



REQUEST FOR PROPOSALS

“Air Access Action Plan Working Group Facilitation Services”

- Invitation** On behalf of the Air Access Action Plan Working Group (*herein after referred to as The Working Group*), Hospitality Newfoundland and Labrador is seeking proposals from qualified consultants with ‘demonstrated’ “strategic planning” experience to “facilitate” a process to align provincial stakeholders in a common approach on Air Access and Intra-Provincial Air Travel.
- The Client** Hospitality Newfoundland and Labrador, the Tourism Industry Association in Newfoundland and Labrador, represents tourism and hospitality operators in all sectors of the industry throughout the province. Formed in 1983, Hospitality Newfoundland and Labrador is dedicated to the development and promotion of the tourism industry in all regions of Newfoundland and Labrador.
- Established September 2019, The Working Group is a small group of multi-sector stakeholders dedicated to developing actions to align Newfoundland and Labrador’s priorities on Air Access. Hospitality Newfoundland and Labrador will lead the project and act as the secretariat for The Working Group.
- Background** Access to the province has long been an issue, but air access has had such a major impact on Newfoundland and Labrador and is affecting our economy. Consumers feel under-served by airlines, airlines are trying to operate in an efficient manner to drive revenues, and air service development efforts are dealing with changing market trends, changing business models, federal government regulations, airline consolidation, and a host of other factors which form a complicated mix. What seems like a simple solution to many, actually requires a comprehensive examination of how the airline industry works, what is required to by the business community of Newfoundland and Labrador, and how all stakeholders can coordinate efforts and resources to provide the best air service possible to/from and within the province.
- Assignment** To lead The Working Group in a process to determine strategic directions and actions to achieve a common approach to ensure all key stakeholders are aligned in advocacy and investment efforts concerning air access to/from and within Newfoundland and Labrador.

Goal

The goal is to facilitate a process that ensures:

- 1) Newfoundland and Labrador stakeholders understand the current situation and can contribute in a meaningful way to a realistic approach to air access;
- 2) Maintain and increase strategic air routes into/around the province;
- 3) Educate all stakeholders in the complexities of the issues;
- 4) Actions identified are realistic and achievable.

Project Scope and Deliverables**Air Access Action Plan**

This issue of air access affects many stakeholders of varying backgrounds and interests. Finding consensus on an action plan to bring sufficient resources to effectively support the collective actions of The Working Group.

Deliverables:

- Identify and propose methods to achieve the stated goals of The Working Group;
- Work in collaboration with the proponent and The Working Group to facilitate a workplan;
- Work in collaboration with the proponent The Working Group identify additional resources and partners to be consulted or tasked to support the work of The Working Group;
- Develop and deliver sessions with The Working Group and support staff to build a baseline of understanding on air access issues.

Research & Analysis

Addressing air access and creating an action plan requires an approach that will be shaped by many external issues; policies, regulations, existing strategies, economic conditions and best practices from around the world. Ensuring The Working Group has the necessary data, research and associated analysis and recommendations is integral to the success of this initiative.

Deliverables:

- Identify jurisdictions of similar circumstances and report on successful approaches undertaken;
- Guide and coordinate internal resources to The Working Group to participate and contribute to the action plan;
- Coordinate an evaluation of current strategies, incentives, and approaches to air service development in Newfoundland and Labrador and make recommendations on the most effective approaches to follow;

- Coordinate an evaluation of current routes into and within Newfoundland and Labrador, and make recommendations on the most effective approaches to align for greater synergies;
- Develop and administer feedback/contributions from the general public and key stakeholders.

Communications

The progress of the creation of an action plan on air access must be imparted to The Working Group, key stakeholders and the general public. Providing a clear, thorough, inclusive communications plan and associated communications tools are essential for the action plan to be adopted and supported by the people of Newfoundland and Labrador and the policy decision makers.

Deliverables:

- Develop and deliver consultation/engagement session(s) on air access issues affecting multi sectors/regions and the general public;
- Assist in developing a communications plan for The Working Group;
- Provide updates to Hospitality Newfoundland and Labrador and The Working Group on progress of the initiative, feedback gathered from partners and stakeholders and provide suggestions on next steps;
- Write and present the final report and recommendations document.

Qualifications and Experience

The consultant should have relevant, demonstrable expertise in strategic planning, research, and the airline industry. Extensive experience in consultations with the public and private sectors would be considered an asset.

The minimum required qualifications and experience of the consulting firm are:

General Experience:

At least ten (10) years' experience in strategic planning, research, and the airline industry.

Specific Experience:

At least two (2) successfully completed contracts during the past ten (10) years which result in the preparation of an air access strategy or air service development.

Understanding of Requirements:

Provide a 1-2-page summary of their understanding of the requirements defined in this RFP. This content should be expressed in your own words and communicate your understanding of the services required.

Proposed Approach and Methodology:

Describe the approach and/or process proposed to address the RFP requirements. Include any notable methodologies, tools and techniques, and their respective suitability to this project.

Proposal Submission Guidelines

Personnel

The company shall identify the management staff and project personnel, including third parties (sub-contractors) that will be responsible for implementation of the anticipated contract.

Components of the proposal:

All submissions must be marked with the contractor's name. Submissions must not exceed fifteen (15) pages and must include, but not limited to the following:

a. Corporate Profile

An overview of the company's services and relevant experience;

b. Information

Including current resumes on the level and experience of personnel to be utilized on the project and their relationship to the consulting company;

c. Work Plan and Critical Path

Full details of the scope of work including general approach or development strategy, activity plans with time frames and explanations of how RFP requirements will be achieved; include a schedule of meetings with the Steering Committee.

d. Project Costing

A comprehensive breakdown on the costs associated both the development and delivery work with the project, for example: labour, materials/supplies, subcontracts, travel, taxes, incidentals;

e. Special Considerations

Please identify any unique challenge(s) that you perceive in executing the project, and how you might approach the challenge(s).

An electronic .pdf copy of the proposal with all submissions must be received no later than the specified date and time. Proposals must be clearly marked with the name and address of the company, and the words "AAAP Working Group Facilitation Services" in the subject line. Potential contractors MAY be requested to provide a presentation.

Proposals sent by fax will not be accepted. Any questions on this RFP must be submitted by email.

Proposals must be received no later than 4:30pm Newfoundland Standard Time on Monday, February 17, 2020 to the following email address:

cfoley@hnl.ca

Craig Foley
CEO, Hospitality NL

Proposal Evaluation

Proposals will be evaluated by the Steering Committee. A contractor will be chosen on a proponent's response to the enclosed project requirements and evaluated to the criteria listed below:

Proposed Work Plan (50%)

- Understanding of project
- Creative and innovative approach of project
- Methodology
- Strategy for development and delivery
- Clarity and relevance of proposal

Contractor Evaluation (40%)

- Qualifications as outlined in company requirements
- Experience in strategic planning and tourism development
- Experience working with industry/government groups
- Samples of work, references

Project Costs (10%)

- Costs realistic for work plan
- Cost related to professional and creative product
- "Fairness" of price related to market value

Timing The consultant must be prepared to begin work of the project immediately upon award of contract on or about March 1, 2020.

I. ACCEPTANCE OF PROPOSALS

Hospitality Newfoundland and Labrador reserves the right to reject any and all Proposals for any reason or to accept any proposal in whole or in part on the basis of the proposals received which Hospitality Newfoundland and Labrador in its' sole

unrestricted discretion, deems to be the best value for the organization. The proposal offering the lowest bid may not necessarily be accepted.

Proposals will be assessed considering the evaluation criteria and Hospitality Newfoundland and Labrador is under no obligation to accept further information, whether written or oral, from any proponent.

Hospitality Newfoundland and Labrador reserves the right to enter negotiations with one or more Proponents concerning the terms and conditions of the services to be provided, and expressly reserves the right through such negotiations to request changes, alterations, additions or deletions from the terms of any proposals received.

Proponents acknowledge Hospitality Newfoundland and Labrador's rights under this clause and absolutely waive any right of action against Hospitality Newfoundland and Labrador the Organization's failure to accept their proposals whether such right of action arises in contract, negligence, bad faith or any other cause of action.

II. PROPONENTS' EXPENSES

Proponents are solely responsible for their own expenses in preparing their proposals. If Hospitality Newfoundland and Labrador elects to reject all proposals, the organization will not be liable to any proponent for any claims for costs or damages incurred by the proponent in preparing the proposal, loss of anticipated profit in connection with a final engagement, costs for returning unopened proposals, or any matter whatsoever.

III. OWNERSHIP OF PROPOSALS

All documents, including proposals, submitted to Hospitality Newfoundland and Labrador become the property of the organization. Each proposal should clearly identify any information that is confidential or proprietary information. Hospitality Newfoundland and Labrador reserves the right to make extra copies for utilization during the evaluation process only.

IV. CONFIDENTIALITY OF INFORMATION

This document, or any portion thereof, may not be used for any purpose other than the submission of proposals. Information pertaining to Hospitality Newfoundland and Labrador obtained by the proponent as a result of participation in this process is confidential and must not be disclosed without written authorization from the organization.