

Request for Proposal: Promotional Printing Services

Issued by: Regina Public Library

Issue Date: Oct 15, 2018

Closing Date: Oct 29, 2018

Award Date: Nov 5, 2018



Intent

Regina Public Library (RPL) wishes to contract the services of a qualified commercial print company to perform specific printing services for the organization. It is the intent of this RFP to solicit proposals from all interested companies possessing expertise in commercial printing.

These services will include, but are not limited to:

- Printing and delivery of two library publications: a quarterly program guide, *At the Library*, and a monthly film theatre schedule, with a total average spend of approximately \$40,000/year;
- On-demand printing and delivery of promotional materials including posters, leaflets, handbills and other assets, with a total average spend of approximately \$15,000/year;
- On-demand printing and delivery of windowed envelopes, business cards and other business printing, with a total average spend of approximately \$4,500/year;
- Ability to accommodate occasional short-turnaround requests for promotional material (posters, bookmarks, etc.); and
- Advice and recommendations on printing best practices as required.

The term of this contract will begin December 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.

Scope of Required Services

Further specifics for typical materials requests are included in the **attached appendix**.

1. Printing and Delivery of the *At the Library* Program Guide

At the Library is a magazine-style publication designed to inform customers about library programs, services and news.

- Produced four times per year on a customized quarterly schedule
- RPL provides camera-ready PDF
- 8x10.5"
- Four colour, full bleed
- Saddle stitch
- Averages 40 pages plus cover. Cover is currently 70lb gloss, and the body is newsprint.

- 8,000 to 10,000 copies per issue bound and delivered in bundles of 50.

2. Printing and Delivery of the RPL Film Theatre Schedule

The RPL Film Theatre Schedule is a monthly, one-page publication that provides the public with information about upcoming Film Theatre screenings and events.

- Monthly
- Full colour
- Double sided
- 70 lb gloss
- 11x17" folded to 8.5x11"
- Approx. 5,500 copies per issue, bundled in counts of 100

3. On-demand printing and delivery of various print promotional assets and signage as required.

Throughout the year, RPL requires on-demand printing and delivery of materials including bookmarks, postcards, leaflets, posters, brochures, etc. as well as business-related printing such as windowed envelopes, letterhead and business cards. ***Some projects will be requested with a tight turnaround, such as delivery the next day, or within two to three days.***

4. Provision of recommendations and support on how to best address printing needs for a wide range of projects and initiatives.

RPL aims to establish an engaged and collaborative working relationship with its Commercial Printing partner. The successful proponent will take an enthusiastic, responsive approach to customer service, led by a dedicated customer service representative who will work in partnership with RPL's Marketing and Communications Unit to develop and provide knowledgeable, innovative and insightful ideas and solutions to address RPL's varied printing needs and related challenges.

Submission Deadline

To receive consideration, responses to this RFP must be received no later than 2:00 p.m. Saskatchewan Time (CST), October 29, 2018.

An electronic copy of the proposal must be delivered via email or a USB memory stick to:

Brandi Book
Marketing and Communications Consultant
Regina Public Library
2311 – 12th Avenue, Regina SK S4P 0N3
306-777-6182
bbook@reginalibrary.ca

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

Proposals will remain unopened until 2:00 pm October 29, 2018. Late proposals will not be considered.

Project contact

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 response. RPL will provide responses to all queries received from Proponents. The responses will be posted to the SaskTenders website as an addendum. 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.

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.

Evaluation of proposals

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 (if held), 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. Submissions will be evaluated based on the following criteria and point system:

Criteria	Available Points
Quality of proposal, understanding of requirements	10
Approach, methods, experience	25
Cost and value for service	25
Responsiveness, capacity for support and advice on best practices	20
Capability to address variety of printing needs	15
Company history and profile	5
Total Available Points	100

The Selection Committee may use references to support scoring on these criteria.

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:	Oct 15, 2018
Deadline for response:	Oct 29, 2018
Award of contract:	Nov 5, 2018
Contract start date:	Dec 3, 2018

Submission requirements

The following components are required in the proposals.

Introduction

- Letter of transmittal
- Executive summary of your proposal

Background Information

Clearly outline your ability to do this work. Include:

- Detailed information about you and/or your company – including a brief company history and profile and how long you've been in business;
- Rationale/explanation as to why your company should be chosen to undertake this work;
- Your company's web address and any public social media accounts, blogs, etc. available for review;
- An introduction of your team, including the dedicated customer service representative who will be responsible for the Regina Public Library account;
- An introduction to any third-party resource or subcontractor who may work on the RPL account, as well as rationale as to why you will use any such resource; and
- Examples of printing projects your company has undertaken of a similar nature to those outlined in this RFP within the past two (2) years. Provide an overview of each project that includes service timeline(s), whether the services were on time and on budget, and challenges you encountered and overcame along the way. Provide information on how you worked together with the client to recommend, advise and support their work through your professional knowledge.

Approach

Clearly identify how you intend to undertake the work required of the project as identified in this document:

- Provide a detailed explanation of your approach to the work outlined above;
- Describe your proposed approach to recommending print methods and materials;
- Clearly explain the role of each resource you will be using and the role(s) he or she will play in the work required;
- Provide any additional/proposed steps of importance based on your professional experience and describe how they will be undertaken.

Timelines

- Provide estimated project timelines for printing of the library's two publications, from receipt of camera-ready files and/or orders to delivery date, including internal benchmarks such as drying and packaging time, and incorporating the expected review process as outlined in this RFP.

Costs

- Provide a price schedule for all printing services requested, clearly identifying the pricing approach (e.g. per page, per hour, etc.) as well as any potential last-minute job charges or penalties.
- Provide a list of your assumptions – if any – related to the proposed pricing.
- List all taxes separately.

References

Please provide three (3) client references for whom you provide services of the same/similar type and scope.

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 printing 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

Appendix: Print Material Specifications

Samples are available on request.

1. Printing and Delivery of *At the Library* program guide

At the Library Specifications

Body	<ul style="list-style-type: none"> Up to 40 pages of content for each issue Newsprint or 60lb husky white
Covers	<ul style="list-style-type: none"> 4 covers – front, inside-front, back, inside-back 70 lb gloss
Bleed	Full
Colour	Four (4) colour process throughout
Finished size	Current size: 8" x 10.5" Standard size 8.5" x 11" would also be acceptable.
Finishing and Binding	<ul style="list-style-type: none"> Saddle stitched with two (2) staples Bundled in counts of 50 and strapped
Approximate quantity	<ul style="list-style-type: none"> 8,000 copies of Spring, Fall and Winter guides, separated into two (2) pallets of 5,000 and 3,000 respectively 10,000 copies of Summer guide, separated into two (2) pallets of 7,000 and 3,000 respectively.
Delivery	<ul style="list-style-type: none"> Full quantity delivered to Central Library loading dock, 2311-12th Avenue, Regina

- Alternate page counts and additional copies**

Occasionally, RPL may require a reduction or increase of the *At the Library* page count.

Approximately once per year, RPL may also need to print additional copies of the guide to supplement the original order

i. Proposals should include:

- Pricing for 36 body pages, plus four (4) covers, for a total of 40 pages
- Pricing for 44 pages, plus four (4) covers, for a total of 48 pages, and
- Pricing and timelines for reprint and delivery of additional copies, per 1,000, of a completed run.

- **Notes**

- i. Proposals should include estimated timelines for printing *At the Library*, from initial receipt of files to delivery.
- ii. Vendor will confirm receipt of the file and provide an estimated time of arrival for a press proof of the guide.
- iii. Vendor will provide a press proof of the guide for RPL approval at the earliest opportunity following receipt of the file.
- iv. RPL will provide approval on press proofs within two (2) business days of receipt.

- **Sample**

A sample of this publication can be found at:

https://www.reginalibrary.ca/sites/default/files/2018-08/ATL%20Fall%202018_web.pdf

2. **Printing and Delivery of the RPL Film Theatre Schedule**

The RPL Film Theatre Schedule is a double-sided, single-sheet publication that provides the public with information about upcoming Film Theatre screenings and events. It covers a one-month programming cycle and is distributed twelve (12) times per year. The full-colour schedule is printed on 70lb gloss paper. RPL will provide final artwork, in a camera-ready PDF file, seven (7) business days prior to the required delivery date.

RPL Film Theatre Schedule Specifications

Body and Covers	<ul style="list-style-type: none"> • One page, double-sided • 70lb gloss • Standard 11" x 17" folded to 8.5"x11"
Bleed	Full
Colour	Four (4) colour process throughout
Finished size	8.5"x11"
Finishing and Binding	<ul style="list-style-type: none"> • Saddle stitched with two (2) staples • Boxed
PDF version	Optimized for web, without printer's marks
Approximate quantity	<ul style="list-style-type: none"> • 5,000 copies per month • Bundled in counts of 100 and strapped • Boxed in counts of six (6) bundles maximum, per box.
Delivery	<ul style="list-style-type: none"> • Full quantity delivered to Central Library loading dock, 2311-12th Avenue, Regina

- **Additional copies**

Approximately once per year, RPL may also need to print additional copies of the guide to supplement the original order.

- i. Proposals should provide pricing for reprint and delivery of additional copies (per 500) of a completed run.

- **Notes**

- i. Proposals should include estimated timelines for printing the Film Theatre Guide, from initial receipt of files to delivery.
 1. Vendor will confirm receipt of the file and provide an estimated time of arrival for a press proof of the guide.
 2. Vendor will provide a press proof of the guide for RPL approval at the earliest opportunity following receipt of the file.
 3. RPL will provide approval on press proofs within one (1) business day of receipt.

- A sample of this publication can be found at:

https://www.reginalibrary.ca/sites/default/files/2018-10/Film%20Schedule%20Oct%202018_web.pdf

3. On-demand printing and delivery of various print promotional assets and signage as required.

RPL requires a variety of printed promotional materials to support library services, programs and events. These projects may come as a package of materials with a consistent creative design, others will be one-off items. Turnaround on the projects is often quick, and the successful proponent is expected to provide finished materials within three to seven days of receiving camera-ready PDF files from RPL. The projects may require a combination of print products in a variety of formats, including but not limited to:

Promotional Material Specifications

Item and dimensions (inches)	Bleed – Colour Process	Stock	Finishing and bindery (inches)	Approximate average quantity per order	Approximate average orders per year
Bookmarks: 2 x 6	Full – 4/4	Card stock	n/a	3,000	3

Pocket cards: 4 x 3.5	Full – 4/4	Light card stock	Laminated, scored and folded to 2 x 3.5	300	1
Postcards: 6 x 4	Full – 4/4	Card stock	n/a	3,000	2
Buckslips: 3.75 x 8.5	Full – 4/4	70-90lb text stock	n/a	1,500	1
Leaflets: 5.5 x 8.5	Full – 4/4	70-90lb text stock	n/a	2,000	8 - 12
Brochures: 8.5 x 11	Full – 4/4	70-90lb text stock	Gatefold	1,500	5
Brochures: 8.5 x 14	Full – 4/4	70-90lb text stock	Accordion fold	1,500	2
Posters: 11 x 17	Full – 4/4	70-90lb text stock	n/a	200	12-15
Posters: 22 x 28	Full – 4/4	70-90lb text stock	Laminated	1	4 - 6
Reports: 11 x 17	Full – 4/4	70-90lb text stock	Gatefold	50	1
Booklets: 8.5 x 11	Full – 4/4	70-90 lb text stock	Folded and/or saddle stitched	5,000	2
Surveys: 8.5 x 11	Full – 4/4	70 lb text stock	n/a	2,000	2
Newsletters: 11 x 17	Full – 4/4	70-90 lb text stock	Folded and saddle stitched	150	2
Passes or event tickets: 3.5 x 2	Full – 4/4	Card stock	n/a	110	3
Stickers: 8.5 x 2.5	Full – 4/4	Vinyl sticker	n/a	3,000	1

- **Notes**

The needs of each project are unique; therefore, project specifics that differ from the above-listed specifications may be provided to the vendor on a case-by-case basis. Note: quantities are approximate, provided for estimate purposes only and are subject to change.

Proposals should:

- i. Provide pricing for all items and quantities as noted above.
- ii. Include estimated timelines for all items noted above, from initial receipt of files to delivery.
 1. Vendor will confirm receipt of the file(s) and provide an estimated time of arrival for press proofs of the materials.

2. Vendor will provide press proofs of all materials for RPL approval at the earliest opportunity following receipt of the file.

Business Printing Specifications

Item and dimensions (inches)	Bleed – Colour Process	Stock	Finishing and bindery (inches)	Approximate average quantity per order	Approximate average orders per year
Business Cards: 3.5 x 2	Full – 4/4	Card stock	n/a	150	30 individual (most are batched in requests of approx. three unique cards)
Windowed envelopes: #10 size	No bleed – 4/4	White windowed envelope stock	n/a	1,000	3