

City of Coquitlam

Request for Expressions of Interest
RFEI No. 21-029

Supply of Corporate Branded Apparel and Promotional Items

Issue Date: February 16, 2021

Summary of Key Information

RFEI Reference	RFEI No. 21-029 Supply of Corporate Branded Apparel and Promotional Items
Overview of the Opportunity	The purpose of this Request For Expressions of Interest (RFEI) is to obtain submissions from interested parties for the Supply of Corporate Branded Apparel and Promotional Items for the City of Coquitlam
RFEI Closing Date and Time	2:00 pm local time Tuesday, March 9, 2021
Obtaining RFEI Documents	The RFEI Document is available for downloading from the City of Coquitlam's website: http://www.coquitlam.ca/Bid-Opportunities
Instructions for Submission	<p>Submissions are to be consolidated into one PDF file and uploaded electronically through QFile, the City's file transfer service accessed at qfile.coquitlam.ca/bid</p> <ol style="list-style-type: none"> 1. In the "Subject Field" enter: RFEI Number and Name 2. Add file in PDF format and Send (Ensure your web browser remains open until you receive 2 emails from Qfile to confirm upload is complete and was sent to the correct email: bid@coquitlam.ca) <p>Or sent by email to: bid@coquitlam.ca referencing the RFEI number and name.</p> <p>Phone 604-927-3037 should assistance be required.</p>
Questions	Questions are to be submitted in writing quoting the RFEI number and name sent to email: bid@coquitlam.ca
Addenda	Respondents should check the City's website for any updated information and addenda issued at the following website: http://www.coquitlam.ca/Bid-Opportunities

1. REQUEST FOR EXPRESSIONS OF INTEREST

1.1 Introduction

The City is seeking an innovative partner for the **Supply of Corporate Branded Apparel and Promotional Items**. For apparel, the City is looking for inclusive options, such as current fashion styles, gender and body inclusive wear and sizing for all (XXS to XXXL). The ability to order one-offs of certain sizes in order to ensure that all City staff have equal access to quality branded gear is important to the City.

The City's preference is to have a vendor-hosted e-shop, with specific articles of clothing (as identified in conjunction with the City's Corporate Communications division) that are branded with the City of Coquitlam logo. These items will be available for order through the vendor directly. All non-standard orders will need Corporate Communications involvement for approved design.

We require a vendor who will work with our Corporate Communications team in order to establish brand standards for promotional gear, and who will work in partnership with City graphic designers to create non-standard or event-specific gear that follows best practices.

1.2 Background

The City spends approximately **\$50,000** on Corporate Branded Apparel per year. The value is based on the average spend taken from the historical figures and includes shirts, jackets, t-shirts, hats, etc. Actual volumes and spend may vary and the historical amounts may not be a reflection of the actual annual work expected/required.

1.3 City Requirements

a) Apparel Items

The City utilizes promotional apparel items to market the City and City events. Apparel items are also used by the City to outfit employees for ease of identification and present a common appearance amongst uniform and non-uniform employees. (For example, Parks Staff are currently provided "Green Shirts" which identify them as City Parks Employees, the t-shirts have the City Logo and the word "Parks" in large, easy to read print.)

City Promotional Apparel may include the following in the table below:

Category	Apparel
Headwear	Caps
	Hats
	Toques
	Scarves
Outerwear	Hoodies and Sweatshirts
	Jackets
	Sweaters
	Vests
Shirts	Dress Shirts
	Golf and Polo Shirts
	T-Shirts
	Tank Tops

Items offered are to be:

- Functional as casual wear or as a uniform for staff
- Current fashion styles
- Gender and body inclusive
- Sizing for all (XXS to XXXL)

There are three types of orders typically placed:

1. **City Wear:** branded under specific guidelines, white logo on dark colours, black logo on white fabric. These pieces are worn by City of Coquitlam staff who are doing business in the community, and brand them professionally.
2. **Uniforms:** City workers who are in the field and must wear uniforms that include branded polo shirts, t-shirts and hats. These pieces are done in larger batches, and have a slightly more flexible approach to branding. Each uniform piece is customized with that specific team.
Note: Fire and Bylaw Enforcement uniforms are not included in this RFEI.
3. **Event-specific promotional gear:** this includes t-shirts, sweaters, polos and hats that are designed for specific events, such as Park Spark program or Canada Day or Kaleidoscope Arts Festival events. These orders are done on a one-off basis, and usually consist of a one-time batch order. They are branded with both our City logo, and the event logo.

b) Promotional Items

The City also utilizes promotional items in City marketing. Promotional items need to match all branding and appearance of City Promotional Apparel.

(i.e. City-branded water bottles to celebrate being designated a top employer in BC.)

City Promotional Items may include the following in the table below:

Category	Apparel
Promotional – Hard Items	Travel Mugs
	Water Bottles
	Lanyards
Promotional – Soft Items	Gym Bags
	Reusable Shopping Bags
	Sports/Travel Blanket
Promotional - Miscellaneous	Key Chains
	Pens
	Umbrellas

Items offered are to be:

- Durable quality
- Functional
- Sustainable
- Recyclable

c) Customization

The Supplier is able to customize branded products for the City, including but not limited to:

- Customized logo apparel for departmental or divisional staff, civic events and special project teams
- Consistent branding across all pieces
- Small orders for non-standard or specialized designs
- Promotional items in support of special events or projects

All customized items must adhere to the City's branding and consistently apply the branding across all pieces.

(For example, we frequently create customized t-shirts and hats that are co-branded with standalone programs, such as the Communities in Bloom or Park Spark. Event-specific apparel is also frequently produced.)

1.4 Pricing Model

The City understands that pricing models may differ for custom sizing or small order quantities, therefore, please include in your submission information on your pricing model and how custom orders are handled.

1.5 Proof and Approval Process

Please explain your proof and approval process in your submission. Include details on the approval process for customized orders. For example, for event-specific designs the City would like proofs to be sent by email to and approved by Corporate Communications to ensure compliance to City branding.

1.6 Online Catalogue and Purchasing Portal

An online catalogue and the ability to purchase products online is advantageous to the City. The ability to submit purchase requests online with workflow incorporated is also preferred.

1.7 Submission Requirements

Interested businesses and entrepreneurs are invited to submit an information package (Maximum of fifteen [15] pages), which is to include:

- A brief summary as to why your firm would be well suited to work with the City for the **Supply of Corporate Branded Apparel and Promotional Items**
- Relevant experience in similar or other successful operations, including references and contact information
- A description of how your firm optimizes sustainability in your operations
- A description of your pricing model including pricing for small order quantities, certain sizing, colours and style options to accommodate inclusivity
- A description of what a vendor-hosted “web shop” would look like for City apparel and promotional items and what the ordering process would look like
- A brief summary of typical lead times for large orders, custom orders and orders of varying styles, sizing and inclusivity options
- Summary of process to handle returns or product errors
- Pricing model for shipping products to the City if applicable

2. INSTRUCTIONS TO RESPONDENTS

2.1 Closing Date and Time

Submissions will be received on or before 2:00 pm local time:

Tuesday, March 9, 2021

2.2 Instructions for Participation

Respondents are advised that the rules for participation that will apply to this RFEI are posted on the City's website: [Instructions to Proponents](#)

By submission of a response, the Respondent agrees and accepts the rules by which the process will be conducted.

2.3 Freedom of Information and Protection of Privacy Act

Information received by the City will be held in confidence and will become the property of the City. The City is however, bound by the provisions of the Freedom of Information and Protection of Privacy Act, and all parties are advised that Expressions of Interest will be treated as public documents and their contents may be disclosed if required to do so, pursuant to the Act.

2.4 Acceptance

The City reserves the right to accept or reject any or all submissions in response to this Expressions of Interest or cancel this RFEI at any time. The City reserves the right to accept submissions that are received after the Closing Date and Time.

2.5 No Contract

This RFEI is not intended to create a contractual relationship between the City and the Respondent. By issue of this RFEI document, the City reserves the right to invite, consider, analyze and select Respondents as the City considers desirable.

2.6 Applicant Expenses

The City will not be responsible for any costs incurred by the Respondents in the preparation of a submission in response to this RFEI.

3. EVALUATION CRITERIA

3.1 Evaluation Criteria

The criteria for evaluation of the submissions may include, but is not limited to:

Corporate Experience, Reputation, Capacity and Resources – 35 points

- Business and technical reputation and capabilities; experience, financial stability, capacity and resources
- Lead times for product offerings
- Variety and diversity of product offerings
- Brands offered for apparel and promotional items
- References
- Sub-contractors
- Shipping cost and timelines

Technical – 25 points

- Online shop and customized storefront capabilities

Value Added and Sustainability – 15 points

- Value-added services
- Sustainability/Environmental Considerations (e.g. sustainable materials and corporate practices, fair labour practices)

Interview – 25 points

- One or more of the highest ranked firms may be interviewed to in order for the City to get a better understanding of the offerings and their submission(s)

These criteria will be used to determine the best overall value to the City. Submissions will be compared to select one or more that are most advantageous.

And, upon selection of one or more lead Respondent(s):

- References may be contacted
- Interviews may be conducted

No scores or rates will be provided to any Respondents. Results of reference checks will not be disclosed or discussed with any Respondent.

The City reserves the right to reject without further consideration any Submission which in its opinion does not meet the criteria it considers essential for the work outlined in this RFEI.