



BID AWARD PANEL CONTRACT AWARD

Award of Request for Proposal No. 9118-19-7166 /Doc2004539933 to Publicis Canada Inc. for Advertising Agency Services

Date: January 17, 2020
To: Bid Award Panel
From: Chief Purchasing Officer
Wards: All

RECOMMENDATIONS

The Chief Purchasing Officer recommends that the Bid Award Panel grant authority to award the following contract:

Call Number:

Request for Proposal No. 9118-19-7166 / Doc2004539933

Description:

RFP No. 9118-19-7166 for a strategic, issues-oriented, full-service advertising and marketing agency for a one-year period starting January 1, 2020 with the option to extend the contract for a further four (4) one-year periods.

Recommended Bidder or Proponent:

Publicis Canada Inc.

Contract Award Value:

From the date of award to December 31, 2020

\$1,357,965 net of all applicable taxes and charges

\$1,534,500 including HST and all applicable charges

\$1,381,865 net of HST recoveries

The contract is expected to start on the date of award and end on December 31, 2020.

Option Year 1 (January 1 - December 31, 2021)

\$1,457,743 net of all applicable taxes and charges

\$1,647,250 including HST and all applicable charges

\$1,483,399 net of HST recoveries

Option Year 2 (January 1 - December 31, 2022)

\$1,499,779 net of all applicable taxes and charges

\$1,694,750 including HST and all applicable charges
\$1,526,175 net of HST recoveries

Option Year 3 (January 1 - December 31, 2023)

\$1,549,557 net of all applicable taxes and charges
\$1,751,000 including HST and all applicable charges
\$1,576,829 net of HST recoveries

Option Year 4 (January 1 - December 31, 2024)

\$1,641,593 net of all applicable taxes and charges
\$1,855,000 including HST and all applicable charges
\$1,670,486 net of HST recoveries

Total Potential Contract Award Value

\$7,506,637 net of all applicable taxes and charges
\$8,482,500 including HST and all applicable charges
\$7,638,754 net of HST recoveries

The total potential contract award identified in this report including all option years is \$8,482,500 including all applicable taxes and charges. **The total potential cost to the City including all option years is \$7,638,754 net of HST recoveries.**

FINANCIAL IMPACT

The total potential contract award identified in this report including all option years is \$8,482,500 including all applicable taxes and charges. The total potential cost to the City including all option years is \$7,638,754 net of HST recoveries.

Sufficient funding has been included in the 2020 Staff Recommended Operating Budgets for Environment & Energy, Fire Services, Municipal Licensing and Standards, Transportation Services, Economic Development & Culture and Toronto Public Health. Funding is also available in the 2020 Approved Operating and Capital Budgets for Toronto Water and Solid Waste Management Services.

Should the City choose to exercise its option to renew for four (4) additional one-year periods, then appropriate additional funding, if needed, will be included in 2021-2024 Operating and Capital Budget Submissions for Toronto Water and Solid Waste Management Services, and the Operating Budget Submissions for Environment & Energy, Fire Services, Municipal Licensing and Standards, Transportation Services, Economic Development and Culture, and Toronto Public Health.

Funding details are summarized in Table 1 as follows:

Table 1: Financial Impact Summary of Recommended Contract (net of HST recoveries)

Division/Cost Centre/ (Cost Element for all is GL 4414)	Date of Award to Dec. 31, 2020 (net of HST recoveries)	Option Year 1 (Jan. 1 to Dec. 31, 2021 (net of HST recoveries))	Option Year 2 (Jan. 1 to Dec. 31, 2022 (net of HST recoveries))	Option Year 3 (Jan. 1 to Dec. 31, 2023 (net of HST recoveries))	Option Year 4 (Jan. 1 to Dec. 31, 2024 (net of HST recoveries))	Total (net of HST recoveries)
Environment & Energy <i>FA3063</i>	\$135,080	\$90,053	\$90,053	\$90,053	\$90,053	\$495,292
Fire Services <i>FR0008</i>	\$90,053	\$90,053	\$90,053	\$90,053	\$90,053	\$450,265
Municipal Licensing & Standards <i>MS 1000, MS 1212 or MS 1100</i>	\$28,817	\$28,817	\$31,518	\$31,519	\$31,519	\$152,190
Solid Waste Management Services <i>SW0665</i>	\$258,903	\$219,504	\$112,566	\$270,159	\$292,673	\$1,153,805
<i>CSW013-01-01</i>	\$101,310	\$191,363	\$309,558	\$202,619	\$202,619	\$1,007,469
Toronto Water <i>CWW447-03</i>	\$146,336	\$76,545	\$76,545	\$76,545	\$76,545	\$452,516
<i>TW2005</i>	\$58,534	\$32,419	\$32,419	\$32,419	\$58,535	\$214,326
<i>CPW532-02</i>	\$ 0	\$34,220	\$18,011	\$18,011	\$18,011	\$88,253
<i>TW2005 and TW1005</i>	\$90,053	\$90,053	\$90,053	\$90,053	\$90,053	\$450,265
Transportation Services <i>TP0248 and TP0161</i>	\$180,106	\$180,106	\$225,133	\$225,133	\$270,159	\$1,080,637

Division/Cost Centre/ (Cost Element for all is GL 4414)	Date of Award to Dec. 31, 2020 (net of HST recoveries)	Option Year 1 (Jan. 1 to Dec. 31, 2021 (net of HST recoveries)	Option Year 2 (Jan. 1 to Dec. 31, 2022 (net of HST recoveries)	Option Year 3 (Jan. 1 to Dec. 31, 2023 (net of HST recoveries)	Option Year 4 (Jan. 1 to Dec. 31, 2024 (net of HST recoveries)	Total (net of HST recoveries
Economic Development & Culture <i>AH0068</i>	\$45,027	\$135,080	\$135,080	\$135,079	\$135,080	\$585,346
<i>SE0019</i>	\$67,540	\$67,540	\$67,540	\$67,540	\$67,540	\$337,700
<i>ED0150</i>	\$45,027	\$90,053	\$90,053	\$90,053	\$90,053	\$405,239
<i>ED0180</i>	\$45,026	\$67,540	\$67,540	\$67,540	\$67,540	\$315,186
Toronto Public Health <i>PH2081</i>	\$90,053	\$90,053	\$90,053	\$90,053	\$90,053	\$450,265
Total (net of HST recoveries)	\$1,381,865	\$1,483,399	\$1,526,175	\$1,576,829	\$1,670,486	\$7,638,754

CALL SUMMARY

Call Issued: September 30, 2019
Number of Addenda Issued: One (1)
Number of Bids: Fifteen (15)

Call Closed: October 25, 2019

Table 2: Summary of Proposals Received for RFP No. 9118-19-7166 (Doc2004539933)

Proponent Name
Agency59 Ltd**
Barrett and Welsh Inc**
BT/A Advertising Inc.**
Cossette Communication Inc.
DDB Canada**
Edelman Canada
Jan Kelley**

Proponent Name
Major Tom**
Odysseus Destination Management AB*
Publicis Canada Inc.
Quiller & Blake Advertising Ltd**
Sid Lee*
The Hive Inc**
True North Inc.**
UpHouse Inc**

* Proponent was found non-compliant with mandatory requirements.

** Proponent did not meet the minimum technical threshold score of 70% (58.8 points) and did not proceed to the final stages.

Range of Total Scores:

119.6 to 137.93 out of 150.

DIVISION CONTACTS

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Nicole.Dufort@toronto.ca

Joanne Kehoe, Manager, Professional Services, Purchasing & Materials Management.
(416)392-7323, Joanne.Kehoe@toronto.ca

COMMENTS

For the recommended contract award, the following requirements have been met:

- a. The firm recommended for award is the highest scoring proponent based on the evaluation criteria included in the call and meeting the requirements of the call;
- b. the appropriate Division has reviewed submissions and found the price to be reasonable, within available budget and concurs with the recommendation;
- c. the total contract value is less than \$20 million dollars (excluding applicable taxes) and the contract term is:

1. for a contract funded by the operating budget, 5 years or less including any option years; or

2. for a contract funded by the capital budget, within the projected term of the capital funding for the project as set out in the capital budget,

being within the authority of the Bid Award Panel;

d. there are no material written objections to the award;

e. the call document was advertised on the City's internet website and bids or proposals were opened publicly; and

f. the Fair Wage Office confirms the recommended firm understands the Fair Wage Policy and Labour Trades requirements and has agreed to comply fully.

Additional details and information for the above calls are on the file in the Purchasing and Materials Management Division.

SIGNATURE

Michael Pacholok
Chief Purchasing Officer