



# RFP for Applied Research Project

Research and Recommendation for a  
Streamed Media Infrastructure for Ontario  
College Libraries and their Users

OCLS RFP #2014-005

December 2014

All information contained within this document should be considered confidential and is provided to give bidders an understanding of the Ontario Colleges Library Service requirements.

## Table of Contents

1. INTRODUCTION .....	3
1.1 Ontario Colleges Library Service and College Libraries .....	3
1.2 Applied Research Project Background .....	3
2. BIDDING PROCESS .....	4
2.1 Intent to Respond .....	4
2.2 Bid Submission.....	4
2.3 Bid Formats.....	5
2.4 Questions.....	6
2.5 Subcontracting.....	6
2.6 Bidder’s Costs .....	6
2.7 Agreement.....	6
2.8 Evaluation .....	7
3. SCOPE OF WORK.....	7
3.1 Goals of the Research.....	7
3.2 Scope of Research .....	8
3.3 Methodology .....	8
3.4 Deliverables .....	8
3.5 Timeframe .....	9
3.6 Budget .....	9
4. GENERAL REQUIREMENTS.....	9
4.1 Bid Contact Person .....	9
4.2 Company Profile .....	9
4.3 References .....	9
5. BIDDING FORM.....	10
APPENDIX A – Ontario Colleges – Main campus .....	11

## 1. INTRODUCTION

### 1.1 Ontario Colleges Library Service and College Libraries

The Ontario Colleges Library Service (OCLS) was established in 2009 as a non-profit corporation to provide a suite of core and opt-in services to the libraries and learning resources/learning commons (college libraries) of each of Ontario's 24 publicly-funded colleges of applied arts and technology, including two French language colleges.

Heads of Libraries & Learning Resources (HLLR) is comprised of the directors (or designates) of libraries and learning resources/learning commons (college libraries) of each of Ontario's 24 publicly funded colleges, and serves as an advisory group to OCLS.

One of OCLS's core services is research, as defined and recommended by HLLR, undertaken to allow the colleges to maintain currency. OCLS works with the HLLR Research Panel on the definition of research projects and on the review of research findings and project deliverables.

### 1.2 Applied Research Project Background

Ontario's college environment is changing with the advent of initiatives such as distance learning, open education, open access, mobile technologies, increased focused on accessibility, and multi-literacy, as well as, educational research into multi-modal learning. Given the anticipated significant growth of online learning at the colleges it is critical that Ontario's 24 publicly-funded colleges and their libraries look beyond traditional services to deliver content and tools that can address this shift. In this climate the demand for and use of streamed media content by students and faculty is increasing dramatically. College libraries face challenges in areas such as discovery, delivery, bandwidth, management, accessibility and cost as they look to provide students with secure, reliable, accessible and consistent delivery of streamed media content. In 2013, HLLR and the college libraries conducted research into the video streaming environment and published [The Video Streaming Environment: Meeting the Needs of Ontario College Libraries \(June 2013\)](#). One of the recommendations in this report was, that building on the initiatives currently in place, the colleges explore the opportunities and challenges associated with developing a centralized, college system-wide streamed media infrastructure, and build a business case, including analyzing potential return on investment, for its implementation. It is with this recommendation in mind that HLLR now turns its attention to the potential benefits of shared streamed media infrastructure. With the ultimate goal being the development of a business case to seek funding for the development and implementation of a college system-wide streamed media infrastructure.

It is important to note that the college libraries currently employ a wide variety of methods and structures for managing streamed media. Some have developed internal services in partnership with their IT departments, some use OCLS' Video On Demand (VOD) service, others have made little or no investment in streamed media beyond subscribing to packages of video content (Films on Demand for example) and are seeking ways to convert legacy VHS and DVD collections. The library is often not the only department in the college involved in streamed media.

For clarity the term “streamed media” used here includes a “complex array of real time media and digital online learning technologies” such as streamed video, audio, and interactive games for learning (VSE: Meeting the Needs of Ontario College Libraries, June 2013).

## 2. BIDDING PROCESS

### 2.1 Intent to Respond

Send a confirmation of your intent to submit a proposal by **Wednesday, December 10, 2014** as noted in the schedule below. Please include the name, title, and contact information for the company representative with whom we will communicate, and send via email to:

Attention: Virginia Roy,  
Director of Services  
Ontario Colleges Library Service  
Email: [vroy@ocls.ca](mailto:vroy@ocls.ca)  
Phone: 647-722-9306

Ontario Colleges Library Service  
74 Gervais Drive  
Toronto, ON M3C 1Z3

### 2.2 Bid Submission

**Two copies, one with original signature, are to be submitted in writing** and sent via courier (with signature required) or delivered in person to:

Ontario Colleges Library Service  
74 Gervais Drive  
Toronto, ON M3C 1Z3

Attention: Virginia Roy,  
Director of Services  
Phone: 647-722-9306

Bids are to be received on or before: **Friday, January 9, 2015 at 3:00 PM**

Bids received after the deadline will not be considered.

Bids must be valid for 90 days from the date bids are due.

Additionally, a follow up electronic copy of the bid is requested and should be sent to:

Attention: Virginia Roy,  
Director of Services  
Ontario Colleges Library Service  
Email: [vroy@ocls.ca](mailto:vroy@ocls.ca)

**Schedule**

Date	Event
December 1, 2014	RFP issued and distributed
December 10, 2014	Intent to Respond submitted by bidders
December 15, 2014	Last date for questions from bidders
December 17, 2014	Formal response to all questions submitted by bidders
January 9, 2015 at 3:00pm	Proposals are due
January 12-19, 2015	Evaluation and recommendation approval period
January 20-27, 2015	Contract negotiation
January 30, 2015	Announcement of successful bid and start of project

During the evaluation period, OCLS may request clarifications from and a meeting with bidders.

OCLS, on behalf of HLLR, requests that the research be carried out as soon as possible in order to provide critical information for decisions being made during the next fiscal year.

Dates subsequent to the bids being submitted are estimates only and are subject to modification without notice to bidders.

All firms that submit bids will be informed of the winning bid. The winning bidder will receive a formal award letter.

Proposals must be prepared in accordance with the conditions outlined. Failure to do so may result in the disqualification of the proposal.

**2.3 Bid Formats**

All proposals must include the following elements:

- Executive Summary
- A letter of introduction outlining experience and qualifications appropriate to this project
- Current curricula vitae of the principal(s) and other key team members that the proponent proposes to employ in this project
- Names and contact information for three references for whom similar work has been completed
- Outline of your approach which is indicative of your understanding of the requirements of the project
- A draft project plan
- A proposed budget with details, with itemized pricing as appropriate.
- Completed bid form with original signature - See Section 5

All responses require **two copies** to be submitted **in writing** to the OCLS offices.

One original is required of:

- Bidding Form (Section 5) (Note: Form requires signature)
- Complete response, including cost proposal.
- All appendices

In addition, a complete copy of the bid submission is required by email and should be sent to Virginia Roy at [vroy@ocls.ca](mailto:vroy@ocls.ca).

Bid responses are subject to the *Freedom of Information and Protection of Privacy Act*. Any information that the bidder regards as confidential must be in a separate appendix that is labelled as confidential. OCLS shall endeavour to honour such confidential designations to the extent allowed under the appropriate legislation.

## 2.4 Questions

Questions about the contents of this document should be submitted by email to:

Virginia Roy  
Ontario Colleges Library Service  
Email: [vroy@ocls.ca](mailto:vroy@ocls.ca)  
Quote Reference in Subject Line: "OCLS RFP Proposal #2014-005 – Research and Recommendation for a Streamed Media Infrastructure for Ontario College Libraries and their Users"

A copy of all queries received by the deadline in the Schedule (Section 2.2) and OCLS's responses will be sent to all bidders confirming their intent to respond to the RFP, as numbered updates to the RFP document.

Bidders may not rely in any fashion on communication with any staff at OCLS or any college except through the process defined above.

## 2.5 Subcontracting

Bidders must clearly identify any and all subcontractors that they intend to use in supplying services to meet the obligations of the RFP. Bidders are responsible for all work performed by subcontractors.

## 2.6 Bidder's Costs

OCLS and the college libraries are not liable for any costs incurred by any bidder as part of the bidding process. This includes, but is not limited to, costs to prepare bids, visits to OCLS, and legal or other costs.

## 2.7 Agreement

OCLS intends to negotiate an agreement with the winning bidder. This RFP, any amendments to it, and the bidder's full response shall form part of the agreement. In the event that a mutually satisfactory agreement cannot be reached with the selected bidder, OCLS reserves the right to open negotiations with other bidders.

## **2.8 Evaluation**

Submitted proposals will be evaluated upon the following criteria (organized by priority):

1. Experience and qualifications of Primary Consultant, incl. references
2. Completeness and compliance with the Scope of Work (Section 3)
3. Quality of approach and proposed methodology, including project plan
4. Overall assessment of proposal

Selection of a preferred consultant will be made by the Research Panel of HLLR and OCLS. The evaluation process will use information drawn from the written submission portion of the proposal and the information supplied by references.

The lowest-cost proposal or any proposal will not necessarily be accepted. OCLS reserves the right to waive any requirement if this is in the best interests of the college libraries.

## **3. SCOPE OF WORK**

### **3.1 Goals of the Research**

The primary goal of the applied research project is to provide recommended solutions for a college system-wide streamed media infrastructure including the identification of potential costs. Infrastructure includes technical issues relating to both the hardware and all applicable software applications to integrate the streamed media content in each college, ensure its accessibility to students and faculty, and maximize the ability to share content among the college libraries. Once a technical infrastructure meeting most of the college's need is defined and identified, organizational issues that address the roles, responsibilities of various stakeholders can be addressed. However that is beyond the scope of this research.

The research should:

- identify and examine existing solutions in use by Ontario college libraries, as well as library consortia;
- determine the current and future/potential requirements of the Ontario college libraries for a shared streamed media infrastructure;
- identify vendors/software/solution providers, both internal to the colleges and external, capable of meeting these requirements (including OCLS's Video on Demand service);
- identify the potential costs of each possible solution, including start-up and ongoing costs;
- make recommendations for an infrastructure and timeline for implementation;
- identify cost savings and return on investment (ROI) to the system of investing in a college system-wide infrastructure; and
- identify and outline possible sources or means of funding that might be available to the colleges to support any investment in infrastructure

### 3.2 Scope of Research

The college libraries would expect the researcher to:

- become familiar with the existing research study and survey results;
- as necessary, consult with Ontario college libraries to gain an understanding of their needs and current practices in regards to streamed media;
- report on technical or software solutions now in place or being considered by Ontario college libraries and library consortia, including all associated costs;
- create a list of existing solutions capable of meeting the needs of the Ontario college libraries, along with an assessment of the strengths and weaknesses of each solution, and cost factors;
- research and report on vendors/contractors who could develop original solutions that meet the needs of the Ontario college libraries, along with an assessment of the strengths and weaknesses of each solution, and cost factors;
- provide final recommended solutions, including a project plan, estimates of the implementation cost, ongoing operating costs, and any other potential expenses;
- assess risks and suggest mitigation; and
- provide the foundation of a business case, including ROI that the colleges might use to obtain funding for implementation

### 3.3 Methodology

Develop a detailed project plan that demonstrates how the goals, priorities, and deliverables will be met. The HLLR Digital Media Services research panel will endeavour to provide research, resources, models, or information already available regarding the needs of Ontario college libraries, known resources, and contacts as required.

### 3.4 Deliverables

A detailed project plan to achieve the research goals and meet the desired scope as outlined in Sections 3.1 and 3.2 for committee review and approval.	Early February, 2015
A preliminary report on the functional needs for streamed media infrastructure in the Ontario college libraries, and personas of prospective users.	Late February, 2015
A preliminary report identifying available solutions, both internal to the colleges and external, capable of meeting the needs of the Ontario college libraries, along with an assessment of the strengths and weaknesses of each solution, cost factors and areas for potential savings, and ROI to the system	Early-mid March, 2015
A final written report, that could be used as the basis of a business case, summarizing all findings and providing recommended solutions, costs, cost savings, and ROI to the system of such an infrastructure, as well as an	March 31, 2015



implementation plan.	
A presentation on the recommended solution(s) to the Digital Media Services research panel, including demonstrations if possible.	April 2015

The above are guidelines only, the final slate of deliverables and timeframe will be negotiated with the successful bidder as part of the contracting process. OCLS' year-end is March 31.

**3.5 Timeframe**

Time is of the essence for the completion of this research, as the findings will provide critical information for decisions being made during fiscal year 2015/16.

**3.6 Budget**

This information is provided as guidance only. OCLS does not have a set budget for this project. The funds to support the work come out of OCLS' Research fund that is directed by HLLR. HLLR has several competing priorities against which they could deploy funds. Ultimately the choice of how much resource to assign to this project will be HLLR's, with advice from OCLS. It is recommended that proposals not exceed \$20-25K without strong supporting rationale.

**4. GENERAL REQUIREMENTS**

**4.1 Bid Contact Person**

The bidder shall provide a single person to whom all requests for clarifications or additional information may be addressed. Name, telephone, fax, and email contact information is required.

**4.2 Company Profile**

The bidder shall provide a brief profile of your company and information demonstrating relevant experience and qualifications.

**4.3 References**

Bidder shall provide three references for work requiring similar knowledge and capacity. Contact information for each of the three references shall be provided.

## 5. BIDDING FORM

### OCLS PROPOSAL #2014-005 – Research and Recommendation for a Streamed Media Infrastructure for Ontario College Libraries and their Users

**Bidder:**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature of Signing Officer: \_\_\_\_\_

Print Name / Title of Signing Officer: \_\_\_\_\_

Bid Contact Person: \_\_\_\_\_

Telephone / Fax / Email for Contact: \_\_\_\_\_  
\_\_\_\_\_

Date Bid is Valid until (DD/MM/YYYY): \_\_\_\_\_

In order to ensure that all bids are based on the same terms, bidders should list all bid revisions or updates that they have received and whose terms are incorporated in their bids.

List Bid Revisions / Updates: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**APPENDIX A – Ontario Colleges – Main campus**

<b>College</b>	<b>Main campus</b>
Algonquin College	Ottawa
Collège Boréal	Sudbury
Cambrian College	Sudbury
Canadore College & Nipissing University	North Bay
Centennial College	Toronto
La Cité collégiale	Ottawa
Conestoga College	Kitchener
Confederation College	Thunder Bay
Durham College & University of Ontario Institute of Technology	Oshawa
Fanshawe College	London
Fleming College	Peterborough
George Brown College	Toronto
Georgian College	Barrie
Humber College & University of Guelph-Humber	Toronto
Lambton College	Sarnia
Loyalist College	Belleville
Mohawk College	Hamilton
Niagara College	Welland
Northern College	Timmins
St. Clair College	Windsor
St. Lawrence College	Kingston
Sault College	Sault Ste. Marie

Seneca College	Toronto
Sheridan College	Oakville