

## Request for Proposals

### Study of the Value of the Profession of Landscape Architecture on Canadian Society and the Economy

#### 1. Introduction

Landscape architecture was formally organized as a profession in Canada in 1934 with the formation of the Canadian Society of Landscape Architects and Town Planners (CSLA) in Toronto. The profession grew steadily in size and influence over the next three decades and by the mid-1960's saw the University of Guelph offer the province's first program in Landscape Architecture, followed very shortly thereafter by the University of Toronto. Independent, provincial components of the CSLA were established as the profession expanded.

The CSLA is a non-profit organization dedicated to landscape architecture in Canada. Information about our organization can be found on our website <http://www.csla-aapc.ca/>

#### 2. Objectives of the proposal

The objective of the work is to submit a report to the CSLA with data which supports and quantifies the landscape architecture profession's impact in Canadian society and economy. The CSLA is especially interested in having access to data on the profession to enhance its promotion and advocacy initiatives, and which will enhance the understanding of the profession's place in our society and economy.

The ultimate goals and uses of this research are:

- To portray and promote the Landscape Architecture profession as a mature, viable, expanding and influential contributor to the economy.
- To develop communication messages to the public, professionals, government and other agencies and organizations about the benefits of the profession
- To provide evidence and rationale in support of the creation of new Landscape Architecture Programs across the country
- To support existing academic institutions in their pursuit of appropriate funding levels for accredited schools /programs of Landscape Architecture

It is expected that this research will address the following areas:

## **Representation/Description of the Profession**

- Explanation of the founding principles of the profession
- How the profession has evolved
- Unique contributions of the profession to the built and natural environments
- Representative examples of the profession's impact, i.e. regeneration of urban areas, water conservation in arid areas, interpretations of indigenous landscapes

## **Market Share**

- Contribution to GDP - gross revenues, operating costs, and profitability
- Practice Profiles - number and size of firms, breakdown by sole practitioners vs. multi-person firms, government and non-profit practitioners, academics
- Growth Rates - changing trends in market share variables
- Future trends

## **Employment, Wages and Careers**

- Number of landscape architects per province/territory
- Direct Employment - number and growth rate of registered professionals in private practice, design build, product design, public practice, institutional, and academic sectors
- Indirect Employment - contribution of Landscape Architecture to indirect public practice and private-sector employment numbers in all categories (i.e. technical support, administrators, clerical, other specialists)
- Contribution to GDP from salaries, wages and benefits
- Population service ratios - practitioners/100,000 population (also including comparative US data, if available)
- University and related program's enrollment, graduation, and absorption rates
- Transfer of students from related programs to landscape architecture programs
- Job posting data - positions advertised via internet services

*Note that the CSLA is undertaking a separate compensation and benefits survey in 2014-2015 for specific salary and employment information for landscape architects.*

## **Leverage Effects on the Broader National Economy**

- Input-Output and multiplier effects on related industries and services.
- Spin-off employment from Landscape Architectural projects.
- Sub-consulting commissions to related technical disciplines of architecture, planning, market research and engineering (civil, structural, mechanical, electrical, transportation, environmental).

## **3. Methodology**

It is anticipated that all research will be drawn from published or web-accessible data sources such as Statistics Canada and others. In addition, a survey of CSLA members may be considered, as could focus groups.

All data sources must be carefully footnoted and referenced to a comprehensive bibliography. Unique data acquisition and primary surveys are not anticipated, however, it is recognized that data gaps will likely emerge in several key areas, leading to discussion of supplementary

research efforts that may be engaged as additional services. Data should, whenever possible, be presented both nationally and provincially.

All data and conclusions should be fully documented in text and tables. Wherever possible, the presentation should also be rendered in reader-friendly graphs, pie charts, etc. The final research report should be provided in digital form, however, some limited hard copy reproduction is also anticipated, but only to the extent needed to facilitate face-to-face presentations.

The final report will be published and distributed to CSLA members, and used by the CSLA's Advocacy Task Force in crafting advocacy messages about the profession.

#### 4. Budget and Additional Terms

The allocated budget for this initiative is **\$12,000 (excluding translation)**.

The proponent may also propose additional terms that are not described in this RFP.

The proponent is to provide a comprehensive, detailed description of the proposed services, methodology and deliverables.

The completion of the entire project is intended by **September 2015**.

#### 5. RFP Instructions

The complete cost of preparing this proposal and all pre-acceptance activities in response to this RFP is the responsibility of the proponent.

#### 5. Format of proposal

Please submit your proposal in digital format (PDF file) to:

**Michelle Legault** - CSLA Executive Director: [executive-director@csla-aapc.ca](mailto:executive-director@csla-aapc.ca)

**by December 15<sup>th</sup>, 2014**

The proposal shall include the following:

- Name of the proponent (firm or individual)
- Contact information including full address, telephone number, and email address
- Estimated time to complete the project
- List of needed resources from CSLA
- Relevant experience (years in business)
- References from 3 similar projects
- Total cost for the project, including all disbursements

The proposal document should also briefly describe:

- The Consultant's qualifications and examples of previous studies of a similar nature
- Study process and methodology
- Principal researchers and project staff, with curriculum vitae

## 6. Acceptance of the proposal

CSLA reserves the right to:

- Award all or none or portion of the project
- Request additional clarifications prior to awarding of the project
- Negotiate the scope of work with the selected proponent
- Interview (personal or teleconference) the proponent or proponents prior to awarding.

## 7. Award of the proposal

It is the CSLA's intention to award the project or a portion of the project in March, 2015.