

REQUEST FOR PROPOSAL

Branding, Website, and Social Media Design for the Merged Porcupine and Timiskaming Health Units

Request for Proposal Number: 2024-01

Request for Proposal Issued On: Tuesday, April 30, 2024

Proposal Submission Deadline: 4:30 p.m. local time on Wednesday, May 22, 2024

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1. Invitation to Proponents

This Request for Proposal (“RFP”) is an invitation to prospective Proponents to submit Proposals for the provision of branding, website, and social media design services for the merged public health unit of Porcupine Health Unit and Timiskaming Health Unit (“Purchaser”).

2. The Health Unit

The merged public health unit will cover over 288 thousand square kilometers in Northeastern Ontario, serving the Cochrane and Timiskaming Districts. The region is comprised of many small, rural communities spread over a vast region connected along the Highway 11 transportation corridor. The merged health unit shares lands with several First Nations communities and has a significant Francophone population.

Porcupine Health Unit has a head office and a second location in Timmins and eight branch offices with over 120 staff. Timiskaming Health Unit has offices in New Liskeard, Kirkland Lake, and Englehart, with over 60 staff. Staff roles include dental hygienists, dietitians, inspectors, public health nurses, health promoters, and outreach workers.

The health units provide public health programs and services to their communities that aim to prevent disease and promote health. In accordance with Ministry of Health guidelines, the health units provide services related to environmental health, infectious diseases, immunizations, children and families, school health, oral health, chronic disease, substance use, mental health, and injury prevention.

3. Required Documentation

In order to be considered, your Proposal must be received ON or BEFORE the identified closing date and time, be signed in all appropriate areas by an authorized official of the bidder’s company and must contain all required documentation as follows:

- Electronic Copy of Proposal
- Pricing Submission Form, Appendix A
- Three References Form, Appendix B
- Conflict of Interest Declaration Statement, Appendix C

4. Introduction

The Purchaser is requesting proposals, from qualified **marketing agencies**, in order to secure a contract for the provision of **branding, website, and social media design services**, in accordance with the requirements outlined in the detailed Scope (section 6) as well as the terms and conditions outlined herein.

5. Term (Duration)

The term of the contract will be for a period of six months. Unless otherwise specified, the term of any awarded contract shall commence on the date of award and shall continue until the completion of work unless terminated, canceled or extended as otherwise provided herein.

6. Scope

Scope

- Develop branding.
- Engage with staff, managers, and communities, including Indigenous-led organizations and Indigenous leadership, in the branding process.
- Provide branding templates for stationary, signage, and other formats.
- Plan and design new website.
- Plan and design new social media pages.

PLEASE ENSURE “ALL” POINTS ARE ADDRESSED, AS DETAILED AS POSSIBLE, IN YOUR SUBMISSION

7. Terms of Payment

The Successful Proponent shall submit invoices to the attention of Rosa Montico-Reimer, email address Rosa.Montico-Reimer@porcupinehu.on.ca.

Invoices shall state detailed descriptions of services rendered, dates, location and Purchase Order number. All applicable taxes will be shown separate from cost of goods or services.

The Purchaser’s payment terms are NET 30 days from receipt of invoice.

8. Notice

Acceptance of a Proposal, or any part thereof, shall be by Health Unit Contract and/or Purchase Order. Further, a purchase order will not be issued to a Successful Proponent unless all required documentation has been received and has been confirmed as being in order.

9. Proposal Format

Proponents should use the following format:

- Overview of the firm, including firm profile, description including experience in the Public Health sector if any.
- Narrative of the number of people proposed to work directly with the Purchaser and their qualifications.
- Outline of the proposed approach based on the requirements in the scope of work outlined in Section 6. Include any expectation of work to be performed by the Purchaser’s staff.
- A minimum of three references with company name, contact name, telephone number, email address and description of services provided. The Purchaser reserves the right to check all references provided and to request and check additional or further references. (Appendix B);
- Price Submission Form (Fee Schedule - Appendix A);

10. Planned Schedule of Events

Release of RFP	Tuesday, April 30, 2024
Last date to submit a question or enquiry	Friday, May 17, 2024
Last Date to Issue an Addendum	Friday, May 17, 2024
RFP Closing	Wednesday, May 22, 2024
Evaluation of Responses	Wednesday, May 29, 2024
Announcement of Successful Proponent(s)	Friday, May 31, 2024

11. Submission Process

Sealed Proposals marked Privileged and Confidential must be addressed to the following location:

Rachelle Côté
Timiskaming Health Unit
247 Whitewood Avenue, Unit 43
PO Box 1090
New Liskeard, ON P0J 1P0

or can be emailed to giammarcok@timiskaminghu.com

Proposals must clearly indicate the Proposal number, contents and the name and address of the Proponent.

THE RESPONSIBILITY OF DELIVERING DOCUMENTS TO THE CORRECT LOCATION BY THE CORRECT TIME AND DATE SHALL REST ENTIRELY WITH THE PROPONENT.

Late proposals will not be accepted under any circumstances and will be returned unopened. This applies to proposals sent by mail, courier services, or delivered in person.

12. Pricing (fees and expenses)

Provide pricing as requested on the Price Submission form (Appendix A) All costs are to be included except applicable sales tax.

Prices submitted shall be net prices, in Canadian funds, excluding all taxes.

13. Questions

Questions arising shall be directed in writing, by electronic mail to:

Katie Giammarco @ giammarcok@timiskaminghu.com

No other Health Unit Official or Staff except Katie Giammarco is to be contacted for clarification of any aspect of this Proposal.

To ensure that all questions are answered prior to the closing of this Proposal, it is required that any question(s) you may have in regard to this document be e-mailed by **Friday, May 17, 2024**. We will endeavor to answer any questions presented on or before the specified date, through an Addendum.

FAILURE TO ADHERE TO THIS INSTRUCTION MAY RESULT IN THE REJECTION OF YOUR PROPOSAL.

14. Discrepancies or Omissions

Any Proponent finding discrepancies or omissions in this document shall at once notify Katie Giammarco via e-mail at giammarcok@timiskaminghu.com. If necessary, an addendum will be issued by the Purchaser to all Proponents who have received Proposal documents. Proponents may, during the bidding period, be advised by addendum of any additions, alterations or deletions to the specifications and other parts of this Proposal document. All such changes shall be covered by the Proposal and become a part of the Proposal document and a copy of the addendum(s) **MUST BE RETURNED WITH THE PROPOSAL SUBMISSION OR YOUR BID MAY BE REJECTED.**

15. Award

The lowest priced of any Proposal is not necessarily accepted and unless otherwise stated, the Purchaser reserves the right to accept any portion thereof, without having to accept a Proposal in its entirety. In addition, the Purchaser reserves the right to re-issue or cancel the Request for Proposal in its entirety and proceed by way of negotiations.

The final award will be based on the highest scoring proposal (based on evaluation criteria in this RFP) from a Proponent who complies with the provisions of this RFP solicitation, including specifications, contractual terms and conditions, who can reasonably be expected to provide satisfactory performance on the proposed contract based on reputation, references, performance on previous contracts, and provides a solution that is a fit with the Purchaser's requirements.

16. Verbal Arrangements

In all cases of misunderstanding and disputes, verbal arrangements will not be considered. The Proponent must produce written authority in support of their contentions and shall advance no claim in the absence of such written authority, or use, or attempt to use any conversation with any parties against the Purchaser or in prosecuting any claim against the Purchaser. The Proponent acknowledges and agrees that there is no representation, warranty, collateral agreement, or condition, whether direct or collateral, expressed or implied, which induced the Proponent to submit this bid or on which reliance is placed by the Proponent for which affects this bid other than as expressed herein.

17. Bid Ownership

All information obtained by the Proponent in connection with this Proposal is the property of the Purchaser. The information must be treated as confidential and not used for any purpose other than for replying to this Proposal, and for fulfillment of any subsequent contract. The Proponent acknowledges that an interested third party may gain access to the information submitted with this Proposal under the Municipal Freedom of Information and Protection of Privacy Act (Ontario) as same may be amended from time to time. If the Proponent wishes to treat any information submitted herewith as "confidential" then same must be clearly marked as "confidential" so that the Purchaser may take the position that such information is not to be disclosed under the said Act.

18. Intent

The intent of this document is to procure for the Purchaser, the products/services indicated in accordance with the specifications outlined herein. To this end, the evaluation process, in determining which bid will result in an award, will consist of consideration being given to price, quality of service offered, performance, and any special or extra costs involved therein, enhancement to minimum specifications, and bidder(s) qualifications. The award of this Proposal will be on the basis of the most effective proposal received in the opinion of the Purchaser, based on the evaluation criteria in this document.

19. Alteration or Cancellation

The Purchaser reserves the right to alter the closing date in this Request for Proposal or to cancel this Request for Proposal without any penalty or cost to the Purchaser.

20. Award Notice

The Successful Proponent will receive an award letter.

21. Termination

Should the Purchaser deem the service provided by the Successful Proponent unsatisfactory anytime during the term of the contract, the contract may be canceled upon thirty (30) days written notice by the Purchaser.

The Purchaser reserves the right to remove from the list of Bidders, for an indeterminate period, the name of any Proponent for failure to accept a contract, or the name of any Proponent for unsatisfactory performance of the contract.

22. Contract Governance

The contract will be governed by and interpreted in accordance with the laws of Canada and the Province of Ontario.

23. Bidder's Knowledge

The submission of a Proposal shall be deemed proof that the Proponent is satisfied as to all the provisions of the Proposal, of all the conditions which may be encountered, of what materials/services they will be required to supply, or any other matter which may enter into the carrying out conditions of the Proposal, to a satisfactory conclusion. No claims will be entertained by the Purchaser based on the assertion by the Proponent that they were uninformed as to any of the provisions or conditions intended to be covered by this Request for Proposal.

24. Award Strategy

The Purchaser shall strive to award the entire contract to one Proponent; however, the option to multiple awards is retained if it is in the best interest of the Purchaser.

25. Amendment

The Purchaser reserves the right, in its sole and unfettered discretion, to amend the Request for Proposal for minor changes prior to the closing date without affecting the validity of the Request for Proposal.

26. Incomplete Proposal

The Purchaser reserves the right, in its sole and unfettered discretion, to reject or waive minor errors contained in a submission without having to disqualify the Proponent.

27. Change in Scope

The Purchaser reserves the right in its sole and unfettered discretion, to change the scope of the goods and/or services required in this Request for Proposal and invite the re-submission of such Request for Proposal on or before the closing date, without necessitating a new Request for Proposal.

28. Disclosure Certification

The Proponent hereby certifies that the Proponent has disclosed all relevant facts to the Purchaser and has acted in good faith in connection with the submission of this Request for Proposal.

29. Evaluation Criteria and Level of Emphasis

Level of Emphasis

The following list indicates the level of emphasis placed on the noted criteria:

- Personnel and Firm Qualification and Experience 25%
- Fees for Services as outlined in Appendix A 40%
- Suitability of Overall Solution 30%
- Bilingual Firm 5%

Evaluation Criteria

Personnel and Firm Qualifications and Experience 25%

- Experience in public health and offerings.
- References provided for similar services and reference feedback received.
- Demonstrated relevant skills, ability and experience of the firm and its staff proposal for assignment to the project, ability and willingness to commit sufficient staff resources with necessary skills and experience throughout the duration of the project.
- Proposed team members.
- Experience in providing additional specialized services to public sector clients by listing the names of each client and the types of services provided.

Rated Requirement Components	Available Points
Qualification and Experience	40
Expertise and Staffing	40
References	20
Total Points for Rated Requirements	100

Fees for Services as outlined in Appendix A 40%

Pricing score determined by the following formula:

$$40 \text{ points} \times \frac{\text{lowest bid price}}{\text{proponent's bid price}} = \text{points awarded}$$

Example, proposal A is \$1000 (lowest bid), proposal B is \$1200. Proposal score is 40, proposal B is 33.3.
 $40 \times 1000/1200 = 33.3333$

Suitability of Overall Solution

30%

- Extent to which the proposal meets the Purchaser’s need.
- Demonstrated understanding of the Purchaser’s requirements as outlined in this request for proposal.
- Conformance to requirements and responsiveness to requested information.
- Firm background, profile and reputation.
- Quality and viability of the proposal, including methodology, work plan and schedule.
- Implementation plan and program creativity.

Rated Requirement Components	Available Points
Approach	50
Proposal Demonstration of Understanding the Purchaser’s Requirements	40
Firms Background/Reputation/Stability	10
Total Points for Rated Requirements	100

Bilingual Firm

5%

- Firm’s proficiency in reading, writing, and editing French.

30. Tie Break

When two or more qualified Proposals achieve a tie score on completion of the evaluation process, the Purchaser shall break the tie by selecting the Proposal with the best score in the fees for service component, as judged solely by the Purchaser.

31. Debriefing

No later than sixty (60) days following the date of awarding the contract in respect of the Request for Proposal, a Proponent may contact the Purchaser requesting a debriefing.

Any request that is not timely received will not be considered and the Proponent will be notified in writing.

The Purchaser will not disclose submission information from other Proponents.

The intent of the debriefing session is to aid the Proponent in presenting a better Proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

PRICING SUBMISSION FORM – RFP # 2024-01 (Following is a sample only)

Proponents Name: _____

All pricing submitted must be firm for all 3 years.

Note: All disbursements are to be included in pricing. (copying, printing, binding, delivery charges etc.)

ANNUAL FEES

ADD IN THE COMPONENTS/OFFERING BEING REQUESTED AS ITEMIZED LISTING - SHOULD TIE IN TO WHAT WAS REQUESTED IN THE SCOPE OF WORK REQUIRED.

Year	2024-2025	2025-2026	2026-2027
1			
2			
3			
4			
5			

Appendix B - REFERENCES

REFERENCE #1

Agency Name: _____

Address: _____

Contact Person: _____

(Name and Title) _____

Phone Number: _____ Fax Number: _____

Email Address: _____

of Years as Customer: _____

Comments: _____

REFERENCE #2

Agency Name: _____

Address: _____

Contact Person: _____

(Name and Title) _____

Phone Number: _____ Fax Number: _____

Email Address: _____

of Years as Customer: _____

Comments: _____

REFERENCE #3

Agency Name: _____

Address: _____

Contact Person: _____

(Name and Title) _____

Phone Number: _____ Fax Number: _____

Email Address: _____

of Years as Customer: _____

Comments: _____

CONFLICT OF INTEREST DECLARATION STATEMENT

DEFINITIONS:

- a) The "Health Unit(s)" means Porcupine and Timiskaming Health Units
- b) "Respondent" means any business or person submitting a response to a Health Unit(s) Request for Proposal
- c) A Conflict of Interest arises where you or your business have a personal or business interest which might conflict with or may be perceived to conflict with the best interests of the Health Unit(s). Such conflict may arise directly or indirectly as a result of duties by an appointment to the Health Unit(s) or by personal matters which include (but are not limited to):
 - 1) Employment by the Health Unit
 - 2) Trusteeship or Directorship
 - 3) Interests in business or professional services already elsewhere being utilized by the Health Unit (e.g. Legal or Consulting services)
 - 4) Existing professional or personal associations or relationships with the Health Unit or its employees (e.g. family)

Respondents shall disclose to the Health Unit(s) without delay any actual or potential situation that may be reasonably interpreted as either a conflict of interest or a potential conflict of interest.

All Proponents must Declare a Conflict of Interest with their response

Based on the definition of Conflict of Interest described above, please indicate

- a) if you or your company have or may have a Conflict of Interest and the nature of the Conflict of Interest
- b) no conflict.

I/WE (name of respondent/company) _____ herewith declare a Conflict of Interest. It is understood that declaring a Conflict of Interest may or may not result in exclusion from doing business with the Health Unit depending on the nature of the Conflict of Interest and the Health Unit's (at its sole discretion) decision surrounding this declaration.

Nature of the Conflict of Interest: _____

or I/WE herewith declare no Conflict of Interest.

Name of person completing this form (print): _____

Signature: _____ Date: _____ RFP# _____