

TO:	CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON SEPTEMBER 9, 2020
FROM:	KEVIN DICKINS ACTING MANAGING DIRECTOR, HOUSING, SOCIAL SERVICES AND DEARNESS HOME
SUBJECT:	AWARD RECOMMENDATION FOR RESEARCH INTO LABOUR MARKET PARTICIPATION RATES IN THE LONDON ECONOMIC REGION REQUEST FOR PROPOSAL 20-24

RECOMMENDATION

That, on the recommendation of the Acting Managing Director, Housing, Social Services and Dearness Home and concurrence of the Director of Financial Services, that the following actions **BE TAKEN** with respect to the award of the Request for Proposal (RFP20-24) Research Services for Primary Research into Labour Market Participation Rates in the London Economic Region:

- a) that Request for Proposal (RFP20-24) **BE AWARDED** to Pricewaterhouse Coopers LLP for a total one-time funding amount of \$115,101 (exclusive of applicable taxes), for the delivery of the labour market research project; it is noted that the proposal submitted by the Successful Proponent meets the City's requirements and is in compliance with the City's Procurement of Goods and Services Policy;
- b) that the proposal submitted by Pricewaterhouse Coopers LLP for the design and delivery of the Labour Market Research **BE ACCEPTED** in accordance with the Procurement of Goods and Services Policy;
- c) that Civic Administration **BE AUTHORIZED** to undertake all administrative actions which are necessary in relation to this project;
- d) that the approval given herein in a) and b) above **BE CONDITIONAL** upon The Corporation of the City of London negotiating satisfactory terms and conditions with Pricewaterhouse Coopers LLP to the satisfaction of the Managing Director, Housing, Social Services and Dearness Home, the Acting Managing Director, Housing, Social Services and Dearness Home or written designate;
- e) that the approval given herein in b) above **BE CONDITIONAL** upon the Corporation of the City of London entering into a formal contract, agreement or having a purchase order relating to the subject matter of this approval;
- f) that Civic Administration **BE DIRECTED** to provide an update to Municipal Council on the outcomes, findings and final report of the Labour Market Research.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Labour Market Partnership Agreement – Market Research Increased Labour Market Participation in the London Economic Region (CPSC – February 19, 2020)

Employment Ontario Transformation – Service System Manager Update (CPSC – January 21, 2020)

Employment Ontario Transformation – Service System Manager Competition (CPSC-June 17, 2019)

BACKGROUND

The purpose of this report is to recommend that the City of London enter into an agreement with Pricewaterhouse Coopers LLP; for a total funding amount of \$115,101 (exclusive of applicable taxes), to conduct the research project outlined in the Labour Market Partnership Agreement with the Ministry of Labour, Training and Skills Development. The proposal submitted by the Successful Proponent meets the City's requirements and is in compliance with the City's Procurement of Goods and Services Policy.

As the labour market participation rates have remained low in the London Economic Region (LER), speculation exists as to the demographic of those not participating, why they are not participating and more importantly, what could entice their participation in the labour market. Increasing both labour market participation and the labour pool will help address a labour market imbalance. This may begin to alleviate the labour market pressures felt by local employers who are currently hiring and planning for further workforce expansion.

The City of London, with support from regional stakeholders, submitted a research proposal to the Ministry of Labour, Training and Skills Development to investigate who is not participating in the labour market, why they are not participating and more importantly what, if anything, would be able to draw them into the labour market. Regional stakeholders readily provide feedback and input for this project and include representation of social services, economic and workforce development offices from across the London Economic Region.

The research project will engage Pricewaterhouse Coopers LLP to provide factual evidence, to identify current and future participation trends and which can be used to set realistic strategies and benchmarks for engaging 25-54 year-old nonparticipants in the London Economic Region in order to spur a return to the labour market and thereby begin to address current labour market demands and recruitment challenges experienced by local employers.

Pricewaterhouse Coopers LLP as the Successful Proponent will:

- conduct a review of current data and research;
- complete original, primary research to survey a statistically significant number of non-participants in the LER labour market;
- provide an analysis of research data and findings;
- provide a final report with their findings along with recommendations that would encourage and increase labour market participation specific to the age demographics and specific to the region; and
- prepare and deliver 3 presentations to local and regional stakeholders as arranged by the City of London.

STRATEGIC PLAN LINKAGES 2019-2023

Strengthening Our Community

- Londoners have access to the supports they need to be successful.
- Londoners have access to the services and supports that promote well-being, health, and safety in their neighbourhoods and across the city.

Growing Our Economy

- London creates a supportive environment where entrepreneurs, businesses, and talent can thrive.

Leading in Public Service

- The City of London is a leader in public service as an employer, a steward of public funds, and an innovator of service.

PROCUREMENT PROCESS

Request for Proposal (RFP 20-24) "Research Services for Primary Research into Labour Market Participation Rates in the London Economic Region" was released on July 9, 2020 through Purchasing & Supply Chain Management on behalf of the City's Housing, Social Services and Deerness Home Division. The formal RFP was posted to bids&tenders with a closing date of August 10, 2020.

In addition to publicly posting the RFP, the proposal was circulated to numerous groups and organizations known to be involved in Labour Market Research.

After the RFP was posted, there were four (4) Addenda issued to respond to questions, inquiries and requests for clarification. When the RFP closed, thirteen (13) submissions were received, and all thirteen (13) were compliant. A two-envelope RFP process was used – one envelope contained the technical project proposal, and the second contained the pricing proposal. The upper limit for the budget was disclosed at \$117,550, representing one-time project funding.

An internal evaluation team comprised of representatives from Business Planning Process and Employment Strategies, with the support of Purchasing, evaluated the thirteen (13) submissions based on the technical criteria outlined in the RFP document. This included consideration of the organization's qualifications; competence and experience; proposed scope of work; work plan; and

experience on directly related projects. Of these, the Proponents with the top three scores were evaluated with feedback and input provided by three (3) regional stakeholders.

Following the determination of the final technical scores, the pricing envelopes were opened. Pricing envelopes for Proponents who did not rank among the top three (3) scores were not opened.

At the end of this evaluation process, the Proponent with the highest score and demonstrated ability to fully meet the City’s requirements in this project was Pricewaterhouse Coopers LLP and therefore was recommended to be the Successful Proponent.

Over the next several months, City staff will guide, direct and oversee project progress. Representatives from social services, workforce and economic development offices across the London Economic Region will be consulted and engaged in the project implementation. City Administration will report back to Municipal Council on any updates, findings and final report relating to this Labour Market Research.

FINANCIAL IMPACT

The RFP to be awarded is 100% funded by the Ministry of Labour, Training and Skills Development through the City’s Ontario Transfer Agreement - Ontario Labour Market Partnership with the Ministry effective March 9, 2020 to December 4, 2020. The total funding provided by the Ministry for this program is \$123,669, which includes an allocation to fund the work being awarded to Pricewaterhouse Coopers LLP in the amount of \$115,101 resulting in no financial impact to the City’s budget.

As per the agreement with the Ministry, the City’s contribution to this project is in the form of “in-kind contributions” which will be provided from existing City resources. These contributions consist of utilizing meeting spaces at the City’s Social Services offices and staff time along with contributions from other project partners outlined in the proposal.

PREPARED BY:	SUBMITTED BY:
JACK SMIT MANAGER, EMPLOYMENT STRATEGIES	SHIRLEY GLOVER ACTING MANAGER, EMPLOYMENT AND INCOME SUPPORTS
RECOMMENDED BY:	CONCURRED BY:
KEVIN DICKINS ACTING MANAGING DIRECTOR, HOUSING, SOCIAL SERVICES AND DEARNESS HOME	IAN COLLINS DIRECTOR, FINANCIAL SERVICES

- Cc: Janet Neeb, Ministry of Labour, Training and Skills Development
 Mark Harrison, Ministry of Labour, Training and Skills Development
 Elaine Sauve, Program Supervisor, Ministry of Community and Social Services
 Annette Ripepi, Financial Business Administrator
 Lynn Marshall, Solicitor II, City Solicitor’s Office
 John Freeman, Manager, Purchasing & Supply
 Heather Sheridan, Acting Director, St. Thomas-Elgin Social Services
 Cindy Hastings, Manager, Business Development, St. Thomas EDC
 Cindy Howard, General Manager, County of Middlesex
 Cara Finn, Director of Economic Development, County of Middlesex
 Lisa Lanthier Manager, Human Services, Oxford County
 Dennis Guy, Manager, Strategic Initiatives, Oxford County
 Robert Collins, Director of Workforce Development, LEDC

Deb Moutenay, Executive Director, Elgin Middlesex Oxford Workforce Planning and Development Board