

## **Request for Statement of Work: Northeast Mobile Workforce Initiative**

### **Background:**

We have evidence that skilled trades and other professionals are leaving Northeastern NB (Saint-Quentin to Blackville; including Rogersville and Baie Sainte-Anne) for work outside the region for extended periods of time. The workers maintain their permanent residence in the region, but work outside the area or province for multiple weeks before returning home, only to leave again to the worksite after some time off. These workers are commonly referred to as “fly-in/fly-out” workers. According to 2010 tax-filer data, there were 6,157 Interprovincial employees in Northeastern NB. It is believed that this number has increased in recent years.

### Objectives:

The Government of New Brunswick is seeking to obtain a clear and updatable picture of the Northeast mobile workforce. In order to better understand the purpose of the initiative, here are some examples of possible usages at the end of the study:

- Communicate our regional assets such as a labour pool in order to match skilled workers to local businesses;
- Identify true skills gaps or shortages in order to focus training and upskilling efforts;
- Provide investors interested in Northeastern NB with pertinent information on the potentially available and qualified labour pool;
- Contribute to the retention of families by actively providing interesting and relevant local employment opportunities to the Mobile Labour Force individuals interested in staying in the region or returning home.

### **Work Required:**

The successful candidate is asked to design the research methodology that will 1) provide stakeholders with an accurate live (updatable) picture of the mobile workforce, 2) establish a strategy that will facilitate an ongoing exchange of information (updates) with the mobile workforce (see “Objectives”), and 3) engage participants to collect the information required to meet the needs of the project stakeholders.

### Specific tasks:

- Design a method of collecting data from respondents;
- Suggest options for the use or creation of a data repository for securely storing all information captured from participants;
- Prepare a method of regular dissemination of information on an ongoing basis;

- Develop methods of promoting and raising awareness of this initiative and provide details as to how this information would be deployed (public education and marketing campaign).

Note: Please factor in costs of translating documents/communications tools in both official languages in your proposed budget.

Once the above tasks are complete, actively engage the targeted population to participate in the initiative and to collect and store required information.

*Stakeholders are seeking to obtain as much of the following information, if possible:*

- Name of person (include name of spouse, if applicable)
- Phone numbers (home, cell, work, spouse, other)
- E-mail address.
- Civic/ mailing address of individual
  - Permanent residence
  - Location of work
- Skill sets/educational qualifications
- Name of employer (Occupation/Job title)
- Specific certifications, Red Seal, Black Belt, etc.
- Shift schedule
- Number of years at current employer
- Current hourly wage
- How long have they been flying in/flying out?
- How do they usually travel and get to work?

**Please note:** The successful applicant must determine how the manner in which the information above shall be stored and remain private and confidential. At the completion of project, all copies, back-ups of the information shall be remitted to the Province.

### **Project scope:**

This is a multi-phased project.

- Phase 1: (Is currently being conducted. This information will be shared with successful candidate.)
- Phase 2: Design of the research methodology
- Phase 3: Implementation of the methodology
- Phase 4: Marketing, promotion and public education

The successful candidate will be responsible for undertaking Phases 2, 3 and 4.

The successful candidate will submit a proposed plan of action detailing the tasks to be undertaken for each phase of the work to be completed from inception to completion.

The successful candidate will include an estimated budget for each phase of the work to be completed. Each phase will result in a specific deliverable or deliverables which will be clearly defined by the candidate. Funding disbursements will be tied to the specific deliverables indicated in the proposed plan of action (not including an initial disbursement for project start-up).

### **Manner of Operation:**

#### Partners:

A Steering Committee will be set-up to oversee the process. The Steering committee will include representation from regional stakeholders, such as the Department of Economic Development and the Department of Post-Secondary Education, Training and Labour in Restigouche, Chaleur, Peninsula and Miramichi.

On start of the project, the successful candidate will appoint a Project Manager who will be responsible for managing all phases of the work until completed.

The Project Manager will report weekly (or as decided by Committee) to the Steering Committee and keep them up to date on the progress of the work.

### **Start-date:**

The project will begin January 26, 2015 and end April 30, 2015. The Steering committee may negotiate an extension to the project, if necessary, in order to fully meet the requirements of the work.

### **Language Requirements:**

#### Submission of Statement of Work:

Please note that the actual design of the methodology can be conducted in either French or English but to fully capture the desired information, it is expected there will be the need for bilingual service.

#### Data Collection and Promotion:

- All information furnished by participants will be collected in the official language of the participant's choice.

- Promotional materials created to raise awareness and encourage participation in this initiative will be presented in both official languages of New Brunswick.

***Proposal Content:***

*Please ensure that the following items are included in your expression of interest:*

- Cover letter
- Curriculum Vitae
- Proposed plan of action detailing methodology, implementation of the methodology and marketing, promotion and public education
- Detailed budget (including associated costs for bilingual outreach and translating proposed materials/communications tools)

**Deadline:**

Please submit your expression of interest, including cover letter, curriculum vitae, proposed plan of action and budget by Thursday, January 22, 2015 via email to Sasha McEachern-Caputo at [sasha.caputo@rtps-nb-sprn.ca](mailto:sasha.caputo@rtps-nb-sprn.ca)

The successful candidate will be contacted to arrange an initial meeting with the Steering Committee on a mutually convenient date and time.

Sources:

- Profile of the Northeast Economic Region, Department of Post-Secondary Education, Training, Labour (PETL), June 2012
- 2011 National Household Survey (NHS) semi-custom profile for the Economic Development Regions in NB (Statistics Canada)
- 2011 Census semi-custom profile for the Economic Development Regions in NB (Statistics Canada)
- 2010 tax-filers: *Statistics Canada Labour Force Survey - CANSIM Table 282-0055 & Canada Revenue Agency – Locality Code Statistics*