

To: York Region Rapid Transit Corporation Board of Directors

From: Mary-Frances Turner, President

Subject: VivaNext Strategic Communications Services

Ref: YORK #4002503

Recommendation

It is recommended that:

1. The Board of Directors approve the awarding of the VivaNext Strategic Communications Services 3-year contract to Barrett and Welsh Inc.

Purpose

The purpose of this report is to obtain approval from the Board that:

- Request for Proposal No. RFP-11-094-RT, for Strategic Communications Services, be awarded to Barrett and Welsh Inc. – the Proponent that achieved the highest grand total weighted score of 78.15 points and submitted the lowest total bid price of \$337,900 over three years, exclusive of all taxes.

Background

Request for Proposal was issued to procure strategic communication services specifically related to the vivaNext projects

- RFP documents were prepared and released by the Supplies and Services branch of York Region.
- Vendors were notified of the bid by advertisement via Biddingo.com and Merx.com on September 26, 2011.

- 24 firms received the bid documents; two addenda were issued.
- The RFP closed on October 27, 2011, at 1:00 p.m. (local time) and was opened at 3:20 p.m. on October 27, 2011.

Proposals were evaluated using a two-envelope system where the technical and financial information are received in separate sealed envelopes

- Supplies and Services facilitated the consensus evaluation meeting on November 18, 2011.
- Following evaluation of eight technical submissions, three vendors qualified to present their submission to the review committee for further evaluation.
- The proponent interviews were held on December 12, 2011, following which the financial envelopes were opened and scored.

#	<i>Interviewed Proponents</i>	<i>Technical Score</i> (/60 points)	<i>Interview Score</i> (/20 points)	<i>Financial Score</i> (/20 points)	<i>Total Weighted Score</i> (/100 points)
1	Barett & Welsh Inc.	44.65	13.50	20.00	78.15
2	5 th Business Inc.	40.65	14.20	18.74	73.59
3	Fingerprint Communications	41.40	13.80	17.63	72.83

Analysis

Retaining these services are required to help guide vivaNext communications towards continued success through several more years of rapidway/subway construction impacts

- As with most large-scale construction projects that impact the community, the public's perceptions and attitudes change as the project moves along. Communications must recognize and be responsive to these changes as they occur at different times in different communities.
- The vendor will conduct a communications audit and gap analysis of recent communication tactics and our current means of disseminating information.
- The vendor will also manage and deliver the redesign of vivanext.com, including social media strategies and mobile applications for smart phones, and conduct annual research to track attitudinal, behavioural and awareness measurements.
- And the vendor will work with senior management to help map the brand evolution that will fortify and mature the Viva brand, including broad corporate creative concepts, illustrations and taglines.

Barrett and Welsh scored the highest for technical merit and value for money

- Barrett and Welsh achieved the highest grand total weighted score of 78.15 points and submitted the lowest total bid price of \$337,900 over three years, exclusive of all taxes.

Financial Implications

- The bid price of \$337,900 covers a 3-year term, and includes a cash allowance of up to \$125,000 for the website redesign, and \$75,000 for annual research.
- Costs are included in YRRTC's budget, with the majority being eligible for recovery from the Metrolinx Capital plan.
- As per the Capital Cost Eligibility Criteria schedule to the Master Agreement with Metrolinx, project communications are eligible for recovery.

Conclusion

- Request for Proposal No. RFP-11-094-RT, for Strategic Communications Services, will be awarded in accordance with the terms of reference to Barrett and Welsh.
- Barrett and Welsh scored the highest for technical merit and value for money.
- Costs are included in YRRTC's budget, with the majority being eligible for recovery from the Metrolinx Capital plan.

For more information on this report, please contact Dale Albers, Chief Communications Officer, York Region Rapid Transit Corporation at 905-886-6767, ext. 1020.

Mary-Frances Turner
President

December 19, 2011

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