

# **Request for Proposal: RPL Agency of Record**

**Issued by: Regina Public Library**

**Issue Date: Dec 4, 2017**

**Closing Date: Jan 8, 2018**

**Award Date: Feb 9, 2018**



## **Intent**

The intent of this Request for Proposal (RFP) is to obtain a highly-qualified and experienced Agency of Record (AOR) to provide creative services for Regina Public Library. The term of this contract will begin March 1, 2018 and will last for two years, with the possibility of up to two extensions of one year each.

## **Background**

Regina Public Library (RPL) is an urban library system comprised of eight neighbourhood branches and a Central Library that includes a Central Children's library.

RPL is an integrated cultural organization that exists to provide opportunities for discover and learning in an inclusive, customer-centred and save environment. Specifically, RPL offers:

- Free and open access to resources;
- Community space where people and ideas meet;
- Programs and services that support reading, curiosity and discovery; and
- Community opportunities that complement and strength the public library offering.

Our branches are bright, vibrant and welcoming spaces in which all members of the community feel welcome — gathering places that provide opportunity to connect, share information, seek entertainment and learn about our world. Through our website, RPL provides free access to resources such as eBooks and eAudiobooks, newspapers, information databases, magazines, music, streaming movies and TV shows.

We offer inspiring forms of literacy, including art, spoken word, music and film. We challenge perceptions and assumptions, and invite and encourage the public to learn more about, participate in, question, grow and improve the world in which we live.

Libraries the world over are changing as they continue to expand and adapt to meet the changing needs of society. Regina Public Library continues to seek ways to ensure our offerings are in keeping with what our community wants and expects from its library.

The library's marketing, promotions and communications outputs should demonstrate this approach to library offerings, and the RPL Marketing and Communications (MAC) team is looking for a creative and dynamic agency to help us with this work.

The MAC team is a small group of creative communications professionals dedicated to using our skills to champion the library. We appreciate new approaches and fresh ideas and perspectives. We view RPL's Agency of Record as an important partner in helping us spread positive messaging about Regina Public Library.

Our annual budget for marketing ranges between \$150K and \$200K.

## **Our Brand**

RPL is presently on a journey to formalize a brand promise and brand management plan. We have conducted a brand audit to determine what staff, customers and the community believe is the role and status of the library. We are presently collecting information from these same groups to understand their wants and needs with respect to future library services and offerings.

The RPL Board of Directors recently introduced revised vision, mission and values statements for the organization. These statements, coupled with the research described above, will serve as a basis through which the brand promise and subsequent brand management plan will be developed.

We expect our agency of record will play a role in helping define and introduce our new/revised brand, but to what extent, and when, remains to be seen. We also expect the agency will play a key role in helping ensure a formalized brand and related visual identity marks are adopted and reflected in all marketing and communications materials.

As a precursor to a formalized brand promise, RPL's Marketing and Communications Unit (MAC) has introduced several methods by which its work consistently represents the organization's vision, mission and values:

- Creation and use of a consistent "voice" in public messaging;
- Consistent use of layout, font and images in all promotions;
- Use of RPL customers in many promotional photos;
- The identification of an RPL colour wheel for consistent colours;
- Provision of key messages to front-line staff on a bi-weekly basis;
- Poster and leaflet templates for branches to use in promoting programs;
- Templates for letterhead, PowerPoint presentations and other print supplies (coming soon);
- An RPL style guide for use across the organization (coming soon);
- Guidelines and consistent use of RPL collateral at public events; and
- RPL swag in keeping with the organization's mission, vision and values.

## **Submission Deadline**

To receive consideration, responses to this RFP must be received no later than noon Saskatchewan Time (CST), January 8, 2018.

Copies of the proposal must be directed to:

Colleen Hawkesford  
Manager, Marketing & Communications  
Regina Public Library  
2311 – 12th Avenue  
REGINA SK S4P 0N3  
306.777.6015  
chawkesford@reginalibrary.ca

Prior to the submission deadline, RPL may amend or clarify the RFP. In the event that RPL revises the RFP after the closing date, bidders will have the opportunity to refine, submit, or resubmit their proposals.

Facsimile or electronic proposals will not be accepted.

Proposals will remain sealed until 2:00 pm January 8, 2018. Late proposals will not be considered and will be returned unopened.

## **Contact for Questions**

Proponents are encouraged to obtain a clear understanding of the proposal requirements prior to submission.

At all times, the Proponent has the responsibility to notify RPL, in writing, of any error or omission contained within the document; or request a clarification which may be required to prepare the proposal. RPL will provide email responses to all queries received from Proponents if they have submitted an "Intent to Respond" email. The responses will be posted to the SaskTenders website. Please access this site to check for questions and answers posted, prior to the submission deadline.

Inquiries, review of available information and existing collections, interpretations and questions regarding the procurement process, or the scope of work are to be directed to the name and address above.

Verbal responses to any inquiry are not binding on either party. Contacts are restricted to the person identified above. Contact with individuals other than those listed above may result in proposal disqualification.

## Schedule of events

The following is a schedule of events and project milestones, which is subject to change. Notice of any change to these scheduled dates will be published on the RPL website.

### Project Timeline

- RFP release: December 4, 2017
- Deadline for response: January 8, 2018
- Award of contract: February 9, 2018
- Contract start date: March 1, 2018

## Scope of Required Services

### 1. Annual promotional plan

For the past few years RPL has requested of its agency support for a yearly “awareness campaign.” This campaign has been based on annual target audiences determine by RPL, and features high-level messaging about the library and its offerings. Campaign materials have included large-scale banners for the front windows at Central Library, billboards, bus advertising, social media and purchased appearances on morning talk shows.

While previous campaigns have been considered successful, we will enhance the strategic approach to this work as we move toward and adopt a more formalized brand identity.

### 2. Operational marketing

Historically the advertising agency has provided some support for operational marketing – the promotion of individual programs and services at the library. Agency support for these events is varied, but is typically used for five to six major events per year. For example, the library’s Summer Learning Program continues to grow in size and reputation, and requires considerable marketing support. With smaller projects, the agency may be asked to provide creative concepts and then provide files to MAC who will use them for internal purposes such as branch TV slides, and on RPL social media accounts.

### 3. Communications

The agency of record provides tools and supports such as templates for staff to use, as well as desktop publishing services for annual reports and other formal reporting documents. The agency will often support RPL’s ongoing signage needs such as shelf materials signage and library wayfaring.

#### 4. Other support as required

Additional support that may be requested of the agency will include “one off” projects such as event planning/support and other occasional requests not included in the descriptions above.

### Minimum Expectations of Qualified Proponents

You bring:

- A respect and appreciation for, and considerable experience with, brand management;
- An excellent customer service focus;
- Considerable experience developing, managing, and measuring marketing campaigns and promotional efforts;
- Experience, intuition, and acumen in media planning and buying; access to media planning and optimization tools (e.g. PMB databases, Numeris, NADbank, comScore, etc.);
- A strong understanding and wealth of experience with the Regina market, including insight into the various audience segments in the city, and useful advice on effective approaches;
- Expertise in the areas of making effective and strategic use of social media and the web, as well as tools development for those venues such as digital video production;
- A forward-thinking approach with a good understanding and appreciation for marketing trends, new ideas and fresh perspectives;
- Considerable experience with marketing tools, mechanisms and approaches and how best to use them, particularly online and through social media;
- A solid base of third-party service providers including photographers, signage experts and other resources to draw on as necessary;
- The ability to manage a heavy workload and produce material on tight deadlines;
- An understanding of Regina Public Library, our vision, mission, values, and our service offerings, and an appreciation for our role in the community; and
- An understanding and appreciation for the present challenges and opportunities faced by libraries.

You are:

- A dynamic, experienced team that can develop innovative concepts;
- Forthcoming with new ideas and suggestions to improve RPL’s public image;
- Flexible and able to adapt quickly and readily;
- Receptive to constructive feedback;
- Not afraid to tell us when you have concerns about an approach or idea; and
- Adequately staffed to ensure coverage/no major gaps in work if customer service representatives or designers are not available.

When it comes to your people, we want:

- A Customer Service Rep extraordinaire. No question will go unanswered, no phone call or email will be unreturned (in a timely manner). You know us and our business. In fact, oftentimes you know what we need before we ask for it. You are committed to RPL and what we're trying to achieve through our marketing and communications efforts, and you'll go to great lengths to help us meet our goals, regardless of what else is on your plate.
- Creative types who will knock our socks off with their approach to design and DTP. You will be committed to ensuring our mission, vision, values and soon-to-be brand are consistently applied in an informative, interesting, and eye-catching manner, regardless of media type, even when you're busy with other work.
- A solid "backbone" of leaders and back-office admin staff who support their people to ensure clients are provided with the effective support they need.

## **Proposal format**

We'd like to understand your organization and why you'll be a good fit to help us. We've listed below the standard pieces we'd like to see in your submission. Failure to include the following requirements may result in a rejected proposal.

### **Letter of Transmittal**

Provide a Letter of Transmittal, or covering letter, dated and signed by an official authorized to negotiate and make commitments on behalf of the company. The letter should indicate contact name, title and telephone number of the individual who can provide any required clarifications with respect to your proposal.

### **Company Information and profile**

Please include:

1. Business Name
2. Address
3. Telephone
4. Email Address
5. Key Contact
6. Website
7. Company's profile, with number of years in business
8. Summary information on the company's track-record and accomplishments in the past five years.

9. Information indicating the extent to which this company is protected for professional liability. Minimum coverage of \$2 million is required for comprehensive general liability. Regina Public Library and the City of Regina shall be included as insured parties.

### **Service Capabilities**

Tell us your qualifications, experiences and the resources you have available to deliver exceptional results on our behalf. Demonstrate that you're able to successfully meet the objectives of this RFP. At a minimum, include:

- Your agency's approach to projects, from start to finish;
- Your agency's background, proficiency and approach to providing the services;
- A descriptive and professional profile of all personnel who will be assigned to any RPL projects (qualifications, number of years they have worked with the agency, experience on similar projects) and why you've chosen them to work with us;
- A fee schedule for all services provided;
- A description of relevant agency industry experience;
- Disclosure of any direct or indirect, actual or potential conflicts of interest with RPL; and
- Knowledge and familiarity with Regina Public Library and its business.

### **Samples**

Please provide samples of your work. This should include, but is not limited to, online graphics, videos, social media posts, etc.

Included with your sample package we would like you to provide a two-page brief of a marketing campaign you undertook for a client with a similar marketing budget range. Within those two pages please include creative samples and an evaluation of the campaign goals and objectives.

### **Personnel**

Proposals must include detailed resumés of the following staff:

- The Client Service Representative or similar position who will operate as the primary liaison with RPL; and
- Creative Directors, or similar positions, assigned to support RPL through design and DTP support services.

Provide information on the history of the proposed team/resources, length of service with the organization, the retention strategies/plans of the organization, approach to replace key members of the team and provide effective knowledge transfer and transition of RPL's projects and files, along with any other information that demonstrates the organization's depth of resources.

### **References**



Provide a minimum of three references for whom the agency has provided similar services within the past five years, including the name and address of the company, and the name, title, and phone number of the contact person. Describe as clearly as possible how the services provided to these references are similar to the services proposed for RPL.

Please note, RPL reserves the right to check the references of all Proponents at any time during the evaluation process, at RPL's discretion. References may be contacted by phone and/or in writing and any information received will be used to assist the evaluation committee in assessing a Proponent's capacity and capability to provide the services as outlined in their proposal.

RPL may use its own experience with this Proponent, through previous interactions, to assess the Proponent's past performance.

RPL reserves the right to disqualify any Proponent whose references, in the opinion of the evaluation committee, are found to be unsatisfactory.

### **Presentation**

Short-listed candidates will be asked to meet with an RPL panel to introduce key personnel responsible for the RPL account, and to provide further information on your organization, what you can do for us, your work ethic, etc. This meeting will include a discussion of your agency, its services, and why you are best suited to work with RPL in the capacity described herein.

### **Submissions Evaluation**

All proposals must be about RPL's response requirements and the terms and conditions stated in this RFP. RPL will evaluate the proposals and will select the proposal that best meets the interests of RPL based on RPL's determination of the best scoring and most advantageous proposal, presentation, and completed reference checks. RPL will be the sole judge of its own best interests, the proposal, and the resulting contract. RPL's decision is final.

- 1.1** The decision to request demonstrations, clarifications, or to request interviews/presentations is at RPL's discretion. The intent of the interviews/presentations, if held, will be to allow the selection committee an opportunity to clarify any questions resulting from an initial evaluation. No new information may be brought forward by the Proponent. Proponents are advised not to prepare their proposal submission in anticipation they will be granted an interview/presentation. Please respond fully to the RFP at the time of proposal submission.
- 1.2** Proposal evaluation results are the property of RPL. RPL does not intend to disclose the evaluation results before, during, or after the RFP process.
- 1.3** The Selection Committee will consist of representatives from RPL's Administration team. Submissions will be evaluated based on the following criteria and point system:

<b>Criteria</b>	<b>Available Points</b>
Understanding of key requirements and deliverables as evidenced in proposed approach and proposal details	20
Quality, capability, depth and capacity of proposed team	20
Demonstrated experience and success in the execution of projects of similar nature, scope and timelines as supported by client references	20
Quality of work samples and creative aesthetic	20
Fee structure and value for service	15
Firm's history and profile	5
<b>Total Available Points</b>	<b>100</b>

## **Award**

RPL will either award an appointment in whole or in part, or will announce that no appointment will be made. There is no implicit or explicit guarantee that the RFP will proceed. RPL reserves the right to accept or reject any or all proposals.

The successful Proponent's proposal will form part of the Contract and be incorporated by reference. Claims made in the proposal or in any subsequent verbal presentation will constitute contractual warranties.

The contract will be awarded in accordance with the following conditions:

1. RPL reserves the right to award the contract in whole, or in part, to one or more vendors based on their submissions, or to reject all submissions.
2. The selected Proponent(s) shall require that its employees and agents comply with all RPL security and safety rules and regulations when on RPL premises.
3. The selected Proponent(s) understand they are not the exclusive providers of marketing and communications services for RPL.

4. The selected Proponents(s) shall indemnify and hold harmless RPL, its employees, servants and/or agents from all claims arising from the negligence of the bidder, his employees, servants and or agents.

Key terms in any resulting contract will include the following:

- Appropriate license and certification requirements
- Timely and accurate invoicing requirements
- Intellectual property provisions ensuring the work/product created for RPL by the selected Proponent(s) or its sub-contractors shall be the property of RPL
- Conflict of interest disclosure requirements
- Confidential information nondisclosure requirements
- Insurance requirements

## **General Information and Requirements**

### **1.1 Incurred Costs**

RPL will not be liable in any way for costs incurred by Proponents in replying to this RFP.

### **1.2 Innovative Proposals**

Proponents are required to base their proposal submission, and all pricing contained therein, on the requirements set out in this RFP. Notwithstanding these requirements, Proponents are encouraged to provide innovative ideas and suggestions which they feel will improve upon the requirements set out in this document.

### **1.3 Reservations**

RPL reserves the right to:

- Reject any or all proposals received in response to this RFP;
- Seek clarification from Proponents who respond to this RFP;
- Verify the validity of the information supplied in any proposal;
- Waive or modify procedural and administrative irregularities due to honest or unintentional mistakes as identified in proposals received, after discussion with the Proponent;
- Negotiate with the Proponent(s) responding to this RFP, consistent with the objectives stated;
- Cancel this RFP at any time for any or no reason. If cancelled, RPL is not responsible for any costs incurred by the Proponent(s); and
- Accept the proposal(s) that appears to be in the best interest of RPL.

### **1.4 Proposal Property**

Once opened, proposals and accompanying documentation become the property of RPL and will not be returned.

### **1.5 Collusion**

Proposals will be made without any connection, comparison of figures, or arrangements with or

knowledge of any other person or persons making a proposal under this RFP and will be in all respects fair and without collusion or fraud.

**1.6 Proposal Acceptance Period**

By submitting a proposal, each Proponent agrees that their proposal may be subject to acceptance by RPL any time prior to sixty (60) days after the due date for submitting proposals.

**1.7 Public Announcements**

Proponents must not make public announcements or issue a news release regarding this RFP or any subsequent award of contract without the prior written approval of RPL.

**1.8 Conflict of Interest**

Each Proponent must make full disclosure of any relationship with any employee of RPL who makes recommendations concerning the selection of a successful proposal or any employee who may allot work to or order supplies from the successful Proponent.

**1.9 Proposal Prices**

All prices proposed must be in Canadian currency. If not stated otherwise, RPL will assume prices quoted are in Canadian funds. The prices proposed will include all costs associated with providing the service.

Whenever the amount proposed for an item in the proposal does not agree with the extension of the estimated quantity and the proposed unit price, the unit price will govern, and the extended amount proposed for that item will be corrected accordingly.

**1.10 Execution of Formal Contract**

The successful Proponent will enter into a formal, written agreement(s) with RPL in such form as may be acceptable to RPL, in its sole discretion.

RPL and the successful Proponent agree to incorporate the salient description and elements from this RFP and the Proponent's proposal that identify how the Proponent will provide the requested services in accordance with the terms of this RFP. In the event of any inconsistency between the accepted proposal, the RFP, and the Contract, the latter will supersede the former.

The successful Proponent will endeavour, in good faith and in a timely manner, to finalize and execute the agreement(s) without delay.

If RPL and the successful Proponent are unable to successfully negotiate an agreement(s), RPL reserves the right, in its sole discretion, to disqualify the Proponent and to commence negotiations with the next highest ranked Proponent who provided a compliant response to this RFP. All Proponents acknowledge and agree that RPL is not obligated to enter into any agreement or to retain the successful Proponent for the services outlined in this RFP, unless in the sole discretion of RPL, a satisfactory agreement or agreements can be reached.

**1.11 Termination of Contract for Unacceptable Performance**

Should a Proponent's performance be deemed unacceptable, RPL reserves the right to cancel any agreement(s) or contract(s) executed under this proposal with thirty (30) days' notice.

**1.12 Permits, Licenses**

The Proponent and any sub-contractors used by the Proponent are responsible for obtaining and paying for all necessary permits and licenses required for the performance of the services and acquisition of the materials.

**1.13 Applicable Laws**

The Proponent is responsible for adhering to all applicable laws in performing the services.

**1.14 Confidentiality**

RPL anticipates the Proponents may wish to treat certain elements of their submissions as confidential or proprietary. Proponents are advised, however, that freedom of information requirements in force in the Province of Saskatchewan may afford rights of production or inspection at the application of third parties. Further, the contract entered into by the successful Proponent will, by law, be available for inspection by members of the public.

**1.15 Governing Law**

This RFP process will be governed by and construed in accordance with the laws of the Province of Saskatchewan and the federal laws of Canada applicable therein.

**1.16 Terms and Conditions**

Any terms and conditions proposed by the Proponent inconsistent with, or in addition to, this RFP or the schedules and appendices attached will be void and have no effect. All terms and conditions of this RFP are deemed to be accepted by the Proponent and incorporated by reference in their proposal, except for those that are expressly challenged by the Proponent in their proposal.