

# ADDENUM No. 1

## REQUEST FOR PROPOSAL RFP-002387

### GRAPHIC DESIGN SERVICES (MARKETING/BRANDING/ACCESSIBILITY)

#### Question and Answer:

1. We are a creative recruitment agency with multiple resources available. For this RFP we would assign dedicated resources. Would we qualify as a recruitment / staffing company or are you looking for an agency with internal teams?

Answer: CMHC's preference is entering into an agreement with one (1) proponent with an internal team. However, the selected proponent must be able to meet the requirements set out in Appendix C of the RFP. CMHC will be evaluating proposals based on the mandatory and rated criteria set out in Appendix C. Scoring will be conducted based on Section 2.2.1 of the RFP.

2. Would it be possible to extend the deadline for questions?

Answer: At this time, CMHC is not able to change the timetable in Section 1.4 of the RFP.

3. Is this a new agreement, or will there be an incumbent?

Answer: Please refer to *Appendix C – RFP Specifications Section A. Background.*

4. What are the biggest projects that the CMHC undertakes each year? Either in terms of importance, volume, or length.

Answer: Proponents must understand that CMHC's design projects vary significantly in terms of importance, volume, and duration. The Studio engages in large-scale projects that can span several months or even the entire year. These projects often consist of multiple components that collectively contribute to their overall scale and complexity.

The role of the selected proponent is to provide support for specific parts of these larger projects. The Studio is actively involved in all major projects, and the collaboration between the Studio and the selected proponent is crucial. The distribution of work between the Studio and the selected proponent is dynamic, often adjusting based on various factors such as project demands and CMHC's internal capacity.

The support from the selected proponent is primarily for handling overflow work, ensuring that the Studio can maintain high standards of quality and meet the project timelines efficiently. This collaboration allows us the Studio to effectively manage large projects by supplementing CMHC's internal capabilities.

Understanding the flexible and supportive role of the selected proponent in CMHC's project ecosystem will be key for those considering participation in this RFP.

5. Will there be a strategic component to the services agreement? For example: before creative concepting, strategic recommendations to align with organizational needs/KPIs.

Answer: No.

All strategy development and evaluation of results, needs, and KPIs are handled internally by various teams at CMHC. CMHC's internal teams are responsible for these aspects to ensure that every project aligns with CMHC's organizational goals and standards.

It is important to note that the creative support the Studio requires from the selected proponent will be clearly framed within the established branding guidelines that the Studio has developed. The Studio will provide the selected proponent with all necessary information and resources to foster creative solutions that adhere strictly to our brand guidelines. This approach ensures that while creativity is encouraged, it remains consistent with the overarching brand strategy and organizational objectives already in place at CMHC.

6. Who would be the main stakeholders at CMHC that the proponent would be interacting with? How would the working relationship work?

Answer: Please refer to *Appendix C – RFP Specifications Section A. Background*.

7. Would there be an expectation of quantitative and/or qualitative research to help guide any of the creative assets?

Answer: No.

CMHC handles all such research internally. CMHC's various teams are responsible for conducting all necessary research to ensure that every creative asset aligns with CMHC's strategic objectives and organizational needs.

Therefore, there will be no expectation for the selected proponent to conduct independent research as part of the creative process. However, **the Studio** will provide the selected proponent with all the insights and data needed to understand the context and requirements of each project, enabling the selected proponent to focus solely on the creative execution within the parameters set by CMHC's internal research findings.

8. How will you be measuring the success of the creative?

Answer: CMHC employs both, quantitative and qualitative, metrics to assess the performance of its creative initiatives. These may include engagement rates, compliance with accessibility standards, user feedback, and other relevant measures that align with the strategic goals of the project.

While the selected proponent will not be directly responsible for measuring the success of the creative, CMHC will share outcomes and insights to facilitate ongoing improvement and alignment with its expectations. This collaborative approach ensures that the creative assets continually meet the high standards set by CMHC and effectively support our mission.

9. Appendix B item (e) Rates quoted by the proponent must be applicable throughout the term of the resulting agreement. Is the expectation of pricing to be fixed for the optional years as well?

Answer: Correct, rates must be applicable for the initial term and renewal terms.

10. Regarding the cyber security insurance required, could you please validate this information:

- The cyber insurance must be for CAD\$20,000,000.00.
- CMHC also requires an insurance for errors and omissions insurance.

Answer: Correct. All insurance requirements are outlined in Appendix D – Form of Agreement.

However, it is to be noted that proponents selected to the presentation stage may suggest alternatives, e.g. if insurance values cannot be obtained of this \$-value. Please refer to Appendix D for instructions.

Amendment:

1. Section 1.4 RFP Process Timetable is amended as follows:

Stage 10: Anticipated Contract Negotiation Period	<u>delete:</u> <del>10 calendar days</del>	<u>replace with:</u> up to 15 calendar days
Stage 11: Anticipated Execution of Agreement	<del>June 16, 2024</del>	by July 19, 2024
Stage 12: Commencement of Services	<del>July 2, 2024</del>	July 22, 2024