

Request For Proposals

The Employment Recovery Project

A. INTRODUCTION

The impact of COVID-19 on the Canadian economy has been profound with staggering job and wage losses experienced across demographic groups, industries and sectors. The pandemic and resulting economic shutdown has – and will continue to have - a significant impact on the labour force participation of individuals with an intellectual disability or autism, as well as the inclination by employers to hire individuals from these populations. In response, [Inclusion Canada](#), in partnership with the [Canadian Autism Spectrum Disorder Alliance](#) are delivering a project aimed at improving workplace inclusion and accessibility and ultimately increasing access to jobs for persons with an intellectual disability or Autism Spectrum Disorder (ASD) *in the face of COVID-19*.

This project seeks to complement and leverage the current [Ready, Willing, and Able/Prêt, Disponible et Capable](#) initiative, a market-led, employer-focused initiative that supports businesses across the country to build an inclusive and effective labour force that enhances both economic productivity and social inclusion through hiring persons with an intellectual disability or Autism Spectrum Disorder (ASD).

B. THE PROJECT

Inclusion Canada, in partnership with the Canadian Autism Spectrum Disorder Alliance are seeking a dynamic, innovative and collaborative team to lead the development of a new online resource and training platform that houses solution-focused, innovative and practical strategies for creating inclusive workplaces and access to jobs for persons with an intellectual disability or Autism Spectrum Disorder in the face of COVID-19. This centralized, comprehensive and 'on-demand' resource platform aims to provide current resources to all relevant labour market stakeholders as related to the unique needs of persons with an intellectual disability or autism in finding and maintaining employment.

The successful team will take responsibility for overseeing and executing on the development of the platform and the creation of key resources as well as hiring and managing consultants in order to meet all project deliverables listed below that extend beyond in-house expertise.

Project Deliverables

- Web design and development of "**RWA Works/PDC Au Travail**" an online resource and training platform that will host a comprehensive resource library of recorded webinars, downloadable tip sheets, resource guides etc. and seamlessly integrate with our Learning Management System (LMS), CoAssemble, which hosts free e-learning courses
- E-learning instructional design:
 - Content development/e-learning instructional design* (graphic design, video production, dynamic video elements/animation, voiceover/narration and layover) for 6 30-45 minute e-courses (1 course per labour market group, in

English and French, first language) to be hosted on CoAssemble (rwa.coassemble.com)

- Development of public service announcements (PSAs):
 - Content development* (graphic design, video production, dynamic video elements/animation, voiceover/narration and layover) for 6 30 second PSAs that document the experiences of employers, job seekers and employment agencies during COVID-19 (1 per labour market group, in English and French, first language) (See examples here: https://www.youtube.com/watch?v=Gzac_6jeVk8)
- Development of print materials
 - Graphic design and layout of 6 tip sheets (1 per labour market group, in English and French)
 - Graphic design and layout of 4 ~20 page resource guides (in English and French)
- Designed and organized to create a clear customer user journey based on the 3 labour market groups/audiences: (1) Canadian businesses, (2) employment agencies and (3) job seekers/employees and their families and seamless navigation to the LMS (CoAssemble)
- Available in both English and French, with accessibility in mind
- The platform must be built to accommodate a growing resource library and must be intuitive and easy to manage by local staff
- Development of promotional materials for RWA Works/PDC Au Travail (e.g. static and dynamic ads for use online, pamphlet for print and electronic transmission)
- Incorporation of Ready, Willing and Able's current branding across the RWA Works/PDC Au Travail platform (see: www.readywillingable.ca; fr.readywillingable.ca)
- Incorporation of RWA/PDC's existing 8 PSAs (4 in English and 4 in French) currently hosted on RWA's YouTube Channel (<https://www.youtube.com/channel/UCaYD1ef0GyeWjzp-NlalnLg>)
- Tools/capability to track site analytics/metrics (e.g. registrants, learners, downloads, website traffic, satisfaction surveys)
- Capacity to design the website/platform quickly with the aim of being able to populate it with resources as they are developed
- Development of a brief guidebook and delivery of 1 training session for the local staff member to manage the platform upon project completion and track site analytics over time

**Substantive subject matter content (e.g. content and scripts for e-learning courses) will be provided.*

Qualifications

- Demonstrated expertise in website design and development
- Demonstrated expertise in e-learning instructional design (developing e-learning courses and using CoAssemble/Learning Management System (in-house or via external consultant)
- Strong understanding of adult learning principles
- Demonstrated graphic design expertise
- Proficiency with WordPress (in order to cross-promote on RWA/PDC's websites)

- Demonstrated ability to lead a team (both internal and external) in delivering an ambitious, impactful short-term project
- Ability to source, coordinate and manage of all aspects of the platform development (e.g. LMS, web host etc.) which would include the hiring and management of external consultants, if needed.
- Ability to read and understand French as all platform content will be developed in both English and French

C. PROJECT TIMELINE

Our objective is to proceed with this project as expeditiously as possible. The build of the RWA Works/PDC Au Travail platform is the immediate priority of the project in order to allow Inclusion Canada, CASDA and the RWA /PDC team across the country to begin to use the platform to disseminate resources to all labour market stakeholders, in real time, as they are developed. Project funding ends March 31, 2021 and all project deliverables must be undertaken during this 6-month timeframe (October 2020 start) and completed by March 31, 2021.

D. PROJECT BUDGET

Maximum \$500,000, which includes costs of any associated travel required in completion of the project.

E. SCOPE OF SERVICES

The final scope of work will be confirmed through discussion between the successful team and Inclusion Canada, however we anticipate that the following will be included:

- Completion of all project deliverables
- Transition document to ensure seamless hand off to local staff for ongoing platform management

F. RFP SUBMISSION DEADLINE & AWARD OF CONTRACT:

Proposals must be submitted no later than **5:00pmEST on Friday October 2, 2020.**

Please confirm your interest by **September 25, 2020.**

Please email proposals to Radha MacCulloch, National Director (rmacculloch@inclusioncanada.ca)

For all questions, inquiries and additional information please contact:

Radha MacCulloch, National Director
(rmacculloch@inclusioncanada.ca)

G. PROPOSAL REQUIREMENTS

1. Qualifications
 - a. Information on the company
 - b. Staffing capability (including potential partners or subcontracts)
2. Relevant Experience
 - a. Provide up to three examples of projects completed in the last 5 years that are directly related or comparable to this project in terms of size, typology, complexity and client
3. Understanding of the Project & Opportunity
 - a. Present a detailed outline of design and development of the RWA Works/PDC Au Travail platform
4. Staffing Plan (if relevant)
 - a. Include resumes for all proposed project staff
5. Detailed Budget
 - a. Provide a comprehensive budget aligning with the scope of services outlined in Section E of this document (including potential maintenance costs that may need to be carried forward beyond the length of the contract)
 - b. Include a schedule of consultant rates

H. Selection Criteria

Proposals will be evaluated based on the following criteria:

CRITERION – Examples	Maximum Score
Work <ul style="list-style-type: none"> - Relevant experience in website development, e-learning instructional design, graphic design, video production, dynamic video elements/animation, voiceover/narration and layover work - Knowledge of and experience with website accessibility and the disability sector an asset 	30%
Company <ul style="list-style-type: none"> - Previous experience delivering on a project of similar size/scope in a short timeframe - Previous project management and delivery track record - Ability to work in both official languages (English & French) 	30%
Staff <ul style="list-style-type: none"> - Strong project management skills and ability to move different aspects of the project forward at the same time - Staff allocated to the project demonstrate experience and expertise in website development, e-learning instructional design, graphic design, video production, dynamic video elements/animation, voiceover/narration and layover work (either in house or via subcontracted consultants) 	30%

Price	10%
- Clear and detailed budget	
- Adherence to available project budget	
TOTAL	100%

H: DISCLAIMER

Inclusion Canada and the Canadian Autism Spectrum Disorder Alliance reserves the right to accept or reject any proposals.