



**City of Kingston
Report to Council
Report Number 21-168**

To: Mayor and Members of Council
From: Brad Joyce, Commissioner, Corporate Services
Resource Staff: JC Kenny, Director, Communications and Customer Experience
Date of Meeting: June 22, 2021
Subject: Award of Contract – Standard Print Advertising Rates

Council Strategic Plan Alignment:

Theme: Corporate business

Goal: See above

Executive Summary:

The purpose of this report is to seek Council approval to award a contract to Postmedia Network Inc. for Standard Print Advertising Rates. The print advertising agreement will support ensuring the legislated requirements are able to be met in addition to other print advertising and promotional materials. By having an agreement in place, standard prices for print advertising are set for the term of the agreement.

One (1) valid submission was received and evaluated in response to Request for Proposal (RFP) F18-CS-CCE-2021-02 for Standard Print Advertising Rates, which was posted on Biddingo in early May 2021. It is recommended that the contract be awarded to Postmedia Network Inc. In accordance with Section 3.4 (iv) of By-Law 200-134, "A By-Law to Establish Purchasing Policies and Procedures for the City of Kingston", Council approval is required when fewer than three (3) valid responses from vendors are received.

Recommendation:

That Council authorize the Mayor and Clerk to enter into an agreement with Postmedia Network Inc. pursuant to RFP F18-CS-CCE-2021-02 for Standard Print Advertising Rates, up to the

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annual amount of \$95,000.00 plus applicable taxes, as well as any related amendments thereto or other documents required to complete the work as directed by the Director of Communications and Customer Experience and in a form satisfactory to the Director of Legal Services.

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Authorizing Signatures:

ORIGINAL SIGNED BY COMMISSIONER

**Brad Joyce, Commissioner,
Corporate Services**

ORIGINAL SIGNED BY CHIEF
ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief
Administrative Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Community Services	Not required
Peter Huigenbos, Commissioner, Business, Environment & Projects	Not required
Jim Keech, President & CEO, Utilities Kingston	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required
Sheila Kidd, Commissioner, Transportation & Public Works	Not required

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Options/Discussion:

Print Advertising services for the City of Kingston has been contracted to Postmedia Network Inc. for the past several years. To date Postmedia Network Inc. has continued to meet and demonstrate successful delivery of print advertising services for the City of Kingston. Print publishing such as Kingston This Week and The Kingston Whig Standard have been supplied by Postmedia Network Inc.

Departments throughout the Corporation rely on print advertising to reach the Community on a regular basis. Public Notice by print is still required by the following By-laws and Legislation:

- City of Kingston Public Notice Policy
- Planning Act Ontario Regulation 545/06 for *Zoning By-Laws, Holding By-Laws and Interim Control By-Laws*;
- Section 87 of the Legislation Act

In 2018, a report was brought to Council, [Award of Contract for Standard Print Advertising Rates – 18-067](#) indicating that following an RFP process, Postmedia Network Inc. was the only supplier able to provide the services the City requires to ensure compliance with the policies and regulations. Based on that 2017-18 procurement process and current market research, single source was considered for this procurement however staff deemed that an RFP would ensure a fair and transparent process, and hopefully attract more bidders.

In early May 2021, an RFP for Standard Print Advertising Rates was advertised on Biddingo. Along with the RFP being publicly advertised, previous RFP document takers were notified by email from Procurement staff, and the RFP closed on May 26, 2021.

Eight (8) different companies including agencies, printers, project management and brand management companies downloaded the RFP from Biddingo. However, some of those companies may have done so for a variety of purposes and may not have been able to meet the requirements. One (1) submission was received and this proponent was evaluated. They were the only company that were able to provide the publication and distribution of the service outlined in the RFP to ensure compliance of the policies and regulations.

Below is a score of the company that submitted the only bid for this RFP, based on the evaluation criteria below that was outlined in the RFP.

Rank	Proponent	Price	Score
1.	Postmedia Network Inc.		91

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Rated Criteria Category	Weighting (Points)
Experience, Qualifications and References	10
Service Quality, Suitability, Consistency and Customer Service	20
Methodology and Creativity	10
Audience Measurement and Market Performance	25
Accessibility	5
Pricing	30
Total Points	100

The following outlines the focus of this agreement.

- 1) Provide notice to the public in accordance with the policies and regulations to ensure that advertisement and notices for The Corporation of The City of Kingston reach audiences and household members.
- 2) Provide rates for various publications produced by Postmedia Network Inc.
- 3) Provide print advertising availability for 52 weeks with size flexibility.
- 4) The rate summary being an annual investment of up to \$95,000.00, plus applicable taxes.

It is recommended this contract be awarded to Postmedia Network Inc., having submitted a complete proposal, and demonstrated an understanding of the procurement. It also articulated an acceptable methodology to achieve the requirements outlined in the RFP. The mandatory submission and technical requirements of the RFP were met. The proponent’s quote is deemed fair and reasonable, and matched the budgetary estimates for this RFP.

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There are sufficient funds available in current department operating budgets to proceed with the award of a contract as recommended in this report.

In accordance with Section 3.4 (iv) of By-Law 200-134, "A By-Law to Establish Purchasing Policies and Procedures for the City of Kingston", Council approval is required when fewer than three (3) valid responses from vendors are received.

Existing Policy/By-Law:

By-Law 200-134, "A By-Law to Establish Purchasing Policies and Procedures for the City of Kingston", as amended.

Public Notice Policy

Notice Provisions:

None

Accessibility Considerations:

None

Financial Considerations:

Current department operational budgets include advertising expenses required for this agreement. Future department operational budgets will continue to include advertising expenses.

Contacts:

JC Kenny, Director, Communications & Customer Experience, 613-546-4291 extension 1229

Other City of Kingston Staff Consulted:

Debbi Miller, Manager, Communications & Public Engagement

Julie Fossitt, Manager, Marketing & Public Engagement

Lana Foulds, Director, Financial Services

Brent Funnell, Supervisor, Procurement Operations, Financial Services

Alan McLeod, Acting Director of Legal Services Department

Heather Bernard, Law Clerk, Legal Services Department

Exhibits Attached:

None