical and educational resource for businesses to increase their knowledge and improve their practices related to inclusion, diversity, equity, accessibility, and accommodation.

At a minimum, the winning contractor will be expected to undertake the key project activities listed below.

1. Project Kickoff

Attend a kickoff meeting with Tourism HR Canada. During this meeting, the winning bidder and Tourism HR Canada will establish the working relationship and confirm project deliverables and timelines. The agenda will include a review of the proposed approaches and work plan. Time will be allocated to discuss any anticipated challenges and mitigating strategies to overcome them.

2. Project Communication

Project updates will be communicated frequently through weekly or bi-weekly virtual meetings. These meetings will be led by the contractor's project lead. Emails will also be used to convey project updates and communication between the contractor and Tourism HR Canada.

3. Review Tourism HR Canada's Tool and Resources

Conduct a review of existing tools and resources that have been recently developed by Tourism HR Canada, specifically the Discover Tourism campaign, Belong eLearning, Belong skills and mapping analysis, and Belong research report. This exercise is necessary for the winning proponent to gain a strong understanding of how the new toolkit aligns with other program areas managed by Tourism HR Canada.

4. Research and Environmental Scan

Undertake an environmental scan of existing disability toolkits aimed at supporting businesses (tourism and other sectors) across Canada, primarily focused on the five disability areas: developmental disabilities, physical disabilities, pain-related and chronic health disabilities, sensory disabilities (including seeing & hearing), and learning disabilities. The environmental scan will identify gaps in employer “best practices”, note tools and resources for employees with disabilities, and contribute potential ideas to include in Tourism HR Canada’s strategy and resources. Where necessary, this should include connecting with Tourism HR Canada’s network of industry associations, and with members of the Belong advisory committee. Tourism HR Canada will be happy to make the introductions to all partners.

As part of this process, we would like recommendations (supported by our own research) to identify any resources that would make sense to include as part of the toolkit.

5. Subcontractors

Coordinate and manage the work of any subcontractors who are included in the bid.

6. Content Development

Develop content and relevant resources that would be used to create an interactive online toolkit as well as downloadable printable PDF resources.

7. Translation

All resources developed must be delivered in both English and French. Please note, all translations will be undertaken by Tourism HR Canada. For translation, Tourism HR Canada will require the English content to be provided in Word documents. The translated content will be returned to the winning bidder as Word documents that must then be designed and finalized for publication.

PROJECT DELIVERABLES

The successful proponent will deliver:

1. A comprehensive work plan that minimally includes methodology, complete list of activities, timelines, relevant parties' engagement and consultation plan, project communication plan, and reporting requirements.
2. An environmental scan report with recommendations.
3. A designed interactive online toolkit as well as downloadable printable PDF resources that focuses on the five disability types mentioned above. The toolkit must meet accessibility requirements, and best practices, as well as serve the needs of employers and employees.
4. Completion of the design of a 10-page toolkit focused on substance use disorders amongst tourism employees, and a related printable poster for tourism employees, whose contents will be provided by Tourism HR Canada.
5. Completion of the design of French versions of all toolkits.
6. All source files (including packaged, editable design files) and underlying works related to content, tools, and resources created.

PROJECT TIMELINES

The project is anticipated to start on Monday November 18, 2024. English must be completed by February 28, 2025, and French must be completed by May 31, 2025.

MINIMUM REQUIREMENTS OF A BIDDER

1. The qualified contractor is expected to comply with the guiding principles contained in the Accessible Canada Act, notably:
 - Involve persons with disabilities in the development of the toolkit, policies and programs
 - Include the principles of equity, anti-discrimination, participation, and inclusion
 - Consider the multiple and intersecting forms of marginalization and discrimination faced by individuals with disabilities
2. The bidder must complete the project by May 31, 2025.
3. The bidder must demonstrate:

- a. **Toolkit Development Experience:** Extensive experience and expertise in designing and developing diagnostic tools and content for both employers and employees.
- b. **Research Experience:** Extensive experience in data collection, analysis, and synthesis of information.
- c. **Communication Skills and Capacity:** Excellent written and verbal communication skills in English; ability to produce clear and comprehensive reports, guidelines, and content.
- d. **Knowledge in Disability Inclusion and Accessibility:** Knowledge in diversity, equity, disability inclusion, workplace accessibility and accommodation, including knowledge of accessibility standards and best practices.
- e. **Project Management Ability and Experience:** Extensive experience working on projects of a similar nature; the ability to carry out project activities and complete all deliverables by the indicated project timelines.

PROJECT COSTING

The initiative has an estimated budget of **\$65,000.00 (sixty-five thousand dollars) (excluding HST)** over the period of the contract. The budget presented in the proposal should clearly indicate the activities to be undertaken and the portion of the budget aligned with each of the core activities.

Further refinement of the budget and activities will be ironed out with the successful bidder during the initial kick-off meeting.

Budget is exclusive of translation; Tourism HR Canada will cover these costs.

No travel costs will be reimbursed without prior approval from Tourism HR Canada.

PROPOSAL SUBMISSION GUIDELINES

Submissions must not exceed **fifteen (15) pages** and must include, but are not limited to, the following components:

1. **Scope:** Include a statement summarizing your understanding of the scope of the project.
2. **Proposed Work Plan:** Using the tasks described in the Key Project Activities section of the RFP as your reference, describe in narrative form your plan for accomplishing the work. Modification of the tasks as presented is permitted; however, reasons for changes should be fully explained and justified. Include proposed timeframes and explanations of how the RFP requirements will be achieved.
3. **Deliverables:** Provide a description of your understanding of the final deliverables expected by Tourism HR Canada.
4. **Project Costing:** Supply a comprehensive breakdown of the cost estimates associated with the project deliverables and hours of work by team members.
5. **Special Considerations:** Identify any unique challenge(s) that you perceive in executing the project, and how you might approach the challenge(s).
6. **Project Staff:** Supply a list of projected project staff, including third parties, and their respective roles, qualifications, experience, and (if applicable) ability to work in both official languages.
7. **Prior Experience:** Identify your experience in delivering projects of a similar nature or scope.
8. **References:** Provide three (3) references of clients with similar project work (please include client name, contact person, email address, and phone number, along with a brief description of each project as well as URLs to similar website content, tools, and resources developed if available). Please do not include any Tourism HR Canada staff members in your references.

PROPOSAL EVALUATION

Proposals will be evaluated by an internal committee from Tourism HR Canada. The winning consultant will be chosen based on a bidder's response to the enclosed service requirements and evaluated according to the criteria listed below.

Virtual interviews may be scheduled with bidders, particularly if two or more proposals are closely rated and/or more information is needed. All applicants will receive written notification of Tourism HR Canada's decision regarding their proposal. Decisions are not

subject to an appeal. The selection process is expected to be completed by November 12, 2024.

Contractor Evaluation (45%)

- Consultant's overall capabilities based upon understanding of project scope and activities.
- Qualifications and experience as outlined in the minimum requirements of bidder.
- Demonstrated experience/past performance.
- Project team member qualifications.

Proposed Work Plan (45%)

- Understanding of project, including clarity and relevance of proposal.
- Quality of the work plan, including approach to engaging with Tourism HR Canada staff to ensure full understanding of client needs as well as how to identify unknown or overlooked considerations to contemplate.
- Proposal preparation, thoroughness, and responsiveness to requirements of RFP.
- Outline of deliverables and how they will be met.
- Identification, explanation, and justification of modified tasks and/or unique challenges expected.
- Creative and innovative approaches to toolkit development and design.

Estimation of Project Costs (10%)

- Budget allocations should be commensurate with level of activity in workplan and reflect value for effort.
- Competitiveness to other bidders.

Proposals must be submitted in English in PDF format (including appendices, where applicable) to oadigun@tourismhr.ca no later than **3:00 p.m. Eastern Standard Time on Wednesday November 6, 2024**. No other submission format will be accepted.

All proposals must be marked with the bidder's name and reference the title of this RFP: Develop and Design a Toolkit on Disability Inclusion in the Tourism Sector.

Tourism HR Canada will notify all bidders upon receipt of their proposal, in the form of an email. Tourism HR Canada is not responsible for bids that fail to reach its office by the submission deadline.

Please note that late or incomplete proposals will not be accepted, and any proposal may be disqualified if it deviates from the submission instructions in the RFP.

CRITICAL TIMELINES

This proposal was broadcast on Wednesday **October 9, 2024 at 3:00pm EST.**

The deadline for inquiries is Wednesday **October 30, 2024 at 4:00 pm EST.**

Proposal submissions must be received by Tourism HR Canada no later than Wednesday **November 6, 2024, at 3:00 pm EST.**

All bidders will be notified of outcomes by end of day Tuesday **November 12, 2024.**

The project must be prepared to commence work on Monday **November 18, 2024** and must be completed by **May 31, 2025.**

KEY TERMS OF ENGAGEMENT

Although not exhaustive, this list of key terms of engagement will become an integral part of the Agreement between the Tourism HR Canada and the successful bidder.

Acceptance of the Proposal

Tourism HR Canada reserves the right not to accept any proposal. The RFP should not be construed as a contract to purchase services. Tourism HR Canada shall not be obligated in any manner until a written agreement relating to an approved proposal has been duly executed.

Proposal Revisions

Proposal revisions must be received prior to the RFP submission/closing date and time.

Financing of Proposals

The cost associated with preparing and submitting proposals will not be paid by Tourism HR Canada.

Acceptance of RFP Conditions

Receipt of proposal offer will be considered acceptance of the RFP terms and conditions by the bidder.

Subcontracting

Subcontracting is allowed as a condition of the anticipated contract for service. When allowed, proposed subcontractors must be listed. Joint proposal submissions must indicate which bidder has overall responsibility for project management.

Project Contact

Tourism HR Canada will assign a project contact at the time the contemplated contract is awarded. The successful bidder will also assign a project contact at that time.

Negotiation Delay

If a written contract cannot be concluded within fifteen days of notification to the designated bidder, Tourism HR Canada may, in its sole discretion, terminate negotiations with that bidder and either negotiate a contract with another bidder of its choice or choose to terminate the RFP process and not enter into a contract with any of the bidders.

Funding

The implementation of the selected proposal is dependent upon funding being approved by Tourism HR Canada.

Proposals as Part of Contract

Proposals may be negotiated with bidders and, if accepted, will form part of any contract awarded.

Disclaimers/Limitations of Liability

Neither acceptance of a proposal nor execution of an agreement shall constitute approval of any activity or development contemplated in any proposal that requires any approval, permit, or licence pursuant to any federal, provincial, regional district or municipal statute, regulation, or by-law. It is the responsibility of the contractor to obtain such agreement prior to commencement of the services under the proposed contract.

Copyright

During the project period, the successful bidder shall not sell, transfer, mortgage, lease, or otherwise dispose of any tangible or intangible assets including any intellectual property purchased for Tourism HR Canada under the contracted agreement without prior written consent of the owners. The copyrights, trademarks, and any other intangible or tangible rights relating to the Underlying Works belong to Tourism HR Canada and shall be delivered forthwith to Tourism HR Canada upon completion of the particular project, or as otherwise requested by Tourism HR Canada.

Tourism HR Canada reserves the right to modify the conditions of the RFP, at any time up to the closing date and time.

CONFIDENTIALITY AND SECURITY

Other Purpose

This document or any portion thereof may not be used for any purpose other than the submission of proposals.

Security and Privacy of Information

The successful bidder must agree to maintain security standards consistent with security policies of the Government of Canada. The successful bidder must also agree to comply with the Tourism HR Canada Privacy Policy regarding information received from participants (if applicable). These include strict control of access to data and maintaining confidentiality of information gained while carrying out their duties under the terms of any contract.

Disclosure

All documents submitted by bidders shall become the property of Tourism HR Canada, and as such will be subject to the disclosure provisions of the Freedom of Information and Protection of Privacy Act. Information pertaining to Tourism HR Canada obtained by the bidder because of participation in this project is confidential and must not be disclosed. Samples of work provided as part of submission requirements remain property of the bidder.

TOURISM HR CANADA, ITS EMPLOYEES, AGENTS, AND CONSULTANTS EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR REPRESENTATIONS, WARRANTIES EXPRESSED OR IMPLIED OR CONTAINED IN, OR FOR OMISSIONS FROM THIS RFP PACKAGE OR ANY WRITTEN OR ORAL INFORMATION TRANSMITTED OR MADE AVAILABLE AT ANY TIME TO A BIDDER BY OR ON BEHALF OF TOURISM HR CANADA. NOTHING IN THIS RFP IS INTENDED TO RELIEVE BIDDERS FROM FORMING THEIR OWN OPINIONS AND CONCLUSIONS IN RESPECT TO THIS RFP.