



Request for Quotation - 2024 - 01

**Professional Communication Consulting Services
Development & Execution/Implementation of a Public Education Campaign -
Master Facilities Plan - Thunder Bay Public Library**

The Thunder Bay Public Library (TBPL) is requesting quotations for the development of a communication strategy/public education campaign related to the Library's [Master Facilities Plan](#). All work will be in accordance with the following general requirements and outline of the Scope of Work.

Submissions should include, but not necessarily be limited to the following:

1. A detailed work plan for completion of a communication plan / public education campaign during May and June 2024, including a strategy designed to reach each target audience.

This may include any innovative ideas that the respondent may have with respect to structuring the work to achieve the desired outcomes in an efficient manner. Any optional components should be clearly identified.

2. A detailed estimate of the cost for completion of the Communication Strategy, as well as optional components (if any) of the project. A schedule of fees charged by the respondent including job rates per hour for each member of the consultant's team who will be working on the project must be included. Maximum costs for travel and incidentals, if any, must be clearly specified and will form part of the total maximum cost quoted for the project. It is expected that travel for local consultants will not be billed.

3. Detailed information on the names, qualifications and experience of consultants to be assigned to this project and an estimate of the amount of time each consultant will devote to each phase of the project.

4. For each phase of the project, provide an itemization of the work that Thunder Bay Public Library staff will be required to perform in order to support the work of the consultant. The successful respondent will design and implement the Communication Strategy, in consultation with the Library CEO and Marketing Staff.

5. A brief description of your firm, its legal name, location, clients, history, projects and staff.

6. A payment schedule based on progress payments with an acknowledgement that fees for travel or incidentals will be billed based on actual costs as documented by the submission of

actual receipts. It is expected that travel for local consultants will not be billed.

7. Information on your firm's experience in similar projects, including 3 client references, preferably for similar types of projects.

8. Any other supporting information you may wish to include with your submission.

Bidders shall provide all information requested. Failure to provide such information may result in the unacceptability of your proposal.

QUALIFICATIONS

Quotations will be evaluated from firms or individuals that can demonstrate that they have the necessary staffing, facilities, experience, ability and financial resources to perform the work in a satisfactory manner. Proven track record must be demonstrated.

Thunder Bay Public Library reserves the right to inspect the bidder's facility and to perform such investigations as may be deemed necessary to insure that competent personnel and management will be used in the performance of this contract.

DELIVERY, ACCEPTANCE AND PAYMENT

The Thunder Bay Public Library will not make any payment until all items/terms applicable to this proposal have been included/completed to the entire satisfaction of the Thunder Bay Public Library.

It is anticipated that the review process for this RFQ will begin on March 12, 2024.

INFORMATION FOR ALL PROPONENTS

- This is an invitation for quotations and not a tender call
- The Thunder Bay Public Library has the right to negotiate with the proponent that presented the most attractive proposal.
- The Thunder Bay Public Library shall have the final authority on all matters regarding this Request for Quotation.

ALL PRICING INFORMATION is to be provided as a separate section, i.e. entered into Appendix A at the end of this document. Pricing information is NOT to be incorporated into your document. Failure to comply with this request may result in the unacceptability of your proposal.

All services/material specified in this Request for Quotation (RFQ) are subject to Budget Approval by the Thunder Bay Public Library Board and quantities may be adjusted and/or items cancelled based on availability of funding.

Submission of a proposal indicates acceptance by the firm of the conditions contained in this Request for Quotation, unless clearly and specifically noted in the proposal and in any contract between the Thunder Bay Public Library and the firm selected.

The Thunder Bay Public Library is not responsible for any costs or losses incurred by the proponents in the preparation of their response or attendance at any selection interviews.

Any work completed under any contract awarded pursuant to this RFQ, whether on-site or remotely during the course of the contract, including training materials, reports, designs, custom applications, specifications or otherwise shall become the exclusive property of the Library.

The Library is committed to a procurement process for Goods and Services that takes into account sustainable, environmental and ethical considerations. Potential partners of the Library must respect fundamental human rights and treat their workers fairly and with respect. They are also expected to strive continually towards minimizing the environmental impact of their operations.

The Proponent shall comply with the provisions of the *Accessibility for Ontarians with Disabilities Act, 2005*, and the Regulations thereunder with regard to the provision of its goods, services or facilities to persons with disabilities. The Proponent acknowledges that pursuant to the *Accessibility for Ontarians with Disabilities Act, 2005*, the Thunder Bay Public Library must, in deciding to purchase goods or services through its procurement process, consider the accessibility for persons with disabilities to such goods or services.

Prior to the commencement of any work the successful contractor/consultant shall furnish evidence of compliance with the most current Integrated Accessibility Standards Regulation specifically the section(s) pertaining to Training of Staff.

Agents or Consultants acting on behalf of the Library will incorporate accessibility criteria and features when developing specifications and/or procuring goods and services, except where it is not practical to do so. If it is not practicable to incorporate accessibility criteria and features when procuring goods or services, an explanation shall be provided.

All proposals/quotations submitted to the Thunder Bay Public Library, become the property of the Library, and as such, are subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act.

This will confirm that the Thunder Bay Public Library will not use/disclose the information provided, without proper authorization, and will keep the information in a physically secure location to which access is given only to staff requiring access.

It is understood and agreed that the bidder has, by careful examination, satisfied himself as to the nature and location of the work, the quality and quantity of materials to be encountered, the character of equipment and facilities needed in the completion of the work.

Prices are to be FOB Destination, no additional shipping or handling charges permitted.

All submissions provided by proponents in response to this RFQ are to contain sufficient detail to support the service being proposed. Proposals lacking sufficient information will not be considered.

All work under this contract must be in strict accordance with all applicable federal, provincial and municipal codes and by-laws.

RIGHTS RESERVED BY THE THUNDER BAY PUBLIC LIBRARY

The Thunder Bay Public Library reserves the following rights:

Unless it states otherwise, to award in whole or in part, without recourse or penalty, by item, or part thereof, by groups of items, or all items of the quotation, to award different options or combinations of the options, and to award to one or more bidders submitting identical bids as to price, that which is deemed most advantageous to the Library.

Without prejudice, to reject any and all submissions in whole or in part; to waive technical defects, irregularities and omissions, if in so doing, the best interests of the Thunder Bay Public Library will be served.

To be the sole judge of the acceptability of any equipment/material/service offered, and also any alternative proposed, and to purchase the equipment/material/service which, in its opinion, is deemed to most closely meet the operating requirements of the user department, and which will be most advantageous to the Library and desirable/beneficial to its operations.

To adjust the quantities or configuration upward or downward to meet its requirements and budget allotments, without penalty to the Library.

To determine, in its own best judgement, the firm best qualified to undertake this contract, if in so doing, the best interests of the Library will be served.

To be the sole judge as to the calculation of basis of award and has the right to award this contract in whole or in part, that which is deemed most advantageous to the Library.

To call in an alternate supplier if the proponent is unable to provide the service when it is requested.

To terminate the contract if due to non-performance and unsatisfactory service and/or unsatisfactory product performance.

To terminate the entire contract, without cause and without penalty, with a minimum of 90 days written notice to the successful Proponent.

The Thunder Bay Public Library reserves the right to request proponents to attend an interview, and/or provide additional information.

INTRODUCTION AND BACKGROUND

The Thunder Bay Public Library (“the Library”) offers public library service to the community of Thunder Bay through 4 libraries and a virtual branch (our website, located at www.tbpl.ca). The Library is deeply engaged with its community through numerous partnerships and community relationships, and is used by all demographic groups.

While the Library receives most of its funding from the City of Thunder Bay, the Library is a separate legal corporation and registered charity governed by a 9 member Library Board appointed by City Council. The Library Board consists of two City Councillors, and seven citizen appointees. Thunder Bay Public Library was established by municipal bylaw and is governed under The Public Libraries Act. There is a separate Friends of the Library organization that provides support and fundraising for the Library.

Management staff includes Richard Togman, CEO, Ruth Hamlin-Douglas, Head Librarian, two Directors, an Associate Director, four Managers and the Executive Assistant to the CEO. The Library has 78 staff in total, to staff four physical locations and one digital branch.

Mission, Vision, Values & Strategic Objectives

Our Mission

The Thunder Bay Public Library facilitates knowledge sharing and helps build a connected and healthy community by providing the space, collections, services and programs that residents need to learn, grow, create and be successful.

Our Vision

Thunder Bay Public Library provides the community with inspiring and vibrant gathering spaces where anyone can achieve a lifetime of learning, build community, grow as a person, and fulfill endless possibilities.

Our Values

Access & Sharing

The Library facilitates access to reliable information to empower everyone to engage in community life. Sharing knowledge and resources with one another makes us all richer.

Diversity & Inclusion

Everyone is welcome at the Library. Our community is beautifully diverse and Library services are for everyone. We respect one another and seek out opportunities to ensure that Library services meet the needs of all community members.

Innovation & Opportunity

The Library encourages innovation, creativity, fun, and experimentation. We try out new things and deliver Library experiences that capture the imagination. We provide exciting opportunities for learning, sharing, building community, and helping one another.

High Quality Service

Library staff deliver high quality and responsive customer service to all Library patrons with consistency and flexibility. Library staff are trusted to help community members navigate through vast channels of information to find the resources that they need to reach their goals.

Collaboration

The Library partners with local government, businesses, non-profits, and the community. We recognize that by collaborating and working together, we are stronger and more effective in achieving our collective goals.

Intellectual Freedom

The Library supports the free exchange of information and ideas which is so critical in a democratic society. We respect each individual's rights to privacy and choice. We preserve and promote universal access to a broad range of knowledge, experience, information, and ideas.

Strategic Objectives

Facility Revitalization

TBPL will implement the vision of the TBPL Master Facilities Plan to achieve a modern, accessible, and impactful 21st century Public Library system that will provide social, economic, educational, and cultural spaces for all members of the community. [Learn more about our Master Facilities Plan here.](#)

Innovative Service Culture

TBPL will develop and sustain a culture of innovation that supports creative thinking and advances efforts to generate new and improved customer service, products, and processes that are driven by research and data.

Knowledge Sharing

TBPL will foster an environment that encourages lifelong learning, advances literacy in all forms, and encourages the sharing of knowledge among community members and staff.

Indigenous Collaboration

TBPL will advance reconciliation and relationship building with the Indigenous community by integrating Indigeneity into all major aspects of the Library. We will collaborate, consult and partner with members in the Indigenous community to achieve authentic and meaningful outcomes.

Cultivate Library Membership

The Library will experiment with bold new ideas and methods to attract new members and improve the visitor experience overall.

SCOPE OF WORK

The Thunder Bay Public Library Board, CEO and staff are committed to ensuring continued innovation and excellence in Library service to the people of Thunder Bay.

Key Responsibilities

The Consultant's key responsibilities will include:

Phase One (1)

Design a strategic and comprehensive communication strategy / public education campaign that will demonstrate the relevance and importance of a new model of Library service to the community and to key target audiences.

The marketing plan and communication strategy will include key messages and specific marketing tactics and collateral for reaching the identified target audiences. This will be inclusive of a media plan, and development of the marketing collateral needed for each identified media.

Phase Two (2)

Phase two will be the implementation of the comprehensive communication strategy / public education campaign. The total cost for the implementation of the strategy may be \$25,000 in media buys, printing, etc. and will be subject to recommendations from the winning bidder and the capacities of TBPL.

Target Audiences

To be identified in the creative brief.

Timelines

The process will begin with the assessment of the RFQs. The deadline for responding to the RFQ is Monday, March 11, 2024 at 4 pm.

Final award of the RFQ is slated for Friday, March 15, 2024.

The Communication strategy / public education campaign must be ready to be implemented in May and June 2024.

TBPL Project Leader

The CEO and Director of Communities will lead on the project. TBPL Communications staff will also be involved.

Key Deliverables

A Communication Strategy / Public Education campaign for identified segments, with goals and objectives, key messages for each target audience, tactics, collateral, delivery mechanisms, and how success will be measured. All deliverables will remain the property of the Thunder Bay Public Library.

Project Budget

Responses to this RFQ should contain a cost estimate, based on specifications, that includes ALL costs, including travel, if appropriate, and incidentals. **This estimate does not include the costs for the media buys, printing, etc which may be \$25,000 and will be subject to recommendations from the winning bidder and the capacities of TBPL.**

EVALUATION:

Proposals will be evaluated based on the following criteria

Evaluation Criteria		Value
1	Total Cost to the Thunder Bay Public Library	25
2	General Compliance with Proposal Requirements and Required Specifications, Overall Response to RFP	10
3	The Proponent's understanding of the proposal requirements and a demonstrated understanding of the major issues and objectives related to the Library's master facilities renewal plan and the Central Library concept. A demonstrated understanding of the Thunder Bay Public Library, and the public library's role within the community will also be a key deciding factor.	35
4	Experience of Firm/Client Experiences and References – specific to Communication Strategies and public education campaigns	30
5	Schedule/Timing of completion of the project	5
6	Value Added Features, Innovative Concepts	5
TOTAL		110

The Thunder Bay Public Library reserves the right to select the quotation that best suits the goals of the Library, or not to select any of the quotations submitted. The lowest cost quotation will not necessarily be accepted, and the Library reserves the right to reject any and

all quotations and/or re-issue the RFQ in its original or revised form. The Library reserves the right to negotiate with the successful proponent without recalling the RFQ.

The Library reserves the right to request proponents to:

- Provide additional information.

For purposes of proposal evaluation, the total cost of the base price as specified in this RFQ, **excluding** options, will be considered, although optional items may be added or deleted as deemed necessary by the Library.

The decision of the Board shall be final and without recourse.

CURRENT/PAST USERS / REFERENCES

Bidders must provide information demonstrating that your firm has, within the last 5 years, been awarded similar business, preferably within the Thunder Bay area.

List current or past users of the services being offered and the locations where they were used. Provide contact names and phone numbers and some description of the project and scale.

1.

2.

3.

Submission of a Quotation authorizes the Thunder Bay Public Library to contact all references provided. Failure to provide References and Details of Experience may result in your quotation not being considered.

GENERAL CONDITIONS / REQUIREMENTS (where applicable)

INDEMNITY

The contractor shall indemnify and save harmless the Thunder Bay Public Library from and against all liens, damages, losses, claims, demand payments, suits, actions, recoveries and judgements of every nature and description brought against him and/or the Thunder Bay Public Library by reason of any act or omission of the said contractor, his agents, or employees in the execution of, or as a result of the work or in the guarding of it. All permits and fees applicable shall be acquired and paid for by the contractor.

INTENT OF SPECIFICATIONS

Should any work or materials be required which are not detailed in the specifications, either directly or indirectly, but which are nevertheless necessary for the proper carrying out of the intent hereof, the contractor is to understand the same to be implied and required, and shall perform all such work and furnish any such material as fully as if they were particularly delineated or described.

No after claim will be allowed or entertained for obstructions or work necessary to fully complete the work whereon said contractor made tender.

INSURANCE: (From Successful Proponent Only) - if applicable

The contractor shall, during the course of any work for the Thunder Bay Public Library, maintain general comprehensive liability insurance coverage in respect to the risks hereunder set out in the amounts stated, and shall file with the Director of Resources of the Thunder Bay Public Library a certificate issued by the Insurer attesting that he is so insured.

GENERAL LIABILITY Minimum Requirement

BODILY INJURY \$2,000,000.00
PROPERTY DAMAGE Inclusive

AUTOMOBILE LIABILITY Minimum Requirement

BODILY INJURY \$2,000,000.00
PROPERTY DAMAGE Inclusive

HEALTH & SAFETY

The Corporation of the Thunder Bay Public Library recognizes and promotes good health and safety in order to prevent injuries and occupational illnesses.

All workers on the job site must be adequately protected from the hazards to which they may be exposed. Suitable PPE must be worn by all workers and may include, but not be limited to all safety equipment deemed necessary by the contractor under their own policies and procedures

QUESTIONS/INQUIRIES:

Communications concerning this Request for Proposal are to be directed to: Tina Maronese, Director of Communities – tmaronese@tbpl.ca

Inquiries must not be directed to other Thunder Bay Public Library staff or Library Board members. Directing inquiries to other than the Director of Communities may result in your proposal being rejected.

All clarification requests are to be sent by email to Tina Maronese at the email address – tmaronese@tbpl.ca. Requests must be received by Friday, March 1, 2024. No clarification requests will be accepted by telephone. **Responses to clarification requests will be published on our website - www.tbpl.ca on Monday, March 4, 2024.**

Any and all changes to the RFQ will be issued by the Director of Communities in the form of a written addendum which will be published on our website on **Monday, March 4, 2024.** The Thunder Bay Public Library assumes no responsibility for oral instructions or suggestions or for review of addenda by Respondents.

PERIOD OF ACCEPTANCE:

The terms and conditions of the RFQ shall remain firm and open for acceptance by the Thunder Bay Public Library for a period of ninety (90) days.

RIGHTS RESERVED BY THE THUNDER BAY PUBLIC LIBRARY

The Thunder Bay Public Library is not liable for any costs incurred by interested parties in the preparation of their responses to this request or subsequent interview. Furthermore, the Thunder Bay Public Library shall not be responsible for any liabilities, cost, express, loss or damage incurred, sustained or suffered by any interested party, prior or subsequent to, or by reason of the acceptance, or non-acceptance by the Thunder Bay Public Library any response, or by reason of any delay in the acceptance of the response.

All information provided by a proponent in response to this RFQ must contain sufficient detail to support the services being proposed. Incomplete proposals will not be considered.

TREATMENT OF INFORMATION:

All response documents are the property of the Thunder Bay Public Library. The quotations will be considered confidential during the evaluation process but are subject to access requests under the Municipal Freedom of Information and Protection of Privacy Act. Extracts of proposals and the costs of their solutions may be used as part of a public document.

**REQUEST FOR PROPOSAL #2024-01
FOR PROFESSIONAL CONSULTING SERVICES FOR THUNDER BAY PUBLIC LIBRARY**

Print Company Name

Mailing Address

City & Postal Code

Phone Number

Cellular Number & E-Mail Address

I am available to begin work on March 18, 2024 - YES____ NO ____

If required, I agree to make myself available for an interview by phone or online. I am
available from **March 12-14** online or by phone YES____ NO ____

Signature of Authorized Office – Title Date

Please Print Name / HST Registration Number

ACKNOWLEDGEMENT OF ISSUED ADDENDA:

Bidders are instructed to regularly check the Thunder Bay Public Library website for addenda, and are to indicate below the number of addenda received and incorporated into their response.

Number of Addenda received: _____

The lowest cost proposal will not necessarily be accepted, and the Thunder Bay Public Library reserves the right to reject any and all proposals and/or re-issue the RFP in its original or revised form.

If your firm is interested in this project, please forward your submission by email to: Tina Maronese, Director of Communities – tmaronese@tbpl.ca

Not later than: Monday, March 11, 2024 at 4 pm

Enclosures:

Certificate of Insurance

THE LOWEST OR ANY QUOTATION WILL NOT NECESSARILY BE ACCEPTED

LATE SUBMISSIONS WILL NOT BE ACCEPTED.

FACSIMILE, HARD COPY AND TELEPHONE QUOTATIONS WILL NOT BE ACCEPTED

APPENDIX 'A' – SCHEDULE OF PRICING

For purchase orders issued within 120 days of the closing of this proposal

Please list on, or attach to this sheet, the pricing details and ensure the total, taxes extra, is indicated on this page.

Total Cost of Quotation (excluding the media buys, printing, etc):

\$ _____ HST Extra

Prices must be FIRM for 120 days from the proposal closing date.