

**REQUEST FOR PROPOSAL**

**With**

**THE CHILDREN'S AID SOCIETY OF OTTAWA**

**PRINTING SERVICES  
COMMUNICATIONS**

**(RFP No. ps-02)**

Submission Date Deadline

November 1, 2016

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## **SECTION 1 INTRODUCTION**

### **1.1 Proposal Documents, Delivery, and Deadline:**

Proponents are requested to submit three (3) proposals in a sealed package marked “Proposal –Process Server” to be received at 1602 Telesat Court, Ottawa, Ontario K1B 1B1 before 4:00 pm November 1, 2016.

The name and address of the Proponent must be clearly indicated on the face of the sealed package containing the proposal.

The total content of the Proposal, including any appendices and attachments, should be outlined in a Table of Contents at the front of the Proposal.

Proposals sent by fax or e-mail will not be accepted.

All proposals should be directed to the attention of:  
Cindy R. Perron.  
Communications

Late or incomplete proposals will not be considered.

### **1.2 Overview**

The Children’s Aid Society of Ottawa, (CASO) is a public sector employer with approximately 450 staff members. The mandate of the Society is to protect the children and youth in our community from all forms of abuse and neglect under the provisions of the Child and Family Services Act, (CFSA).

The Province of Ontario provides CASO’s principal funding. Under the provisions of the CFSA, the Ministry of Children and Youth Services of Ontario contracts with CASO as a transfer payment agency for the delivery of legislated Child Welfare Services in the Ottawa area. As a consequence of the contractual arrangement between CASO and the Ministry, the Ministry conducts regular reviews and audits to determine funding requirements and to exercise due diligence. Under Ontario law, the Society is also subject to audits performed by the Auditor General of Ontario.

CASO operates as a separate legal entity, at arm’s length from the Ministry and is governed by an independent volunteer Board of Directors. CASO’s Board of Directors is 16 members strong, and possesses the multi-disciplined representation necessary for effective governance. The Board meets regularly with Management.

The CASO is accountable to the public for the effective, efficient and responsible use of financial resources.

### **1.3 ONTARIO BROADER PUBLIC SECTOR (BPS) CODE OF ETHICS**

Goal: To ensure an ethical, professional and accountable BPS supply chain

#### **I. Personal Integrity and Professionalism**

Individuals involved with Supply Chain Activities must act, and be seen to act, with integrity and professionalism. Honesty, care and due diligence must be integral to all Supply Chain Activities within and between BPS organizations, suppliers and other stakeholders. Respect must be demonstrated for each other and for the environment. Confidential information must be safeguarded. Participants must not engage in any activity that may create, or appear to create, a conflict of interest, such as accepting gifts or favors, providing preferential treatment, or publicly endorsing suppliers or products.

#### **Accountability and Transparency**

Supply Chain Activities must be open and accountable. In particular, contracting and purchasing activities must be fair, transparent and conducted with a view to obtaining the best value for public money. All participants must ensure that public sector resources are used in a responsible, efficient and effective manner.

#### **Compliance and Continuous Improvement**

Individuals involved with purchasing or other Supply Chain Activities must comply with this Code of Ethics and the laws of Canada and Ontario. Individuals should continuously work to improve supply chain policies and procedures, to improve their supply chain knowledge and skill levels, and to share leading practices.

In the course of operations the CASO undertakes a number of initiatives and activities that are outside the core work of the Society. As a result the CASO seeks consultants to achieve our objectives.

Specifically, the CASO may have periodic requirements for the following services:

#### **1.4 General Scope**

The CASO:

- ❖ Undertakes a strategic approach in its communications which is consistent with its mission and service principles.
- ❖ Communicates with the general public and professionals to inform them about its mandate and ways to access its services.
- ❖ Designates spokespersons to deliver its messages to the community and media.
- ❖ responds to requests for information from members of the community, including the media, in an expedient and respectful manner on matters of public interest within the parameters of the Society's policy on Confidentiality
- ❖ responds to public inquiries in either official language, French or English, based on the choice of the person making the inquiry in keeping with Ontario's French Language Services Act and the Society's French Language Service policy
- ❖ Communications approach is sensitive to the needs of aboriginal peoples in order to promote and support the delivery of protection services to aboriginal peoples.

- ❖ Endeavors to meet the communications needs of the diverse linguistic, cultural and social groups with a sensitive strategy in order to promote and support the delivery of protection services to these members of the community.
- ❖ Utilizes a consistent manner to identify its property, representatives and messages to the community.

The CASO is accountable to the public for the effective, efficient and responsible use of financial resources. Thus we are seeking value of our funding to ensure the most cost effective means in the production of written materials.

**The objective** of this RFP is for CASO to select a highly skilled, qualified printing firm to provide the required print materials specified in this RFP. The approved printing firm will be contracted to provide, as required, services for a term of three years with an option to extend an additional one cycle of two (2) years.

The proposal must include the proponent’s methods, process and prices associated with meeting identified specifications.

In addition the proposal should present options with respect to material presentation, allowing for ease of packaging and distribution to the end users.

Current requirements include the following however over the course of the contract additional but similar requests may be made.

**CURRENT REQUIREMENTS**

- ❖ CAS Information Tool Kit:

Set of Tabs (10 tabs per set, per language)

Quantity:	500 sets X 7 languages (Inuktituk, Somali, Farsi, Vietnamese, Chinese, Spanish, Punjabi, language printed on backside of each version will be English 1,000 sets front Arabic and back English 5,000 sets front English back French 10,000 sets front English back French (to be quoted separately)
Sizes:	Two of each: 3.25 X 6.25, 3.25 X 6.75, 3.25 X 7.25, 3.25 X 7.75, 3.25 X 8.25
Stock:	80lb Gloss Text, White
Ink:	Black + One PMS (different colour for each size, as per sample) Printed duplex
Packaging:	Shrink-wrap

Kit Folders

Quantity:	9,500
Quantity:	14,500 (to be quoted separately)
Sizes:	3.625 X 8.5

Stock: CT1S 10pt, White  
Ink: Full Colour Process, Printed one Side  
Bindery: Custom die cut, scored and glued  
Packaging: Stacked loose in boxes

❖ Parenting Information Tool Kit:

Set of Tabs (10 tabs per set, per language)

Quantity: 500 sets X 6 languages (Somali, Farsi, Vietnamese, Chinese, Spanish, Punjabi) language printed on backside of each version will be English  
1,000 sets front Arabic back English  
5,000 sets front English back French  
10,000 sets front English back French (to be quoted separately)

Sizes: Two of each: 3.25 X 6.25, 3.25 X 6.75, 3.25 X 7.25, 3.25 X 7.75, 3.25 X 8.25

Stock: 80lb Gloss Text, White  
Ink: Black + One PMS (different colour for each size, as per sample) Printed duplex  
Packaging: Shrink-wrap

Kit Folders

Quantity: 9,000  
Quantity: 1,000 (to be quoted separately)  
Sizes: 3.625 X 8.5  
Stock: CT1S 10pt, White  
Ink: Full Colour Process, Printed one Side  
Bindery: Custom die cut, scored and glued

❖ Working Together Brochure

Quantity: 500 X 6 (Arabic, Somali, Chinese, Spanish, Inuktituk, Vietnamese)  
1,500 X 2 (English and French)

Sizes: 8.5 X 11 (flat)

Stock: 80lb Gloss Text, White  
Ink: Full Colour Process, Duplex printed  
Bindery: Tri-folded  
Packaging: Bundled in 100s by language

❖ Foster Care Brochure

Quantity: 1,000 X 2 (English and French)

Sizes: 8.5 X 11 (flat)

Stock: 80lb Gloss Text, White  
Ink: Full Colour Process, Duplex printed  
Bindery: Tri-folded  
Packaging: Bundled in 100s by language

- ❖ Parenting in the City, the Inuit way Brochure
  - Quantity: 500 X 2 (English and Inuktituk)
  - Sizes: 8.5 X 11 8 Pages Self-Cover
  - Stock: 80lb Gloss Text, White
  - Ink: Full Colour Output, Duplex printed
  - Bindery: Saddle Stitched
  - Packaging: Bundled in 100s by language
  
- ❖ Keeping Our Children Safe
  - Quantity: 500
  - Sizes: 17.5 X5.5 (flat)
  - Stock: 80lb Gloss Text, White
  - Ink: Full Colour Process, Duplex printed
  - Bindery: Saddle stitch
  
- ❖ Rights and Responsibilities Booklet
  - Quantity: 1,000 English and 500 French
  - Sizes: 8.5X17 (flat)
  - Stock: 80lb Gloss Text, White
  - Ink: Full Colour Process, Duplex printed
  - Bindery: Saddle stitch
  
- ❖ The communications department of the CASO will, place orders as needed. The CASO will not be restricted to either minimum or maximum quantities.
  
- ❖ The CASO may at times require graphic design services.
  
- ❖ The CASO of Ottawa reserves the right to reduce the quantity requirements quoted in the specifications as these quantities are estimates for the purpose of this RFP.

## SECTION 2- GENREAL TERMS AND CONDITIONS

### 2.1 Instructions for Firms

The intent of this RFP document is to secure services under this contract. Any proponent, by offering the bid, represents that the company possesses the capabilities and personnel necessary to provide efficient and effective services. A contract that outlines the terms and conditions of the requirements, the services to be performed and a fee schedule for such services will be entered into with the successful Proponent.

The following general format is preferred for the submission:

Section	Requirement	Information
Section 1.0	General Information about individual practice or company Letter of introduction	Letter of introduction Proponents should identify themselves and the Lead Firm Qualification and Experience Proponents should also provide the name, title, address, telephone number, and e-mail address of the authorized official to be contacted in the event of clarifications or further information requests or notifications.
Section 2.0	Services:	Proponents are requested to demonstrate qualifications and experience, from a corporate and team member perspective. Proponents should outline experience in working with public sector and/or Child Welfare organizations. Approach and timelines to service delivery. Proponents must provide samples of work completed.
Section 2.1	Service Requirements in addition to specifications noted above:	<ul style="list-style-type: none"> <li>❖ The Printing Firm will be responsible for providing all labour, equipment and material necessary for the production of the printed requests.</li> <li>❖ Document quality is to meet the highest industry standards in terms of readability and overall appearance. The CASO solely determines acceptable quality.</li> <li>❖ Proofs will be required and are subject to CASO approval before completion of the project.</li> <li>❖ Any designs, drawings, pictures, etc provided by the CASO of Ottawa for use in production of printed material are the sole propriety of the CAS and shall be held confidential by the vendor.</li> <li>❖ All packages, boxes, and cartons shall be labeled with the following; project name, language on print materials, total volume and name of receiving department/person.</li> </ul>



		<ul style="list-style-type: none"> <li>❖ All work completed will be subject to inspection and approval by the CASO of Ottawa and the CASO reserves the right to reject and refuse acceptance of work, which is not in accordance with the instructions, specifications, drawings, data or quality standards. Rejected work shall be at the expense of the vendor.</li> <li>❖ The Printing Firm must have the ability to accept and update files created in Corel Draw 12 or a newer version of Corel Draw.</li> </ul>
Section 3.0	<p>Fee Schedule</p> <p>The Proposal shall include a detailed list of fees with a complete explanation of the nature of the fees.</p> <p>The Proposal shall include an hourly rate</p>	<p>List of fees associated with:</p> <ul style="list-style-type: none"> <li>✓ Print setup</li> <li>✓ Graphic design</li> <li>✓ Product production</li> <li>✓ Hourly rate associated with consultation, graphic design and other additional requests</li> <li>✓ All applicable taxes</li> <li>✓ Invoices submitted within five days of work completed and delivered</li> </ul>
Section 4.0	Preparation of References	<p>The CASO reserves the right to ask for references. The proposal should include:</p> <ul style="list-style-type: none"> <li>✓ Three (3) business references</li> <li>✓ Experience and references of Non-Profit organizations and other Child Welfare organizations would be beneficial.</li> </ul> <p>The CASO reserves the right to verify the information provided in the Proposal regarding references.</p>
Section 5.0	Confidentiality	<ul style="list-style-type: none"> <li>❖ The obligation for confidentiality is to hold confidential all information acquired in the course of one's work or association with the CASO and includes all aspects of the Society's services and administration and extends to all methods by which personal information is collected, shared, recorded, used and stored by an employee or a person acting under the authority of the CASO. This includes information related to clients, foster parents, volunteers, employees and community individuals who become involved with the CASO.</li> </ul>
		<ul style="list-style-type: none"> <li>❖ As well as having the ability to print in the following languages: Inuktituk, Somali, Farsi, Vietnamese, Chinese simplified, Spanish, Arabic, Punjsbi, French</li> </ul>

		<p>and English.</p> <ul style="list-style-type: none"> <li>❖ If the execution of work to be performed by the company requires the hiring of sub-contractors this must be clearly stated this in the proposal.</li> <li>❖ Availability to attend at CASO offices for consultations</li> <li>❖ Ability to provide pre-production samples</li> </ul>
Section 6.0	Insurance: Proof of Insurance that addressed the requirements of the CASO.	The Proponent agrees to indemnify and save harmless the CASO from and against all claims, demands, loss, costs, actions, suits or other proceedings by whomsoever made, brought or prosecuted in any manner based upon, occasioned by or attributable to the activities of the Proponent under the agreement to be entered into. The obligation of the Proponent to indemnify the CASO pursuant to the provisions this clause shall survive any termination of the agreement to be entered into.

## 2.2 Preparation Instruction for Submission

- ❖ All submissions must be precise and to the point. The Proponents shall provide a detailed cost breakdown, including any benefits or discounts for not-for-profit organizations. All types of services shall be listed with full details, information and costing
- ❖ The CASO reserves the right to accept any submission, or at its discretion, reject any or all submissions that do not meet the criteria, or for other reasons it deems appropriate, and may choose to interview a select number of Proponents to gain additional information.
- ❖ All costs and expenses incurred by each of the Proponents in the preparation and delivery of its RFP or in providing additional information necessary for the evaluation shall be borne solely by the Proponent.
- ❖ All information in the submissions is confidential and should not be disclosed except to those evaluating the submission.
- ❖ All prices shall be quoted in Canadian dollars and indicating what taxes would be applicable.

## 2.3 Final Acceptance Policy

All proposals submitted shall be the property of the CASO and may be released in part or in total for third party evaluation unless other arrangements are requested at the time of the proposal submission. Neither the transmission of the RFP nor acceptance of a reply shall imply any obligation or commitment on the part of the CASO.

## 2.4 Evaluation Criteria

Each firm's proposals will be reviewed and a selection will be made based on the following criteria:

Evaluation Criteria	Points
Experience and Product Quality	35
Price	30
Alternate forms of presentation/packaging	15
References	10
Provision of onsite(CASO) consultation	10

## 2.5 The Evaluation of RFP Responses

- ❖ An evaluation committee consisting of representatives of CASO will conduct the evaluation of the submissions
- ❖ All members of the evaluation committee will sign a confidentiality undertaking with CASO and will be required to keep all the information they acquire during the process of evaluating the submissions confidential.
- ❖ The evaluation committee will not open the submissions publicly
- ❖ The evaluation committee will discuss their reviews and reach consensus on the ranking and ratings of each submission.
- ❖ During the evaluation, after the close date, the CASO may request that any proponent provide further clarification of any part of its RFP Submission. The evaluation of a Submission will include any clarifications provided in writing in response to questions posed by the CASO.
- ❖ The name of the successful Proponent, as well as the start and end dates of the contract shall be posted by the same means as the original RFP.
- ❖ The unsuccessful Proponents shall have up to 60 days on which to request a debrief meeting with a member of the selection committee.
- ❖ Should conflict arise with respect to any aspect of this RFP the Complaint Procedure as outlined in the CASO's policies and procedures will be followed.
- ❖ CASO reserves the right to permit a short period of time following the closing date to review minor irregularities and allow for corrections to be made.
- ❖ The Proponent is responsible to provide all information requested.
- ❖ The firm is responsible to provide all information requested.

## **SECTION 3- THE RFP PROCESS**

### **3.1 RFP Process Timetable**

RFP Issue	October 17, 2016
Deadline for clarification and questions	October 24, 2016
Last date for addenda to be issued	October 27, 2016
Submission deadline for this RFP	November 1, 2016
Selection of qualified Proponent	November 7, 2016
Notice to unsuccessful respondents	November 10, 2016

### **3.2 Questions**

The Proponents shall submit all questions regarding this RFP prior to submission to the e-mail address noted. Responses will be provided to all interested parties with email address on file.

Please direct inquiries to Cindy Perron at [cindy.perron@casott.on.ca](mailto:cindy.perron@casott.on.ca)

Contractual Agreement: Appendix A