



PARTNERSHIP FOR GROWTH

A BOLD VISION FOR PRINCE EDWARD ISLAND'S ECONOMY

REQUEST FOR PROPOSALS

PEI Partnership for Growth Economic Action Plan

Issue Date: November 18, 2019

Closing Date: December 6, 2019 4:00 PM ADT

1.0 Project Purpose

The purpose of this project is to develop an economic action plan for Prince Edward Island that will support our economic future. It is recognized that for Prince Edward Island's economy to sustainably grow, a plan is needed to ensure we are putting the priorities and policies in place for success. An economic action plan for Prince Edward Island will be built on a vision where PEI is a leader in entrepreneurship and sustainable economic growth – attracting technology, capital, and human resources in an economy designed to help businesses and Islanders succeed.

Current Situation - The plan will assess the current economic situation in PEI, identify priorities including opportunities and gaps that exist, establish targets for sustainable future economic growth, identify key stakeholders, present actionable recommendations and assign responsibilities for actions and create a framework for annual measurement of outcomes.

Key Priorities - Specifically, the plan will evaluate and make recommendations in the key areas of people; innovation, capital, and investment; competitiveness; and infrastructure. The plan will support and make recommendations for alignment among various stakeholders. Most importantly, the purpose of developing an economic plan is to support quality of life in Prince Edward Island.

Alignment - The economic action plan content will consider the opportunities and challenges that have a direct impact on PEI's sustainable economic growth. The plan will align with existing sector strategic plans to reflect specific industry needs. The scope of this plan will also consider, but not duplicate, existing action plans that have been developed to address some of the most pressing social and economic issues facing our province including but not limited to housing ([Housing Action Plan](#)), climate change ([Climate Change Action Plan](#)), population growth ([Population Action Plan](#)), poverty ([Poverty Reduction Paper](#)), healthcare, and education.

Accountability - The plan will consult with and assign responsibility to various stakeholders including private sector, community sector, post-secondary institutions and government with overall targets and accountability measures established. The economic action plan will include an annual report card that presents the performance of the provincial economy against established milestones over the next ten years with short-term, mid-term and long-term goals and targets.

2.0 Background

2.1 About Partnership for Growth

The PEI Partnership for Growth (PFG) is comprised of 21 business organizations and industry associations (Founding Partners) representing thousands of businesses and community organizations employing tens of thousands of Islanders. The Founding Partners have come together with a shared vision for PEI's economic future.

The PFG was founded on a vision where PEI is a leader in entrepreneurship and sustainable economic growth – attracting technology, capital, and human resources in an economy designed to help businesses and Islanders succeed.

During the 2019 Provincial Election, the PFG called on all political parties, as part of their campaign platforms, to commit to working with the private sector to establish an economic action plan that will help realize this vision and move the Island's economy forward. All four political parties responded in writing with a commitment to work with the Partnership on this call to action.

Following the 2019 Provincial Election, Premier Dennis King assigned Sidney MacEwen, MLA and Government House Leader to a special commission that will work with the Partnership for Growth to develop a sustainable economic action plan.

In June of 2019, the PFG Founding Partners gathered to provide input into the process and structure for the development of the economic action plan. During this, the PFG Founding Partners recommended the forming of a PFG Steering Committee, made up of staff representatives from the six Island Chambers, MLA and Government House Leader Sidney MacEwen, and chaired by the President of the Greater Charlottetown Area Chamber of Commerce. The Greater Charlottetown Area Chamber of Commerce committed to provide in-kind administrative support.

The PFG Steering Committee has been tasked to advise on and oversee the process to create the economic action plan for PEI which includes the development of the scope of work; and hiring and oversight of a consultant to research, author and develop an evaluation for the plan.

For this vision to be realized, and positive economic momentum to continue, a plan must consider the many voices and stakeholders that contribute and benefit from a strong Island economy. This includes the private sector, public sector and the community sector along with all Islanders. The development of an economic action plan for PEI will include province-wide consultations with the private-sector, government and community.

Further background information on PEI Partnership for Growth and a complete list of the Founding Partners and Supporters can be found at peipartnershipforgrowth.ca.

3.0 General Information

3.1 Vendor Registration & Inquiries

All interested vendors are asked to register by submitting their name, company name and email address to info@peipartnershipforgrowth.ca. This will allow the PFG Steering Committee to keep vendors informed of addendums or clarifications.

All correspondence including requests for additional information or clarification are to be addressed to:

PEI Partnership for Growth Steering Committee

Attn: Gerard Adams

Email: info@peipartnershipforgrowth.ca

Any request for clarifications and inquiries with respect to this RFP must be submitted in writing by email by December 3, 2019. Responses will be provided in writing within two business days. All inquiries should reference specific section numbers of this RFP.

3.2 Addendum

If significant modifications, clarifications, or additions to this RFP become necessary before selecting a vendor, addendums will be provided to vendors by email.

3.3 Submission Procedures

The vendor will submit one signed electronic copy of their response to PEI Partnership for Growth via email to info@peipartnershipforgrowth.ca. Submissions received by email in a locked PDF form will be accepted. Please clearly label the submission "RFP - PEI Partnership for Growth Economic Action Plan."

3.4 Schedule of Events

The targeted schedule of events for this RFP is as follows:

- Deadline for RFP responses December 6, 2019 (4:00 pm ADT)
- Identification of successful vendor December 17, 2019
- Project contract start date January 6, 2020
- Expected completion Late Spring 2020

3.5 Vendor Selection

The PEI Partnership for Growth Steering Committee reserves the right to:

- Reject any or all proposals
- Negotiate with any vendor directly regarding procurement
- Accept a bid which may not be the lowest
- Amend or supplement the terms outlined in the RFP, giving equal information and cooperation to all vendors as a result of such amendments
- Retain all responses to this RFP
- Modify the specifications and terms outlined in this RFP

The RFP process is confidential and vendors names and submissions will not be shared beyond the Steering Committee.

3.6 Vendor Incurred Costs

All costs incurred in the preparation of proposals, in response to the RFP, shall be absorbed by the vendor.

4.0 Statement of Work

4.1 Detailed Statement of Work and Schedule

This project scope involves three main components:

1. **Baseline & Background:** Establish a baseline of PEI's current economic situation using existing publicly available data and key indicators including, but not limited to GDP, export growth, population growth, unemployment rate, innovation & productivity growth, entrepreneurial activity and wage growth. The established baselines should present regional differences (example: rural/urban).
2. **Phase 1 - Targeted Consultation:** Design, coordinate, and conduct a comprehensive consultation program that includes the below three inputs:
 - a. Individual or small group consultations with industry and community groups. This should include key industries, post-secondary institutions, as well as organizations or individuals who represent the economic/employment interests of specific sectors, demographics or cultural communities including but not limited to women, youth, newcomers, and the aboriginal community in Prince Edward Island. This may include up to 50 group or individual interview sessions as part of the targeted consultation.
 - b. Facilitated consultation session with the 21 PFG Founding Partners (collectively).
 - c. Individual or small group consultations with key government departments/agencies including but not limited to ACOA, Innovation PEI, Finance PEI, and Work PEI. This will also include a consultation with municipalities.
3. **Framework for Consultation:** Expand on the current [PFG Economic Framework](#) considering the key priorities of people; innovation, capital & investment; competitiveness; and infrastructure as well as others that may emerge through the Phase 1 – Targeted Consultation. Using publicly available data and information gathered through Phase 1 – Targeted Consultation, create an expanded framework for discussion. This expanded framework will act as a feedback document for the public consultation process.
4. **Phase 2 - Public Consultations:** Consultations should take place in a minimum of six geographic regions in the province including West Prince, Evangeline Region, Summerside, Central/North Shore, Charlottetown, and Eastern PEI. Consultations will be conducted in English with the Evangeline Region consultation being conducted in French.

5. **Economic Action Plan:** Using the findings and themes of the consultation along with the secondary research, develop a comprehensive economic action plan for the province of Prince Edward Island. The plan should recap the current economic situation and strengths, weaknesses, opportunities and threats as derived from the consultation findings summary, and specific recommended actions including timelines, and recommended stakeholder for implementation. The plan should recommend actions and specific targets attached to annual milestones for the next 10 years.

The vendor will present the Economic Action Plan to the Steering Committee and then the Founding Partners for validation and feedback.

6. **Economic Action Plan Annual Report Card/Evaluation:** Considering the specific targets and goals outlined in the economic action plan, design an evaluation and monitoring framework that will be developed to annually evaluate the action plan progress and monitor economic targets.

4.2 Service Delivery Requirements

The following are requirements for service delivery throughout the effective period of this engagement:

- Successful consultants may commence project work **only after** having received a duly completed contract from the Partnership for Growth Steering Committee.

4.3 Expected Level of Effort

The budget for this project is expected to be up to \$99,000 CAD including all expenses, plus applicable taxes.

4.4 Contract Period

Any contract resulting from this RFP will be effective for the following period:

- Start Date: January 6, 2020
- End Date: November 30, 2020

5.0 Vendor Evaluation

5.1 Mandatory Requirements

The following are considered minimum mandatory requirements:

- The consultant must have and be able to demonstrate they have direct and extensive experience in gathering and analyzing economic development data sets and a clear understanding of the socio-economic conditions that influence economic development.
- The consultant must have and be able to demonstrate they have direct and extensive experience in consultation design, coordination, facilitation and qualitative data collection.
- The consultant must have and be able to demonstrate they have direct and extensive experience in designing economic development plans.
- The consultant must have and be able to demonstrate they have experience in designing evaluation frameworks.
- The consultant must have an impeccable track record in maintaining client confidentiality and information management.
- The consultant must have and be able to demonstrate direct and extensive experience in multi-stakeholder engagement and facilitating engaging community consultations.

5.2 Evaluation Criteria

Vendor submissions, which have met the mandatory requirements, will be assessed on the following requirements:

Evaluation Criteria Components	Importance Index
<i>Vendor methodology and approach</i>	50%
<i>Vendor background, qualifications and experience</i>	40%
<i>Financial Proposal</i>	10%

6.0 Vendor Response

Vendors must adhere to the format outlined below in response to this RFP. Responses should not exceed eight pages, excluding appendices.

6.1 Executive Summary

6.2 Vendor Background, Qualifications & Experience

- 6.2.1** General company information
- 6.2.2** Proposal contact for all communications with respect to this proposal
- 6.2.3** Vendor background and experience including team members and specific roles
- 6.2.4** Three client references and corresponding contact information as appendices
- 6.2.5** Confirmation of ability to conduct consultations in English and French

6.3 Methodology and Approach

- 6.3.1** Describe your understanding of the services that PEI Partnership for Growth is requiring based on the information provided within this RFP
- 6.3.2** Provide a Project Work Plan, including start and end dates, and outlining your process. This process should include approach for the client engagement/communication, the three phases of consultation and facilitation process, through to completion of the economic action plan and evaluation/monitoring framework
- 6.3.4** Financial Proposal presented as full cost of project, including taxes
- 6.3.5** Any other information deemed relevant but not specifically requested in this response format

6.4 Financial Proposal

- 6.4.1** Present the full cost of the project including specific budget lines for:
 - Preparing the baseline summary of economic indicators
 - Economic framework for consultation
 - Consultation design, coordination, and facilitation for the two consultation phases. Note that consultation meeting costs must be included in the budget proposal.
 - Development of the Economic Action Plan
 - Development of the Economic Action Plan evaluation/monitoring framework
 - Travel costs
 - Other (please provide details)

7.0 Notification

Thank you for your interest in this RFP. Only successful bidders will be notified of contract award(s). A short-list of vendors may be invited for a presentation to the PFG Steering Committee as part of the selection process.

8.0 Other Relevant Information

Founding Partners:



www.peipartnershipforgrowth.ca

Steering Committee Members:

- Dawn Binns, Chair (President, Greater Charlottetown Area Chamber of Commerce)
- Lori MacGregor (Executive Director, Eastern PEI Chamber of Commerce)
- Tammy Rix (Executive Director, West Prince Chamber of Commerce)
- Tara Maddox (Executive Director, Summerside & Area Chamber of Commerce)
- Julia Cameron (Manager, Kensington & Area Chamber of Commerce)
- Raymond Arsenault (Executive Director, Acadian & Francophone Chamber of Commerce – PEI)
- Sidney MacEwen (Commissioner to the PFG, MLA, Government of PEI House Leader)
- Gerard Adams (Interim CEO, Greater Charlottetown Area Chamber of Commerce)
- Sheryl MacAulay (Director of Policy & Communications, Greater Charlottetown Area Chamber of Commerce).