



**RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:**

**Bid Receiving - PWGSC / Réception des
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11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0A1 / Noyau 0A1
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

**Request For Supply Arrangement -
Demande pour un arrangement en
matière d'approvisionnement**

Offer to: Department of Public Works and Government Services
We hereby offer to provide to Canada, as represented by the Minister of Public Works and Government Services, in accordance with the terms and conditions set out herein or attached hereto, the goods, services, and construction detailed herein and on any attached sheets.

Offre au: Ministère des Travaux publics et des Services
gouvernementaux

Nous offrons par la présente de fournir au Canada, représenté par le ministre des Travaux publics et des Services gouvernementaux, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici et sur toute feuille ci-annexée.

Comments - Commentaires

**Vendor/Firm Name and Address
Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution
Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St. / 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

Title - Sujet GRAPHIC DESIGN	
Solicitation No. - N° de l'invitation EN578-092643/D	Date 2012-08-14
Client Reference No. - N° de référence du client EN578-9-2643	GETS Ref. No. - N° de réf. de SEAG PW-\$\$CX-011-61010
File No. - N° de dossier cx011.EN578-092643	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2012-08-30	
Time Zone Fuseau horaire Eastern Daylight Saving Time EDT	
Delivery Required - Livraison exigée See Herein	
Address Enquiries to: - Adresser toutes questions à: Amaral, Paola	Buyer Id - Id de l'acheteur cx011
Telephone No. - N° de téléphone (613)993-5642 ()	FAX No. - N° de FAX (613)993-2581
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA 360 ALBERT STREET 12TH FLOOR OTTAWA Quebec K1A0S5 Canada	
Security - Sécurité This request for a Supply Arrangement does not include provisions for security. Cette Demande pour un arrangement ne comprend pas des dispositions en matière de sécurité.	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone	Facsimile No. - N° de télécopieur
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

THIS IS A REFRESH OF SUPPLY ARRANGEMENT # EN578-092643/000/CX.

There is a security requirement associated with this Refresh. Please refer to Part 4, article 3 "Security Requirement".

Enquiries on the Request for Supply Arrangement document were addressed during the original solicitation period in 2010. The Contracting Authority will not respond to new enquiries. For your information and to assist you in preparing your arrangement, copies of the Questions and Answers released during the original solicitation period are available through Access to Information.

This refresh permits new suppliers to submit arrangements and potentially become Supply Arrangement Holders, and allow current Supply Arrangement Holders to potentially qualify additional or replacement resources, up to a total of three (3) for each category of personnel. New fully compliant suppliers will be issued Supply Arrangements and their names will be added to the existing Supply Arrangement Holder list on the condition that they meet all of the requirements of the original Request for Supply Arrangements, which are included in this document. Current Supply Arrangement Holders with fully compliant additional or replacement resources will receive an amendment to their existing Supply Arrangement.

Current Supply Arrangement Holders attempting to qualify additional or replacement resources do not need to submit a full arrangement, or resubmit their original arrangement. Current Supply Arrangement Holders only need to address the requirements outlined in M.1, M.2, R.1, R.2, and the Security Requirements in their arrangement in response to the refresh. Note: any requests to qualify replacement resources must be accompanied by a supporting justification which is in accordance with Certification 1.4 Status and Availability of Resources. Failure to identify a reason which is in accordance with the Status and Availability of Resources certification will render the replacement resource non-compliant.

NOTE: The current "Best Value Supplier" will continue to be the Best Value Supplier for the entire duration of the Supply Arrangements, unless the Best Value Supplier's arrangement is withdrawn or unless "Best Value Supplier" status is removed from the Supplier. This Supply Arrangement refresh does not affect the "Best Value Supplier's" status.

GRAPHIC, WEB, AND EXHIBIT AND DISPLAY DESIGN SERVICES

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PART 1 GENERAL INFORMATION

1. Introduction

The Government of Canada has launched a program to improve the way the government does business, with a focus on identifying and implementing innovative ways to deliver goods and services smarter, faster, and at reduced costs. The Government is using strategic practices to identify suppliers who offer the best price/quality value proposition to Canada and to accelerate cost savings across commodity areas. This work is guided by the Government of Canada's principles of transparency; accountability and high ethical conduct in doing business.

The Request for Request for Supply Arrangements (RFSA) template is divided into six parts:

- a) Part 1, General Information;
- b) Part 2, Supplier Instructions;
- c) Part 3, Arrangement Preparation Instructions;
- d) Part 4, Evaluation Procedures and Basis of Selection;
- e) Part 5, Certifications, and
- f) Part 6:
 - 6A, Supply Arrangement,
 - 6B, Bid Solicitation,
 - 6C, Resulting Contract Clauses; and,the Annexes and Appendices.

Part 1: provides a general description of the requirement;

Part 2: provides the instructions applicable to the clauses and conditions of the RFSA and states that the Supplier agrees to be bound by the clauses and conditions contained in all parts of the RFSA;

Part 3: provides suppliers with instructions on how to prepare their arrangement to address the evaluation criteria specified;

Part 4: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the arrangement, the security requirement, if applicable, and the basis of selection;

Part 5: includes the certifications to be provided;

Part 6A: includes the Supply Arrangement (SA) with the applicable clauses and conditions;

Part 6B: includes the instructions for the bid solicitation process within the scope of the SA;

Part 6C: includes general information for the conditions which will apply to any contract entered into pursuant to the SA.

The Annexes include the Statement of Work, the Basis of Payment, the Detailed Process for Requests for Proposals Issued Under the Supply Arrangements, and the Evaluation Grids. The Appendices include the Security Requirements, and the List of Environmental Attributes.

2. Summary

The Government of Canada requires the provision of a full range of graphic, web, and exhibit and display design services to meet the needs of the Government of Canada on an "as and when requested basis".

These services will be provided to any Government of Canada department, agency or Crown corporation listed in Schedules I, I.1, II, and III of the Financial Administration Act, R.S., 1985, c. F-11. As a result of this competitive process, Public Works and Government Services Canada (PWGSC) will authorize the Supply Arrangements (SAs). This solicitation will also be used to establish a separate list of qualified Aboriginal Set-Aside Suppliers under the Set-Aside Program for Aboriginal Business (SPAB).

The requirement is limited to Canadian goods and/or services.

3. Security Requirement

There is a security requirement associated with the requirement of the Supply Arrangement. For additional information, see Part 4 - Evaluation Procedures and Basis of Selection, and Part 6 - Supply Arrangement and Resulting Contract Clauses.

4. Canadian Content

The goods and/or services covered by the Supply Arrangement are limited to Canadian goods and/or services as defined in clause A3050T.

SACC Manual clause A3050T (2008-05-12) Canadian Content Definition

5. Communications Notification

As a courtesy, the Government of Canada requests that successful suppliers notify the Supply Arrangement Authority in advance of their intention to make public an announcement related to the issuance of an authorization of a supply arrangement.

6. Debriefings

After issuance of an authorization of a supply arrangement, suppliers may request a debriefing on the results of the request for supply arrangements. Suppliers should make the request to the Supply Arrangement Authority within 15 working days of receipt of notification that their arrangement was unsuccessful. The debriefing will be provided in writing.

7. Aboriginal and Non-Aboriginal Suppliers

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A portion of this procurement has been set aside under the federal government's Procurement Strategy for Aboriginal Business (PSAB), as detailed in Annex 9.4 of the Supply Manual entitled "Requirements for the Set-aside Program for Aboriginal Business". This RFSA is also being used to establish SAs with Aboriginal firms as defined under the Set-Aside Program for Aboriginal Business (SPAB).

Further to Article 1802 of the Agreement on Internal Trade (AIT), AIT does not apply to the portion of this procurement set aside under the federal government's PSAB.

NOTE: Competition must exist in order for PWGSC-CPD to issue Requests for Proposals under the Supply Arrangements. Therefore, if less than two suppliers qualify for Aboriginal Set-Aside Supply Arrangements under the Set-Aside Program for Aboriginal Business, there will not be any RFPs issued as Set-Aside procurements under the resulting Supply Arrangements.

8. Supply Arrangements

Supply Arrangements are non-binding agreements between Public Works and Government Services Canada (PWGSC) and suppliers to provide a range of services on an "as and when requested basis". Suppliers who are issued a Supply Arrangement will form a list of qualified suppliers from which Identified Users can solicit bids based on the specific requirements of the Government of Canada. Supply Arrangements include a set of predetermined terms and conditions that will apply to any subsequent Contract. The Supply Arrangement will typically be used for requirements above \$25,000.00, including GST and HST. Individual contracts awarded under the Supply Arrangement cannot exceed **\$400,000.00**, excluding GST and HST.

Two (2) lists of qualified suppliers (one for Non-Aboriginal and Aboriginal firms, and another for solely Aboriginal firms) will be established for each Category of service. PWGSC anticipates authorizing Supply Arrangements with all qualified suppliers in each Category.

The period for awarding contracts under the Supply Arrangement is from date of Supply Arrangement authorization to August 31, 2013.

The scope of the services covered by the Supply Arrangements are detailed in the attached Annex "A" - Statement of Work.

8.1 Solicitation Processes Under the Supply Arrangements

1. For requirements valued up to \$100,000 excluding applicable taxes, the following Supply Arrangement Holders will be invited to participate in the solicitation process for a particular Category:
 - The "Best Value Supplier" in the Category, as determined in accordance with the Basis of Selection at article 2 in Part 4;
 - One Supply Arrangement Holder in the Category as recommended by the Identified User; and
 - One Supply Arrangement Holder in the Category selected at random by PWGSC - Communication Procurement Directorate (CPD). The "random" selection will be made using the RAND () function in Microsoft Excel.

This solicitation process will be referred to as a "Mini Request for Proposal (RFP)".

2. For requirements valued at more than \$100,000 but less than \$400,000 excluding applicable taxes, all Supply Arrangement Holders in the applicable Category will be invited to submit a proposal.

This solicitation process will be referred to as a Request for Proposal (RFP) Under the Supply Arrangements.

3. For requirements valued at more than \$400,000 excluding applicable taxes, the Request for Proposal will be posted on the Government Electronic Tendering Service (GETS) and will be open to the industry.

9. Key Terms

Supply Arrangement - A supply arrangement is an arrangement between Canada and pre-qualified suppliers that allows identified users to solicit bids from a pool of pre-qualified suppliers for specific requirements within the scope of a supply arrangement. A supply arrangement is not a contract for the provision of the goods and services described in it and neither party is legally bound as a result of signing a supply arrangement alone. The intent of a supply arrangement is to establish a framework to permit expeditious processing of individual bid solicitations which result in legally binding contracts for the goods and services described in those bid solicitations.

Supply Arrangement Holder - A fully qualified Supplier (an individual or firm who submits an Arrangement in response to a Request for Supply Arrangement) who is subsequently issued and in possession of a Supply Arrangement.

Mini Request for Proposal (Mini-RFP) - A Mini Request for Proposal which is conducted for Graphic, Web, and Exhibit and Display Design requirements valued up to \$100,000 excluding applicable taxes. Only three Supply Arrangement Holders are invited by e-mail to participate in the solicitation process: the "Best Value Supplier" in the Category, one Supply Arrangement Holder in the Category as recommended by the Client, and one Supply Arrangement Holder in the Category selected at random by PWGSC-CPD. The purpose of a Mini RFP is to procure a cost-effective solution for a requirement in a timely manner, which obtains best value for Canada.

Request for Proposal (RFP) Under the Supply Arrangements - A Request for Proposal which is conducted for Graphic, Web, and Exhibit and Display Design requirements valued between \$100,000 and \$400,000 excluding applicable taxes. All Supply Arrangement Holders in the applicable Category are invited by e-mail to participate in the solicitation process. The purpose of an RFP Under the Supply Arrangements is to procure a cost-effective solution for a requirement in a timely manner, which obtains best value for Canada, and which addresses the potentially unique nature of medium-sized Graphic, Web, and Exhibit and Display Design Services requirements.

Best Value Supplier - The fully responsive Supplier that achieved the lowest calculated cost-per-point following the technical and financial evaluations of the original solicitation. This Supplier will be invited to submit a proposal for each Mini RFP under the applicable Category of Service, in addition to all RFPs Under the Supply Arrangements. This Supply Arrangement Refresh does not affect the current "Best Value Supplier's" status.

Contract - An agreement between two or more persons, which creates an obligation to do or not to do a particular thing. Its essentials are competent parties, subject matter, a legal consideration, mutuality of agreement and mutuality of obligation.

**PART 2
SUPPLIER INSTRUCTIONS**

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the Request for Supply Arrangements (RFSA) by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual issued by Public Works and Government Services Canada.

Suppliers who submit an arrangement agree to be bound by the instructions, clauses and conditions of the RFSA and accept the clauses and conditions of the Supply Arrangement and resulting contract(s).

The 2008 (2010-01-11) Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

Subsection 4.4 of 2008, Standard Instructions - Request for Supply Arrangements - Goods or Services, is amended as follows:

- Delete: sixty (60) days
- Insert: one hundred and twenty (120) days

1.1 Basis for Canada's Ownership of Intellectual Property

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

1.2 SACC Manual Clauses

SACC Manual clause S0030T (2008-12-12) Financial Capability

2. Submission of Arrangements

Arrangements must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated below:

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Bids must be submitted by 2:00 pm Eastern Daylight Savings Time (EDST) on Thursday, August 30th, 2012 to:

Bid Receiving (HQ)
Department of Public Works and Government Services
Bid Receiving Unit
Portage III, 0A1
11 Laurier Street
Gatineau, Quebec
For couriers: J8X 4A6 For regular mail: K1A 0S5
Telephone (819) 956-3370
Fax No.: (819) 997-9776

Due to the nature of the Request for Supply Arrangements, transmission of arrangements by facsimile or electronic mail to PWGSC will not be accepted.

3. Enquiries - Request for Supply Arrangements

Enquiries on the Request for Supply Arrangement document were addressed during the original solicitation period in 2010. The Contracting Authority will not respond to new enquiries. For your information and to assist you in preparing your arrangement, copies of the Questions and Answers released during the original solicitation period are available through Access to Information.

4. Applicable Laws

The Supply Arrangement and any contract resulting from the Supply Arrangement must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of Ontario.

Suppliers may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their arrangement, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the suppliers.

5. Environmental Considerations

Canada is committed to greening its supply chain. In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to acquire products and services that have a lower impact on the environment than those traditionally acquired.

Environmentally preferable goods and services are those that have a lesser or reduced impact on the environment over the life cycle of the good or service, when compared with competing goods or services serving the same purpose. Environmental performance considerations include, among other things: the reduction of greenhouse gas emissions and air contaminants; improved energy and water efficiency; reduced waste and support reuse and recycling; the use of renewable resources; reduced hazardous waste; and reduced toxic and hazardous substances.

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In accordance with the Policy on Green Procurement, for this solicitation:

- Suppliers are encouraged to offer or suggest green solutions whenever possible.
- Suppliers should consider the complete lifecycle of products and services provided to favour strategies, processes, and materials that assure sustainable development.
- Suppliers are requested to provide all correspondence including (but not limited to) documents, reports and invoices in electronic format unless otherwise specified by the Contracting Authority or Project Authority, thereby reducing printed material. If correspondence is not provided in electronic format, double-sided printing in black and white is strongly encouraged, whenever possible.
- The paper format of the arrangement should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content.
- Suppliers should recycle (shred) unneeded copies of non-classified/secure documents (taking into consideration the Security Requirements).

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PART 3 ARRANGEMENT PREPARATION INSTRUCTIONS

1. Arrangement Preparation Instructions

Canada requests that suppliers provide their arrangement in separately bound sections as follows:

- Section I: Technical Arrangement (5 hard copies and 1 soft copy on CD, DVD or USB key)**
- Section II: Certifications (2 hard copies)**

Suppliers should clearly label all hard and soft copies of their arrangements with their name and the solicitation number.

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

All arrangements become the property of Canada and will not be returned to the suppliers.

Canada requests that suppliers follow the format instructions described below in the preparation of their arrangement.

- a) Use 8.5 x 11 inch (216 mm x 279 mm) paper;
- b) Use a numbering system that corresponds to the bid solicitation; and
- c) No plastic covers or binders, if possible. Please be considerate of the environment.

Section I: Technical Arrangement

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In their technical arrangement, suppliers should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

Section II: Certifications

Suppliers must submit the certifications required under Part 5.

PART 4 EVALUATION PROCEDURES AND BASIS OF SELECTION

Categories of Service:

There are three (3) Categories of service available for which an Supplier may qualify, as follows:

Category #1: Graphic Design

Category #2: Web Design

Category #3: Exhibit and Display Design

A Supplier may qualify for one or more Categories under this solicitation, however a Supplier should submit only one (1) arrangement in response to this Request for Supply Arrangements. In order to be eligible to qualify for a Supply Arrangement in a particular Category, a Supplier must propose at least one (1) or up to three (3) resources per position within the Category.

1. Evaluation Procedures

- a) Arrangements will be assessed in accordance with the entire requirement of the Request for Supply Arrangements.
- b) An evaluation team composed of representatives of Canada will evaluate the arrangements.
- c) Arrangements may be accepted either in whole or in part.

1.1. Technical Evaluation

Current Supply Arrangement Holders attempting to qualify additional or replacement resources do not need to submit a full arrangement, or resubmit their original arrangement. Current Supply Arrangement Holders only need to address the requirements outlined in M.1, M.2, R.1, R.2, and the Security Requirements in their arrangement in response to the refresh.

1.1.1 Mandatory Technical Criteria

M.1 Proposed Resources

The Supplier must identify at least one (1) proposed resource for **each** position in at least one (1) of the following three (3) categories:

Category #1: Graphic Design

Category #2: Web Design

Category #3: Exhibit and Display Design

The Supplier must not propose more than three (3) resources per position per Category. If a resource is proposed for more than one position within one or more Categories, the resource must meet all of the criteria for each position (as per the definitions below).

The Supplier must provide the Curriculum Vitae of each proposed resource which demonstrates their capability to provide services as described in the descriptions below for each position for which they have been proposed.

Category #1: Graphic Design Resources

Positions:

A) Senior Graphic Designer

- A minimum of five (5) years of work experience in graphic design, obtained within the past eight (8) years;
- A post-secondary degree or diploma in design, illustration, graphic design or a related field;
- Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress;
- Experience with three (3) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and
- Experience in the conversion of design projects from MAC to PC.

B) Intermediate Graphic Designer

- Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress;
- Experience with two (2) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and
- Experience in the conversion of design projects from MAC to PC.

And either:

- A minimum of three (3) years of work experience in graphic design, obtained within the past six (6) years; and
- A post-secondary degree or diploma in design, illustration, graphic design or a related field.

Or:

- A minimum of five (5) years of work experience in graphic design, obtained within the past eight (8) years; and
- A secondary school diploma.

C) Junior Graphic Designer

- Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress;
- Experience with one (1) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and
- Experience in the conversion of design projects from MAC to PC.

And either:

- A minimum of one (1) year of work experience in graphic design, obtained within the past three (3) years; and
- A post-secondary degree or diploma in design, illustration, graphic design or a related field.

Or:

- A minimum of three (3) years of work experience in graphic design, obtained within the past five (5) years; and
- A secondary school diploma.

D) Creative / Art Director

- Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator, and Acrobat) and QuarkXpress; and
- Experience in the conversion of design projects from MAC to PC.

And either:

- A minimum of five (5) years of work experience in graphic design, including a minimum of two (2) years working in a creative / art direction role, obtained within the past eight (8) years; and
- A post-secondary degree or diploma in advertising, marketing, graphic design or a related field.

Or:

- A minimum of ten (10) years of work experience in graphic design, including a minimum of eight (8) years working in a creative / art direction role, obtained within the past fifteen (15) years; and
- A secondary school diploma.

Category #2: Web Design Resources

Positions:

A) Web Designer

- A minimum of two (2) years of work experience in web design, obtained within the past five (5) years; and
- A post-secondary degree or diploma in graphic design, illustration, web development, or a related field; and
- Experience in UI design, HTML, CSS, ASP, PHP, SQL, Java script, Adobe Creative Suite (specifically Dreamweaver).

B) Flash Designer

- A minimum of two (2) years of work experience in web design, including a minimum of one (1) year of work experience in Flash Design (with streaming audio and video), obtained within the past five (5) years; and
- A post-secondary degree or diploma in graphic design, illustration, animation, web development, or a related field; and
- Experience in UI design, HTML, CSS, ASP, PHP, SQL, Java script, Adobe Creative Suite (specifically Flash and Dreamweaver), and the current industry standard ActionScript.

Category #3: Exhibit and Display Design Resources

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Positions:

A) Exhibit Designer

- Experience with Auto Cad (or equivalent), 3D Studio Max (or equivalent), and Adobe Creative Suite (specifically Photoshop and Illustrator);

And either:

- A minimum of five (5) years of work experience in the exhibit industry, including a minimum of three (3) years of work experience as an Exhibit Designer, obtained within the past eight (8) years; and
- A secondary school diploma.

Or:

- A minimum of three (3) years of work experience in the exhibit industry, including a minimum of two (2) years of work experience as an Exhibit Designer, obtained within the past five (5) years; and
- A post-secondary school degree or diploma in environmental design, industrial design, exhibit design, interior design, museum studies, or a related field.

The Supplier must complete the table below with the name of each proposed resource, in accordance with all of the requirements of this Mandatory Requirement. At a minimum, one (1) resource must be proposed for each position in at least one (1) of the three (3) Categories.

Categories and Positions	Name(s) of Proposed Resource(s)		
Category #1: Graphic Design			
Senior Graphic Designer			
Intermediate Graphic Designer			
Junior Graphic Designer			
Creative / Art Director			
Category #2: Web Design			
Web Designer			
Flash Designer			
Category #3: Exhibit and Display Design			
Exhibit Designer			

Note: If a current Supply Arrangement Holder intends to qualify one or more replacement resources, the supplier must identify the name of the resource(s) to be substituted, the name(s) of the proposed substitute(s) and the applicable reason(s) for the substitution(s). Failure to identify a reason that is identified as acceptable within certification 1.4 Status and Availability of Resources of the original solicitation document will render the replacement resource non-responsive. A proposed substitute must be deemed by the evaluation team as having equivalent or better qualifications and experience to the original proposed resource. The supplier must clearly demonstrate in its arrangement how each proposed substitute meets the applicable category definition above.

This Mandatory Requirement will be rated in R.1.

M.2 Project Samples

For each position for which a resource was proposed in M.1, the Supplier must provide two (2) samples of design projects which were completed by the proposed resource after January 1, 2004. If a resource is proposed for more than one position, two (2) projects must be provided for each position for which the resource was proposed. However, if the same resource is proposed for more than one of the following roles: Senior Graphic Designer, Intermediate Graphic Designer, Junior Graphic Designer, only a total of two (2) projects must be submitted to demonstrate experience. See example below. A project/sample may be used to demonstrate the experience of more than one resource. The total dollar value of the design portion of each project must have equalled or exceeded \$3,000, excluding any applicable taxes. By submitting a project for evaluation, the Supplier confirms that the total dollar value of the project was as defined herein.

The Supplier must provide the following for each project submitted:

- A short project brief including assignment background, client objectives, target audience, timeframe, and completion date;
- The name of the resource(s), the applicable position(s) and their role in the project;
- A list of any subcontracted requirements, as applicable; and
- A sample of the final design work (if an exhibit or billboard, a colour photo is acceptable).

The Supplier must provide at least two (2) letters of reference from two (2) different client departments/commissions/agencies/firms.

This Mandatory Requirement will be rated in R.2.

Example:

A Supplier proposes the same resource for the positions of Intermediate Graphic Designer, Junior Graphic Designer, Creative / Art Director, and Exhibit Designer. The Supplier must provide a total of six project samples for this resource (two which demonstrate experience as a Graphic Designer, two which demonstrate experience as a Creative / Art Director, and two which demonstrate experience as an Exhibit Designer).

Note to Suppliers: Samples should be provided on CD, DVD, or USB Key in .pdf file format or Windows Media Player. Screen shots will be acceptable. Samples provided to Canada in a form or format that cannot be opened and viewed from a Government of Canada computer will receive no points. Samples provided in other formats (ie. hard copy posters, banners, or models) will become the property of Canada and will not be returned to the Supplier unless the Supplier makes arrangements in advance for return packaging and postage, or pick-up. Canada will not be responsible for samples which are damaged, destroyed, or lost during shipping or during the evaluation process. For web site and Flash samples, URL addresses are not acceptable. Screen shots should be provided for web site samples. Flash samples should be provided as video in Windows Media Player or equivalent format.

M.3 Use of Sub-Contractors

Suppliers who intend to use the services of a sub-contractor for any portion of the work related to this requirement must identify the proposed sub-contractor(s) in the arrangement. Suppliers who do not

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intend to use the services of a sub-contractor for any portion of the work must indicate this in the arrangement.

M.4 Language

The Supplier must confirm that its firm is capable of providing services in both official languages (English and French). As such, the Supplier must include a duly signed and dated copy of the following Certification in the Technical Proposal portion of the arrangement submission.

<u>Language Certification:</u>	
The Supplier hereby certifies that its firm is capable of providing services in both official languages (English and French).	
_____	_____
<i>Signature</i>	<i>Date</i>

ARRANGEMENTS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION

1.1.2 Point Rated Technical Criteria

For a detailed description on how the points will be awarded, please see the attached evaluation grids.

R.1 Experience of Proposed Resources

Maximum points: 100 per proposed resource

For each proposed resource identified in accordance with M.1, the Supplier should provide the following information:

- Number of years of work experience in, or relating to, each position held (as per the position descriptions in M.1) (maximum 50 points);
- Any professional designations, provincial licences, or memberships in professional institutions held, in relation to graphic design (maximum 30 points); and
- Any courses taken or taught by the proposed resource which are relevant to the position, including the name of the course, a brief description, and the start and end dates (maximum 20 points).

Note: A course does not include any class taken at a post-secondary institution as part of a resource's formal diploma or degree program. A course does include a class taken at a post-secondary institution following or outside of a resource's formal diploma or degree program. A course may also include a workshop, conference, seminar, or other formal educational initiative which is relevant to the position and therefore demonstrates continuing education in the field.

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Partial points will not be awarded. Points are not cumulative for a particular resource or among multiple resources.

The Curriculum Vitae of each proposed resource, submitted in accordance with M.1, should substantiate the information provided. Proof of professional designations, provincial licences, memberships, or course participation should be provided.

The Supplier should also provide the URL address of any Internet site(s) maintained by the Supplier which is/are accessible by Federal Government Departments, Commissions, and Agencies and which will provide information on the services available on this SA and the Supplier's qualifications to provide these services. No points will be awarded for provision of any URL addresses.

R.2 Project Samples

Maximum points: 200 per proposed resource

Each project sample provided in accordance with M.2 will be assessed as follows:

- Relevancy of the project to the Statement of Work at Annex "A", specifically all items contained within A.2 Scope of Work (20 points);
- Contribution of the proposed resources to be evaluated and the subcontractors (if applicable) to the outcome of the project (20 points);
- Usability - ease of use, choice of media, readability, adequately informative, target audience accuracy (10 points);
- Conceptual thinking - do the concepts support the messaging and design (10 points);
- Originality of design - is it recycled, is it fresh, is it strategic (20 points);
- Composition - use of grids, visual hierarchy, choice of typeface, typographic craftsmanship (10 points);
- Use of imagery (ie. scaling, cropping, reproduction quality, choice of photography/illustration, photo/image editing) (5 points); and
- Colour (ie. strategic use of colour) (5 points).

R.3 Environmental Considerations

Maximum points: 15

The Supplier should provide the following:

- An existing or proposed company-wide environmental statement and mission (including environmental measures undertaken in office operations);
- An existing or proposed proposed action plan for energy sourcing (measures taken to improve energy efficiency, intended use of alternative fuel/power sources if the Supplier's premises is owned); and
- An existing or proposed proposed action plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy).

Provision of each of the above is worth five (5) points. Partial points will not be awarded.

The Supplier should also provide a listing of environmental attributes for its firm. This will not be evaluated but will form part of any resulting Supply Arrangement.

2. Basis of Selection - Supply Arrangements

1. To be declared responsive, an arrangement must:

- a) comply with all the requirements of the Request for Supply Arrangements (RFSA);
- b) meet all mandatory technical evaluation criteria;
- c) propose at least one (1) fully responsive resource for each position in at least one (1) of the three (3) Categories of service, as per article 2 below.

Arrangements not meeting (a) or (b) or (c) above will be declared non-responsive.

2. In order for a proposed resource to be declared responsive, the proposed resource must obtain the required minimum of 70 percent for point-rated criteria R.1 and R.2 combined. The rating is performed on a scale of three hundred (300) points per proposed resource (100 points for R.1 and 200 points for R.2). The rating for R.3 is performed on a scale of fifteen (15) points.
3. Only resources which have been deemed to be fully qualified will be eligible to perform work under a Supply Arrangement.
4. For each Category of Service (Graphic Design, Web Design, and Exhibit and Display Design), all fully responsive suppliers and all fully responsive Aboriginal suppliers will be recommended for Supply Arrangement authorization. A separate list will also be created for only Aboriginal suppliers.
5. "Best Value Supplier" Determination:

The current "Best Value Supplier" will continue to be the Best Value Supplier for the entire duration of the Supply Arrangements, unless the Best Value Supplier's arrangement is withdrawn or unless "Best Value Supplier" status is removed from the Supplier. This Supply Arrangement refresh does not affect the "Best Value Supplier's" status.

3. Security Requirement

1. Before issuance of a Contract under the Supply Arrangement that includes a security requirement, the following conditions must be met:
 - a) the Supply Arrangement Holder must hold a valid organization security clearance as indicated in the SRCL included with the Contract;
 - b) the Supply Arrangement Holder's proposed individuals requiring access to classified or protected information, assets or sensitive work site(s) must meet the security requirement as indicated in the SRCL included with the Contract;
 - c) the Supply Arrangement Holder must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites.

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2. PWGSC will sponsor a Supply Arrangement Holder to obtain the required security clearance prior to issuance of a Contract under the Supply Arrangement with an associated security clearance.
 3. For additional information on security requirements, suppliers should consult the "Security Requirements for PWGSC Bid Solicitations - Instructions for Bidders" (document on the Departmental Standard Procurement Documents Web site).

NOTE: The Supply Arrangements will be authorized once the evaluation is complete and this will not be delayed to allow Suppliers to secure the required security clearance. It is the Supplier's responsibility to follow up with CISD to ensure that their clearance is in place.

=====

PART 5 CERTIFICATIONS

Suppliers must provide the required certifications to be issued a supply arrangement. Canada will declare an arrangement non-responsive if the required certifications are not completed and submitted as requested.

Compliance with the certifications suppliers provide to Canada is subject to verification by Canada during the arrangement evaluation period (before issuance of a supply arrangement) and after issuance of a supply arrangement. The Supply Arrangement Authority will have the right to ask for additional information to verify suppliers' compliance with the certifications before issuance of a supply arrangement. The arrangement will be declared non-responsive if any certification made by the Supplier is untrue, whether made knowingly or unknowingly. Failure to comply with the certifications or to comply with the request of the Supply Arrangement Authority for additional information will also render the arrangement non-responsive.

1. Certifications Precedent to Issuance of a Supply Arrangement

The certifications listed below should be completed and submitted with the arrangement, but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Supply Arrangement Authority will so inform the Supplier and provide the Supplier with a time frame within which to meet the requirement. Failure to comply with the request of the Supply Arrangement Authority and meet the requirements within that time period will render the arrangement non-responsive.

1.1 Federal Contractors Program

1. The Federal Contractors Program (FCP) requires that some suppliers, including suppliers who are members of joint ventures, bidding for federal government contracts, valued at \$200,000 or more (including all applicable taxes), make a formal commitment to implement employment equity. This is a condition precedent to the issuance of a supply arrangement. If the Supplier, or, if the Supplier is a joint venture and if any member of the joint venture, is subject to the FCP, evidence of its commitment must be provided before the issuance of a supply arrangement.

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Suppliers who have been declared ineligible contractors by Human Resources and Social Development Canada (HRSDC) are no longer eligible to receive government contracts over the threshold for solicitation of bids as set out in the Government Contracts Regulations. Suppliers may be declared ineligible contractors either as a result of a finding of non-compliance by HRSDC, or following their voluntary withdrawal from the FCP for a reason other than the reduction of their workforce to less than 100 employees. Any arrangements from ineligible contractors, including an arrangement from a joint venture that has a member who is an ineligible contractor, will be declared non-responsive.

2. If the Supplier does not fall within the exceptions enumerated in 3.(a) or (b) below, or does not have a valid certificate number confirming its adherence to the FCP, the Supplier must fax (819-953-8768) a copy of the signed form LAB 1168, Certificate of Commitment to Implement Employment Equity, to the Labour Branch of HRSDC.

3. The Supplier, or, if the Supplier is a joint venture the member of the joint venture, certifies its status with the FCP, as follows:

The Supplier or the member of the joint venture

- a) () is not subject to the FCP, having a workforce of less than 100 permanent full time or part-time permanent employees, or temporary employees having worked 12 weeks or more in Canada;
- b) () is not subject to the FCP, being a regulated employer under the Employment Equity Act, S.C. 1995, c.44;
- c) () is subject to the requirements of FCP, having a workforce of 100 or more full-time or part-time permanent employees, or temporary employees having worked 12 weeks or more in Canada, but has not previously obtained a certificate number from HRSDC, (having not bid on requirements of \$200,000 or more), in which case a duly signed certificate of commitment is attached;
- d) () is subject to FCP, and has a valid certificate number as follows: _____ (e.g. has not been declared ineligible contractor by HRSDC).

Further information on the FCP is available on the following HRSDC Web site.

SIGNATURE

DATE

1.2 Former Public Servant Certification

Contracts with former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny and reflect fairness in spending public funds. In order to comply with Treasury Board policies and directives on contracts with FPS, suppliers must provide the information required below.

Definitions

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For the purposes of this clause,

"former public servant" is any former member of a department as defined in the Financial Administration Act, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a) an individual;
- b) an individual who has incorporated;
- c) a partnership made up of former public servants; or
- d) a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means, in the context of the fee abatement formula, a pension or annual allowance paid under the Public Service Superannuation Act (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the Supplementary Retirement Benefits Act, R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the Canadian Forces Superannuation Act, R.S., 1985, c. C-17, the Defence Services Pension Continuation Act, 1970, c. D-3, the Royal Canadian Mounted Police Pension Continuation Act, 1970, c. R-10, and the Royal Canadian Mounted Police Superannuation Act, R.S., 1985, c. R-11, the Members of Parliament Retiring Allowances Act, R.S. 1985, c. M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c. C-8.

Former Public Servant in Receipt of a Pension

Is the Supplier a FPS in receipt of a pension as defined above?

YES () NO ()

If so, the Supplier must provide the following information:

- a) name of the former public servant;
- b) date of termination of employment or retirement from the Public Service.

Work Force Reduction Program

Is the Supplier a FPS who received a lump sum payment pursuant to the terms of a work force reduction program?

YES () NO ()

If so, the Supplier must provide the following information:

- a) name of former public servant;
- b) conditions of the lump sum payment incentive;

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- c) date of termination of employment;
- d) amount of lump sum payment;
- e) rate of pay on which lump sum payment is based;
- f) period of lump sum payment including start date, end date and number of weeks;
- g) number and amount (professional fees) of other contracts subject to the restrictions of a work force reduction program.

For all contracts awarded during the lump sum payment period, the total amount of fee that may be paid to a FPS who received a lump sum payment is \$5,000, including the Goods and Services Tax or Harmonized Sales Tax.

Certification

By submitting an arrangement, the Supplier certifies that the information submitted by the Supplier in response to the above requirements is accurate and complete.

SIGNATURE

DATE

1.3 Canadian Content Certification

1.3.1. SACC Manual clause A3050T (2010-01-11) Canadian Content Definition.

1.3.2. This procurement is limited to Canadian services.

The Supplier certifies that:

() the service offered is a Canadian service as defined in paragraph 2 of clause A3050T.

SIGNATURE

DATE

1.4 Status and Availability of Resources

The Supplier certifies that, should it be issued a supply arrangement as a result of the Request for Supply Arrangements, every individual proposed in its arrangement will be available to perform the Work resulting from contract as required by Canada's representatives and at the time specified in a contract or as agreed to with Canada's representatives. If for reasons beyond its control, the Supplier is unable to provide the services of an individual named in its arrangement, the Supplier may propose a substitute with similar qualifications and experience. The Supplier must advise the Supply Arrangement Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the

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Supplier: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

SIGNATURE

DATE

1.5 Education and Experience

The Supplier certifies that all the information provided in the résumés and supporting material submitted with its arrangement, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Supplier to be true and accurate. Furthermore, the Supplier warrants that every individual proposed by the Supplier for the requirement is capable of performing the Work described in the resulting contract.

SIGNATURE

DATE

1.6 Requirements for the Set-Aside for Aboriginal Business

The Supplier certifies that it:

- Wishes to be considered under the Set-Aside Program for Aboriginal Business. (Suppliers wishing to be considered must complete the additional certifications below.)
- Does not wish to be considered under the Set-Aside Program for Aboriginal Business.

SIGNATURE

DATE

1.6.1 Set-aside for Aboriginal Business

1. A portion of this procurement has been set aside under the federal government's Procurement Strategy for Aboriginal Business (PSAB), as detailed in Annex 9.4 of the Supply Manual entitled "Requirements for the Set-aside Program for Aboriginal Business".
2. The Supplier:
 - i) certifies that it meets, and will continue to meet throughout the duration of the Arrangement, the requirements described in the above-mentioned annex.

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- ii) agrees that any subcontractor it engages under the Arrangement must satisfy the requirements described in the above-mentioned annex.
 - iii) agrees to provide to Canada, immediately upon request, evidence supporting any subcontractor's compliance with the requirements described in the above-mentioned annex.
3. The Supplier must check the applicable box below:
- i) () The Supplier is an Aboriginal business that is a sole proprietorship, band, limited company, co-operative, partnership or not-for-profit organization.
- OR
- i) () The Supplier is either a joint venture consisting of two or more Aboriginal businesses or a joint venture between an Aboriginal business and a non-Aboriginal business.
4. The Supplier must check the applicable box below:
- i) () The Aboriginal business has fewer than six full-time employees.
- OR
- i) () The Aboriginal business has six or more full-time employees.
5. The Supplier must, upon request by Canada, provide all information and evidence supporting this certification. The Supplier must ensure that this evidence will be available for audit during normal business hours by a representative of Canada, who may make copies and take extracts from the evidence. The Supplier must provide all reasonably required facilities for any audits.
6. By submitting an arrangement, the Supplier certifies that the information submitted by the Supplier in response to the above requirements is accurate and complete.

1.6.2 Owner/Employee Certification - Set-aside for Aboriginal Business

The Supplier must provide the following certification for each owner and employee who is Aboriginal:

1. I am _____ (insert "an owner" and/or "a full-time employee") of _____ (insert name of business), and an Aboriginal person, as defined in Annex 9.4 of the Supply Manual entitled "Requirements for the Set-Aside Program for Aboriginal Business".
2. I certify that the above statement is true and consent to its verification upon request by Canada.

Printed name of owner and/or employee

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Signature of owner and/or employee

Date

PART 6 SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES

A. SUPPLY ARRANGEMENT

1. Arrangement

The Supply Arrangement covers the Work described in the Statement of Work at Annex "A".

2. Security Requirement

There may be a security requirement associated with the requirement. Please refer to Appendix "1".

3. Standard Clauses and Conditions

All clauses and conditions identified in the Supply Arrangement and resulting contract(s) by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual issued by Public Works and Government Services Canada.

3.1 General Conditions

2020 (2010-01-11) General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

3.2 Supplementary General Conditions

4007 (2008-12-12) Canada to Own Intellectual Property Rights in Foreground Information, applies to and forms part of the Supply Arrangement.

4. Term of Supply Arrangement

4.1 Period of the Supply Arrangement

The period for awarding contracts under the Supply Arrangement is from date of award until **August 31st, 2013**.

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5. Authorities

5.1 Supply Arrangement Authority

The Supply Arrangement Authority is:

Paola Amaral

Senior Purchasing Assistant
Public Works and Government Services Canada
Acquisitions Branch
Communications Procurement Directorate
360 Albert St., 12th Floor, #5
Ottawa, ON K1A 0S5

Telephone: 613-993-5642
Facsimile: 613-993-2581
E-mail address: paola.amaral@pwgsc-tpsgc.gc.ca

The Supply Arrangement Authority is responsible for the issuance of the Supply Arrangement, its administration and its revision, if applicable.

5.2 Project Authority

The Project Authority for the Supply Arrangement is identified in the contract issued under the Supply Arrangement.

The Project Authority is the representative of the department or agency for whom the Work will be carried out pursuant to a contract under the Supply Arrangement and is responsible for all the technical content of the Work under the resulting Contract.

5.3 Supplier's Representative

The Supplier's Representative for the Supply Arrangement is identified in the resulting Supply Arrangement and in any resulting contract under the Supply Arrangement.

5.3.1 Qualified Resources

The resources qualified to perform work under the Supply Arrangement are (To be inserted by the Supply Arrangement Authority prior to Supply Arrangement award. Columns and/or rows may be deleted based on the number of resources qualified and the positions for which they qualified.):

Categories and Positions	Name(s) of Resource(s)		
Category #1: Graphic Design			
Senior Graphic Designer			
Intermediate Graphic Designer			
Junior Graphic Designer			
Creative / Art Director			
Category #2: Web Design			
Web Designer			
Flash Designer			

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Exhibit Designer

5.3.2 Authorized Subcontractors

The identified subcontractors who may perform work under the Supply Arrangement are (To be inserted by the Supply Arrangement Authority prior to Supply Arrangement authorization, in accordance with the Supplier's proposal):

6. Identified User

The Identified Users authorized to award Contracts under the Supply Arrangements include any government department, agency or Crown corporation listed in Schedules I, I.1, II, and III of the *Financial Administration Act, R.S., 1985, c. F-11*.

7. On-going Opportunity for Qualification

Since this is the last Refresh, there are no remaining ongoing opportunities for qualification under these Supply Arrangements.

8. Limitation of Contracts Awarded Under Supply Arrangements

There are two tiers of solicitation processes under the Supply Arrangements - Mini Request for Proposals (Mini RFP) and Request for Proposals (RFP) Under the Supply Arrangements.

A Mini RFP is used for requirements valued at more than \$25,000 including applicable taxes but less than \$100,000 excluding applicable taxes. The following Supply Arrangement Holders will be invited to participate in the solicitation process for the applicable Category of service: the "Best Value Supplier" in the Category, as determined in accordance with the Basis of Selection at article 2 in Part 4; one Supply Arrangement Holder in the Category as recommended by the Identified User; and one Supply Arrangement Holder in the Category selected at random by PWGSC. The "random" selection will be made using the RAND () function in Microsoft Excel.

An RFP Under the Supply Arrangements is used for requirements valued at more than \$100,000 but less than \$400,000 excluding applicable taxes. All Supply Arrangement Holders in the applicable Category of service will be invited to submit a proposal for this solicitation process.

Overall, individual contracts under the Supply Arrangements must not exceed **\$400,000.00** (Goods and Services Tax or Harmonized Sales Tax excluded).

9. Notification of Withdrawal from the Supply Arrangement

1. In the event that the SA Holder wishes to withdraw from this SA, the SA Holder will advise the PWGSC SA Authority, in writing of its desire to be removed from the SA Holders list and withdraw the SA. After receipt of such notice, the SA Authority will remove the SA Holder from the SA Holders list and consider the SA no longer valid. The SA Holder acknowledges that its withdrawal from the SA

Holders list and SA will not affect any Contracts entered into prior to the receipt by the PWGSC SA Authority of such notice.

2. If during the course of the SA the PWGSC SA Authority becomes aware that the SA Holder is in violation of the terms and conditions of this SA or any resulting Contract, Canada may withdraw the SA Holder from the SA Holders list and remove authorization to use the SA, in the manner set-out below or take other appropriate action.
3. Canada may, by giving thirty (30) days written notice to the SA Holder, withdraw the SA Holder from the SA Holders list and remove authorization from the Client department to use the SA. Canada acknowledges that withdrawal of the SA Holder from the SA Holders list and removal of authorization to use the SA will not, through this action alone, affect any Contracts made prior to the issuance of such notice.
4. Conditions which may result in withdrawal of authorization to use the SA include:
 - i. Documented history of chronic poor Contract performance.

The PWGSC SA Authority will meet with the SA Holder within thirty (30) days after reported instances of poor service performance. If, after meeting with the SA Holder, the situation is not improved within the next thirty (30) days, the SA Holder may be withdrawn from the SA Holders list and authorization to the authorized client to use the SA will be withdrawn; or,
 - ii. Documented history of chronic late Contract performance.

The PWGSC SA Authority will meet with the SA Holder within thirty (30) days after reported instances of late Contract performance. If, after meeting with the SA Holder the performance is not improved within the next thirty (30) days, the SA Holder may be withdrawn from the SA Holders list and authorization to the authorized client to use the SA will be withdrawn; or,
 - iii. Documented history of chronic violation of any of the specific terms and conditions detailed in this SA.

The PWGSC SA Authority will meet with the SA Holder within thirty (30) days after reported instances of any such violation. If, after meeting with the SA Holder, the situation is not improved within thirty (30) days, the SA Holder may be withdrawn from the SA Holders list and authorization to the authorized client to use the SA will be withdrawn;
5. Each reported instance of violation will be investigated by the PWGSC SA Authority to confirm that the SA Holder is indeed in violation of the terms and conditions of the SA, or Contract(s).
6. Withdrawal of authorization to use the SA, for whatever reason, does not remove the right of the PWGSC SA Authority or the authorized client to pursue other measures that may be available.
7. If the "Best Value Supplier" fails to submit a proposal in response to a Mini Request for Proposal (Mini RFP) issued under the Supply Arrangements five (5) times in a row, this will automatically result in the removal of "Best Value Supplier" status from the Supplier. The Supplier will become a regular Supply Arrangement Holder.

8. If the "Best Value Supplier's" Supply Arrangement is withdrawn or cancelled for any reason, the second-best value supplier within the applicable Category of service will become the "Best Value Supplier".

10. Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- a. the articles of the Supply Arrangement;
- b. the general conditions 2020 (2010-01-11), General Conditions - Supply Arrangement - Goods or Services;
- c. the supplementary general conditions 4007 (2008-12-12), Canada to Own Intellectual Property Rights in Foreground Information;
- d. Annex A, Statement of Work;
- e. Annex B, Basis of Payment;
- f. Annex C, Security Requirements Check List (if applicable);
- g. Annex D, Detailed Process for Requests for Proposals Issued Under the Supply Arrangements;
- h. Appendix "1", Security Requirements;
- i. Appendix "2", List of Environmental Attributes (if applicable); and
- j. the Supplier's arrangement dated _____.

11. Certifications

11.1 Compliance

Compliance with the certifications provided by the Supplier in the arrangement is a condition of the Supply Arrangement (SA) and subject to verification by Canada during the term of the SA and of any resulting contract that would continue beyond the period of the SA. If the Supplier does not comply with any certification or it is determined that any certification made by the Supplier in the arrangement is untrue, whether made knowingly or unknowingly, Canada has the right to terminate any resulting contract for default and suspend or cancel the SA.

11.2 SACC Manual Clauses

SACC Manual clause S3005T (2010-01-11) Status and Availability of Resources
 SACC Manual clause S1010T (2008-12-12) Education and Experience
 SACC Manual clause A3000C (2010-01-11) Aboriginal Business Certification (if applicable)

12. Applicable Laws

The Supply Arrangement (SA) and any contract resulting from the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of Ontario.

13. Insurance

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The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

14. Basis for Canada's Ownership of Intellectual Property

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

B. BID SOLICITATION

1. Bid Solicitation Documents

Canada will use the bid solicitation template 2T-MED1 for medium complexity requirements available in the Standard Acquisitions Clauses and Conditions Manual (<http://sacc.pwgsc.gc.ca/sacc/index-e.jsp>).

The bid solicitation will contain as a minimum the following:

- a. security requirements (*if applicable*);
- b. a complete description of the Work to be performed;
- c. 2003, Standard Instructions - Goods or Services - Competitive Requirements;
- d. bid preparation instructions;
- e. instructions for the submission of bids (address for submission of bids, bid closing date and time);
- f. evaluation procedures and basis of selection;
- g. Certifications;
- h. conditions of the resulting contract; and
- i. the information identified in Annex "D" Detailed Process for Requests for Proposals Issued Under the Supply Arrangements.

2. Bid Solicitation Process

- 2.1 Bids will be solicited for specific requirements within the scope of the Supply Arrangement (SA) from suppliers who have been issued a SA for the applicable Category of service.
- 2.2 The bid solicitation will be sent to Suppliers directly via e-mail.
- 2.3 The resulting contract (PWGSC-TPSGC 9400-4 Contract) will be awarded by the Identified User.

Note: Supply Arrangement Mini RFPs cannot cross categories unless the "Best Value Supplier" is the same in **all** of the applicable categories.

C. RESULTING CONTRACT CLAUSES

1. General

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The conditions of any contract awarded under the Supply Arrangement will be in accordance with the resulting contract clauses of the template used for the bid solicitation.

For any contract to be awarded using the 2T-MED1 (for medium complexity requirements), general conditions 2010B (2010-01-11) - General Conditions - Professional Services (Medium Complexity) will apply.

The above templates are set out in the Standard Acquisition Clauses and Conditions Manual (<http://sacc.pwgsc.gc.ca/sacc/contents-e.jsp>) issued by Public Works and Government Services Canada.

ANNEX "A" STATEMENT OF WORK

A.1 Overview

To provide a full range of graphic, web, and exhibit and display design services on an "as and when requested" basis.

A.2 Scope of Work

To provide design services for print, electronic media, training materials, web pages, and exhibits and displays on an "as and when requested" basis. The Supply Arrangement Holder will adhere to federal policies, guidelines, programs and practices on communications and publishing as referenced in the Treasury Board Communications Policy.

A.2.1 Products:

The Supply Arrangement Holder will provide a full range of design services for print and electronic media (including internet and intranet), training products, exhibits and displays, production art, and non technical illustrating services to meet the publishing and other needs of the Government of Canada.

The most common types of work undertaken will be the design and layout of a variety of publication quality graphic design products that will include (but are not be limited to) the following:

- Publications, including magazines, periodicals, newsletters etc.
- Brochures and pamphlets
- Business/calling cards
- Bookmarks
- Posters
- Reports, assessments and policy documents
- Books and inserts
- Maps, graphs, tables
- Certificates and awards
- Cartoons
- Illustrations and images (produced in black & white, specially mixed colours or four colour process)
- Informational kits (kit folders with inserts etc.)
- Conference support materials
- Electronic media including Internet/Intranet design and graphics, PDFs, e-bulletins, e-newsletters, overhead presentations etc.
- Minimal animation, such as Flash for web pages, as a part of the graphic design (this does not include animation for a full feature video)
- Exhibits and displays
- Training/e-Learning products

- Visual identifiers (corporate look and feel)
- Signs and banners

The Supply Arrangement Holder will be provided with details for each requirement on a project by project basis by the Identified User.

A.2.2 Services:

The Supply Arrangement Holder will provide the following creative services for products as required by the Identified User from the contract instructions, draft or rough mock-ups, marked-up printed copy, photographs, digitized electronic mediums or other material as supplied. Any or all of the services may be required for each requirement.

A.2.2.1 Creative Consultation

The Supply Arrangement Holder will provide consultation, brainstorming and research services related to the development of the concept and creative/graphics, web, e-Learning and animation (i.e. Flash) design.

Consultation services may be required in person at the business location of the Identified User, or by video conference (for those who are equipped for video conference), in person at the premises of the Supply Arrangement Holder or by teleconference to develop or present creative ideas as specified by the Identified User for each project.

The Supply Arrangement Holder may need to be available for face-to-face meetings as required, to discuss a project.

A.2.2.2 Project Management for Creative Services

The Supply Arrangement Holder will coordinate and oversee all aspects of the design work to its completion. Hourly rates include all aspects of design management, including research related to the development of the concept, quality assurance (QA) of all work completed by the Supply Arrangement Holder, production coordination, project scheduling and tracking, client and Supply Arrangement Holder liaison, meetings and design presentations as required.

The Supply Arrangement Holder will be required to:

- Provide project management services from the concept development and creative design stages of all assigned projects to completion of final files.
- Provide status reports for work in process as required by the Project Authority.
- Manage the workflow and budget during the complete process to ensure that each project stays on time and on budget.

A.2.2.3 Concept Development, Art Direction and Creative Design

The Supply Arrangement Holder will provide creative examination and concept development services for each of the designs to be developed or branding to be updated.

The Standing Arrangement Holder may be required to provide the following:

- Develop the design and provide two (2) acceptable design concepts based on consultation with the Project Authority for each project unless otherwise requested by the Project Authority; these designs must meet the requirements of the Federal Identity Program, federal multiculturalism and official languages. The chosen design out of the two (2) concepts provided to the Project Authority will become the property of the Crown.
- Provide Art direction to designers to ensure a high quality product in keeping with the approved concept and design.

A.2.2.4 Design rendering

Based on creative consultation, the Supply Arrangement Holder may be requested to create visual recordings on the developed concept and on the design interpretations.

- Design preliminary design thumbnails (either electronic or hard copy) for approval as required;
- Design black and white sketches as required;
- Prepare charts, graphs, tables and similar "graphic" items;
- Create images and/or scan supplied photos for print or electronic media using web-safe colour pallets and formats as required;
- Retouch supplied photographs and/or images as required;
- Revise the selected concept to produce a final design for approval (changes after this point will be considered author's alterations);
- Prepare and provide comprehensive colour mock-ups of all design proposals and their subsequent revisions either in hard copy or PDF, as per instructions from the Project Authority;
- Develop sample "pages" / storyboarding for electronic applications;
- Design web pages, templates and icons;
- Computer illustration or retouching;
- Animation and flash;
- Design, create and/or modify PDF files (including PDF/X);
- Production of master CDs or DVDs, which can include PDF files, splash pages/start up screens, graphic user interfaces and menu pages for navigation purposes;
- Testing for accessibility and web page optimization on various browsers and screen resolutions;
- Metadata tagging in HTML;
- Convert files from word processing software;
- Convert documents to HTML or from HTML to text format (i.e. MS Word and WordPerfect) as required;
- Create Web-ready art that includes ASP coding and HTML coding as required;
- Provide graphic design for training and e-learning products;
- Provide graphic design for displays and exhibits;
- Complete print specifications for solicitation and contracting purposes, as required.

A.2.2.5 Creative Illustration

The Supply Arrangement Holder may be required to provide creative illustration services including (but not limited to) the following:

- create line illustrations, continuous tone illustrations;
- develop electronic or hard copy image thumbnails for approval, black and white sketches or full comprehensive illustrations; and
- prepare final production files of illustrations.

The Project Authority will indicate the size of each creative (non-technical illustration).

The Supply Arrangement Holder will observe the requirements and instructions applicable to line illustrations, continuous tone photographs and continuous tone illustrations.

A.2.2.6 Typography/Text Layout as a part of the graphic design:

Design and selection of the type for written matter using a combination of typefaces, point sizes, line length, leading (line spacing) and letter spacing as required for the graphic design or illustration and page layout.

- Preparation of typographic design/text layout;
- All type will be crisp and sharp, and conform to current standards of the trade. Type styles and typefaces will be in accordance with the Government of Canada's requirements;
- Conversion/formatting of supplied text;
- Provision of page proofs.

A.2.2.7 Inscriptions/Calligraphy

- The Supply Arrangement Holder will provide calligraphy services;
- The Project Authority will specify inscriptions for certificates, diplomas or other documents.

A.2.2.8 Layout and production

The process of putting all of the elements together up to the final stage to be used by the Project Authority, the printer, the producer of exhibits and displays or the web master for use in production of the final product. The Supply Arrangement Holder may be required to complete the final layout, including the following:

- Translate electronic text files between programs;
- Remove or correct formatting errors in the Supply Arrangement Holder's own work;
- Convert/format supplied text;
- Remove or correct formatting errors in client-supplied text as required by the Project Authority;
- Prepare typographic elements as part of the design and layout of supplied text as required. All text will be of a suitable resolution according to current industry standards for the media and the trade;

- Layout text and/or images to final format;
- Import charts, graphs and tables for inclusion in the layout as required;
- Import images (illustrative, photographic etc.) for inclusion in the layout;
- Problem solve design issues as they arise during the layout;
- Key-in changes or corrections to text or images; and
- Prepare final electronic artwork for production.

A.3 Quality Assurance

The Supply Arrangement Holder will initiate any quality control procedures that are necessary to achieve error-free components including (but not limited to) the following:

- Quality assurance of the design services and final product;
- Quality assurance to ensure successful functionality and transfer of web design to departmental environments;
- Quality assurance of changes to client supplied typographic elements including word breaks in English and French and text reflow;
- Proofreading all keyed-in changes or corrections performed by the Supply Arrangement Holder to client supplied text;
- Proof reading of client supplied text and/or changes to text including word breaks in English and French, punctuation, verification of typographical errors as required by the Project Authority;
- Reviewing all changes or corrections to images.

A.4 Final Design Product - Final Files for Print, Electronic Media and Exhibits and Displays

The Supply Arrangement Holder will provide final artwork for a wide range of print products, electronic media and exhibits and displays.

The final design product will be supplied to the Project Authority as final electronic artwork on the specified media. Final error-free camera-ready hard copy boards may be required for line illustrations or continuous tone illustrations as specified by the Project Authority.

Final electronic artwork and laser proofs will be produced as follows:

- Artwork will be set according to printer or electronic/web master specifications or as specified by the Project Authority.
- The Supply Arrangement Holder will return all completed work and all related files (i.e., layered or native files, text files, electronic files, graphics, images) as well as the output proofs. These files will be supplied on current electronic media such as CDs or as specified by the Project Authority.
- Information sheets containing the proper information on software, versions, fonts, colours, graphics, scanned images, etc., will be supplied with the electronic media.
- Special instructions, including (for example) trapping, spreading, choking information, will be provided with the electronic media.

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- Scanned images will be supplied on the specified media as well as all other electronic sources required to proceed.
 - All final deliverables destined for Web sites must be created and compiled using industry standard software packages and must be ready for posting to a Web server.
 - Sets of files for posting on Web sites must be accompanied with a specifications form that includes a file directory that lists all folders and files included and identifies which file serves as the home page, the development software (including version number) used to create the Web pages and any other information necessary to ensure correct appearance and functionality after posting. (The Supply Arrangement Holder must provide at no extra charge the source files used for the creation of text and graphics that appear in the files for posting on Web sites.)
 - All illustrations and photographs will be in place in final files.
 - Filename extensions must be properly updated in all layouts and must include appropriate extensions (ie. filename.eps, filename.qxd).
 - For final files for exhibits/displays created in Illustrator: ensure that files are embedded and saved as an .eps as opposed to an AI file. Convert fonts to outlines on all vector artwork.
 - For final files for exhibits/displays: supply all logos as VECTOR EPS files and not raster files such as photoshop EPS, JPEGs, GIFs or TIFFs.
 - Instructions indicating the dominant and secondary colour for any duotones will be indicated on the electronic media or laser proof or resolved in final form within the electronic files.
 - A laser proof (output from a laser printer, laser-image setter or equivalent) will be supplied with the electronic media identifying all particulars of production.
 - Laser copies produced to indicate position of illustrations will be clearly marked "for position only" or in French "positionnement seulement".
 - Colour divisions will provided and clearly demonstrated on laser proofs and approved by client.
 - All sets of files for electronic media must be accompanied by colour laser proofs demonstrating the on-screen appearance of the final product.
 - The Supply Arrangement Holder may be required to store an electronic version of original materials developed under the Supply Arrangement, and will maintain an inventory of such materials. Ownership of the material, and copyright of the materials, will always vest with the department.

A.5 Material Supplied

Material supplied by the Project Authority for any of the creative services may be supplied to the Supply Arrangement Holder in the form of hand-written instructions, drafts or rough sketches, printed specimens with changes indicated, type-written manuscript, photographs, blueprints, HTML, PDF, photocopies or electronic media. Copy languages supplied for each Contract will normally be supplied in English and/or French but may be supplied in any other language as required for the project. Proof reading of languages other than English or French is not a requirement of this Supply Arrangement.

A.6 Software

The Government of Canada typically uses the following software:

- PC Base
- Mac Base
- MicroSoft suite

-
- Adobe Creative Suite
 - WordPerfect
 - Lotus suite

A.7 Photographs

All photographic imagery will be supplied to the Supply Arrangement Holder by the Project Authority in hard copy (slide, print or transparency) or as electronic files. The Supply Arrangement Holder will be responsible for acquiring or preparing electronic files of the hard copy imagery to a suitable quality for final usage (high or low resolution scans as required by the Project Authority), unless otherwise authorized by the Project Authority. The Supply Arrangement Holder may be required to retouch photographs. The Supply Arrangement Holder may also be required to purchase photography from time to time from commercial image banks. It is the Supply Arrangement Holder's responsibility to ensure that usage of these images follows all copyright regulations of the image bank.

A.8 Author's Alterations

Author's alterations or any alteration to the design or illustrative matter that is requested by the Project Authority is not a correction to the Supply Arrangement Holder's own work. Author's alterations will be directed only in writing by the Project Authority and will be completed at Canada's expense.

A.9 Components of the Work and Components Return

- All projects should be delivered in an environmentally responsible manner, to the fullest extent possible.
- The Supply Arrangement Holder will deliver all completed projects together with all draft material as specified by the Project Authority upon completion of the requirements under a contract.
- All original material supplied (artwork, electronic media, photographs) or created during production for any creative requirements is deemed to be the property of Canada and must be returned to the Project Authority identified in the contract, within five working days of receiving the request to do so and at no additional cost to Canada.
- Components must be packaged appropriately and shipped in a manner to ensure safe delivery at the specified destination. Secondary packaging should be reduced, reusable, or recyclable, whenever possible.
- Components include any electronic files that the Supply Arrangement Holder may be holding as part of a contract. Payment of invoices applicable to the specific contract may be withheld until final electronic files are received. The Supply Arrangement Holder must provide the files on appropriate media such as CD, DVD, etc. as requested. The use of reusable electronic devices is preferable, whenever possible.

A.10 Service Standards - Response Time & Initial Meeting

A.10.1 Regular Service:

- The Supply Arrangement Holder must respond to the Project Authority upon notification of any requirement by the Project Authority within 24 business hours.

A.10.2 Urgent Service:

- The Supply Arrangement Holder will be expected to respond to the Project Authority upon notification of any requirement by the Project Authority within 4 business hours.

A.11 Considerations

A.11.1 Supply Arrangement Holder's Responsibilities

The Project Authority will sign off on all final proofs, unless otherwise specified. The Supply Arrangement Holder will be responsible for the quality of the electronic media supplied to the Project Authority for use by the printer, web master or producer of exhibits and displays, and is responsible for any costs related to problems associated with file preparation. The Supply Arrangement Holder will be responsible for any errors in components produced by the Supply Arrangement Holder. Errors are to be corrected by the Supply Arrangement Holder at no cost to Canada. Major errors will result in the job being rejected immediately. All rejected work will be returned to the Supply Arrangement Holder for correction at the Supply Arrangement Holder's expense.

A.11.2 Design Considerations

All final graphic design materials produced must respect all applicable Government of Canada and departmental policies, standards, guidelines and regulations.

All graphic design materials produced should display the Federal Identity Program, the Canada wordmark, and the corporate colours. Use of these marks is governed by Government of Canada guidelines available at http://www.tbs-sct.gc.ca/fip-pcim/index_e.asp

All electronic products should reflect the Common Look and Feel (CLF) guidelines published by TBS at Communications Policy : http://www.tbs-sct.gc.ca/Pubs_pol/sipubs/comm/siglist_e.asp
Publishing Policies and Publications:
http://www.tbs-sct.gc.ca/pubs_pol/ciopubs/TB_CP/siglist_e.asp

All final deliverables destined for the Internet must be coded and compiled in a manner compliant with the Government of Canada's Common Look and Feel 2.0 for the Internet standards and use only the Web-safe colours as specified in the Government of Canada's Common Look and Feel 2.0 for the Internet standards: <http://www.tbs-sct.gc.ca/clf-nsi/default.asp>

A.11.3 End-Product Considerations (Where Possible)

Where the Supply Arrangement Holder is involved in the recommendation and/or specification of printing requirements, the standards described below will be adhered to.

- The Government of Canada requires that vegetable-based inks be specified whenever possible.
- The Government of Canada requires that paper stocks conforming to the following be specified whenever possible: The Government of Canada uses only paper stocks considered to be environmentally friendly. Selection of these papers is based on factors such as sustainable development, life-cycle management and/or forest management. For this Supply Arrangement, papers from manufacturers certified under the Environmental Choice Program (ECP), or who are using fibre originating from a sustainably-managed forest certified to a third-party verified forest certification standard such as the Forestry Stewardship Council (FSC), Sustainable Forestry Initiative (SFI) or the Canadian Standards Association Sustainable Forest Management Standard (CSA/SFMS) will be acceptable for completion of the work.
- The quality of work will be specified in the printing specifications as either informational or library in accordance with the Public Works and Government Services Canada publication entitled "Quality Levels for Printing" and/or "Quality Levels for Colour Reproduction" latest issues.

A.12 Quality Standards for Graphic Services

- Supply Arrangement Holders must produce work of professional quality and use only material that will result in a final product of the quality level ordered by the Project Authority. Specifications provided by the Project Authority must be adhered to. Only a top quality level of work will be acceptable. All electronic artwork produced must meet generally accepted federal government standards for printing, colour reproduction, typesetting and binding.
- For the creative graphic and preparation of the non-technical illustrations, all work will be to current standards of the trade and will meet the requirements of the Project Authority.
- The Project Authority may stipulate additional quality assurance requirements, as needed. These will be stipulated in the contract and must be adhered to.

A.13 Shipping

All shipments will be FOB destination to the addresses specified in each contract.

A.14 Environmental Considerations

All non-electronic correspondence and deliverables should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible. Double-sided photocopying will be the default unless otherwise specified by the Project or Contracting Authority. Photocopied documents are to be in black and white format unless otherwise specified.

The Supply Arrangement Holder is encouraged to provide proofs for client review and approval either on-screen or by e-mail, CD, DVD or zip file, wherever possible.

ANNEX "B" BASIS OF PAYMENT

All prices are in Canadian dollars, GST/HST extra, FOB job site.

Professional Services

The Supply Arrangement Holder will be paid a firm all inclusive rate in Canadian dollars, GST/HST extra if applicable for design services provided to the Project Authority identified in any resulting Contract issued under the Supply Arrangements.

The rates charged for professional services are all-inclusive. They are to include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting only GST and HST if applicable. All expenses normally incurred in providing the services (i.e. project office space [including the Supply Arrangement Holder's hardware and software], routine art materials [pens, pencils, paper, etc.], word processing, reports, photocopying, courier and telephone charges, local travel and the like) are included in the rates identified herein, and will not be permitted as direct charges under any resulting Contract issued under the Supply Arrangements.

The Supply Arrangement Holder is subject to the Applicable Laws as outlined in article 12 of the resulting Supply Arrangements. As such, the Supply Arrangement Holder is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The rates charged by the Supply Arrangement Holder reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

Straight Time - defined as eight (8) consecutive hours of work performed between the hours of 7:00 a.m. and 5:00 p.m, Monday through Friday.

Overtime - defined as hours outside of the Straight Time hours identified above, including Statutory Holidays. The Supply Arrangement Holder must obtain prior approval from the Project Authority prior to the performance of any overtime work. Canada is not liable for overtime charges that are not pre-authorized by the Project Authority.

Should overtime work be required and authorized, the rates stated herein will be increased by **150%**.

Subcontracting

All subcontracted requirements will be provided at net cost with a **10% mark-up**. Invoices from the Supply Arrangement Holder to Canada must be accompanied by copies of invoices from the subcontractors. Invoices from second-tier subcontractors (the subcontractors of the Supply Arrangement Holder's subcontractors) are not required under the Supply Arrangement.

For each subcontracted service over \$25,000 (taxes included) the Supply Arrangement Holder will obtain competitive bids from no less than three outside suppliers. The Supply Arrangement Holder must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results.

Travel and Living Expenses

The Supply Arrangement Holder will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the Treasury Board Travel Directive (http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/TBM_113/td-dv_e.asp), and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

With respect to Modules 2, 3, and 4 of the Directive, meals will be reimbursed based on receipts up to a maximum of the daily allowances specified in Appendix C or D of the Directive, as applicable. If receipts are unavailable, the Supply Arrangement Holder may sign a Declaration in order to receive reimbursement.

Note: The Supply Arrangement Holder is not an employee of Canada and as such, is not eligible for any Government of Canada employee benefits as they pertain to the Treasury Board Travel Directive, or otherwise.

All travel must have the prior written authorization of the Project Authority.

All payments are subject to Government Audit.

Material Mark-up

The following materials may be charged for at the rate of net cost, plus a **10% mark-up** to cover overhead and profit, with the written approval of the Project Authority:

- 3-D models in any medium (ie. clay);
- Storyboards;
- Full-size hard-copy mock-ups;
- Re-touched hard-copy photographs.
-

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ANNEX "C"
STANDING OFFER REPORTING REQUIREMENTS

"Deleted."

ANNEX "D"
DETAILED PROCESS FOR REQUESTS FOR PROPOSALS ISSUED UNDER THE SUPPLY ARRANGEMENTS

The following procedures will apply for all Requests for Proposals issued under the Supply Arrangements.

The Identified Users authorized to award Contracts under the Supply Arrangements include any government department, agency or Crown corporation listed in Schedules I, I.1, II, and III of the *Financial Administration Act, R.S., 1985, c. F-11*.

IMPORTANT NOTE: The procedures contained herein are not to be used for requirements valued at less than \$25,000, including GST/HST, or requirements valued at more than \$400,000, excluding GST/HST.

There are two categories of RFPs that may be issued under the Supply Arrangements, based on the dollar value of the requirement, as follows:

Mini RFPs Under the Supply Arrangements:

A Mini RFP is used for requirements valued at more than \$25,000 including applicable taxes but less than \$100,000 excluding applicable taxes.

The following Supply Arrangement Holders will be invited by e-mail to participate in the solicitation process for the applicable Category of service:

- the "Best Value Supplier" in the Category;
- one Supply Arrangement Holder in the Category as recommended by the Identified User;
- and one Supply Arrangement Holder in the Category selected at random by PWGSC. The "random" selection will be made using the RAND () function in Microsoft Excel.

The Identified User must contact the PWGSC Supply Arrangement Authority or his/her authorized representative to obtain the name of the "Best Value Supplier" and the randomly determined Supply Arrangement Holder prior to commencing any Mini RFP Under the Supply Arrangements.

Note: Supply Arrangement RFPs cannot cross categories unless the "Best Value Supplier" is the same in **all** of the applicable categories. For example, the Identified User may not issue an RFP under the Supply Arrangements which involves both the Graphic Design and the Web Design categories, unless the Best Value Supplier is the same for both categories.

RFPs Under the Supply Arrangements

An RFP Under the Supply Arrangements is used for requirements valued at more than \$100,000 but less than \$400,000 excluding applicable taxes.

All Supply Arrangement Holders in the applicable Category of service will be invited to submit a proposal for this solicitation process.

The following detailed procedures are applicable to both categories of RFPs, except where otherwise noted:

1. Statement of Work (SOW) - Defining the Requirement (required for directed and competed requirements)

The first step is to determine the requirement and prepare a SOW for a specific work requirement. The information in the SOW should be in sufficient detail to enable the SA Holders to provide accurate estimates of cost/price, required level of effort, other direct costs, schedules for milestones and deliverables with completion dates and the total price. SOWs for professional services will, to the extent possible, indicate the required resource categories along with the estimated number of hours required for each resource. The SOW should clearly define the specific requirements being procured.

2. Evaluation Criteria (required for competed requirements)

The evaluation criteria will be delineated in the Request for Proposals (RFP). Evaluation criteria will be categorized either as mandatory or as rated evaluation criteria. Associated weighting factors with regard to rated requirements will be identified. Evaluation criteria can be subject to both a mandatory and a point rated evaluation system.

2.1 Mandatory Evaluation Criteria

Mandatory evaluation criteria will identify at the outset, the minimum requirements for bids to be considered. Mandatory evaluation criteria are evaluated on a simple pass/fail basis. When mandatory evaluation criteria are used, the RFP will clearly indicate that failure to meet any of the mandatory criteria will render the bid non-compliant and that it will be given no further consideration. Mandatory criteria will be expressed by using imperative verbs such as "must" and "will".

2.2 Point Rated Evaluation Criteria

The RFP will clearly state all evaluation factors and their relative importance. Point rated evaluation criteria will be used to establish the minimum requirements (by setting a passing mark) that a bid must meet to be considered a valid and responsive proposal. The evaluation can be set to include an overall pass mark for proposals or pass mark for each individual evaluation criterion, and/or a group of criteria.

Point rated criteria identify those elements that can be evaluated on a variety of characteristics to determine the relative technical merit of each proposal.

2.3 Financial Evaluation Criteria

The RFP will clearly identify all financial evaluation criteria. The financial evaluation criteria will be used to determine the best value supplier as per the Basis of Selection in article 3 below.

3. Basis of Selection - Best Value (required for competed requirements)

The compliant proposal that will be recommended for contract award will depend upon the chosen selection method of the RFP.

4. Basis of Payment (required for directed and competed requirements)

A Limitation of Expenditure is the most used. Multiple invoice payments will be permitted.

5. Steps in the RFP process for competed requirements

The RFP as issued by the Identified User must include a bid closing date, a Statement of Work (SOW), evaluation criteria, the Basis of Selection, and a Basis of Payment.

The RFP will be sent electronically to SA Holders by the Identified User - Contracting Authority via e-mail as per the two Categories of RFPs identified at the beginning of this Annex.

As requested, the SA Holder will submit a proposal to the Identified User - Contracting Authority by the date and time indicated in the RFP. The bidder's proposal is not intended to duplicate the SOW, but rather to offer a description of how and when the bidder proposes to satisfy the requirement, along with the proposed prices for doing so.

Bidders may request written clarification of RFP requirements. Such requests for clarification must be sent to the Identified User - Contracting Authority through electronic means or through written correspondence by the date indicated in the RFP.

The Identified User - Contracting Authority will answer clarification requests to all bidders. As a result of clarification requests, the Identified User - Contracting Authority will determine if any revisions to SOW requirements or evaluation criteria is required, and if necessary, issue an amendment to the RFP.

6. Steps in the RFP process for directed requirements (this process will only be used in exceptional circumstances and must be justified by a Senior Government Executive)

The RFP as issued by the Identified User - Contracting Authority will include a Basis of Payment (i.e. Limitation of expenditure), a bid closing date and a SOW.

The RFP will be sent electronically to a specific SA Holder via e-mail by the Identified User - Contracting Authority.

As indicated in the RFP, the SA Holder will be required to submit a proposal within the applicable time frame to the Identified User - Contracting Authority.

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EN578-092643/D

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur
cx011

Client Ref. No. - N° de réf. du client
EN578-9-2643

File No. - N° du dossier
cx011EN578-092643

CCC No./N° CCC - FMS No/ N° VME

The Bidder's proposal is not intended to duplicate the SOW, but rather to offer a description of how and when the Bidder proposes to satisfy the requirement, along with the proposed prices for doing so. Price/rate support must be submitted by the SA Holder in conjunction with the proposal. Acceptable price/rate support is one or more of the following:

- current published price list indicating the percentage discount available to the Government; or
- paid invoices or previous contracts for like items (like quality and quantity) sold to other customers; or
- price breakdown showing, if applicable, the cost of direct labour, general and administrative overhead, transportation, profit, etc.

7. Evaluation of Proposals (required for competed requirements)

The proposal will be evaluated consistent with the evaluation factors identified in the RFP and using the evaluation grids provided as an appendix to this annex.

8. Contract Award (applicable to directed and competed requirements)

Contracts awarded under the SAs will clearly specify the work to be performed for the full period of performance, including option years. The Identified User - Contracting Authority will award Contracts in accordance with Part 6 B. Resulting Contract Clauses of this SA, and incorporate the final proposal by reference and the Statement of Work in full. The Contract authorizes the Supplier to proceed based upon the agreed technical requirements, milestone and deliverable schedule, including start and end dates for each milestone or deliverable. The SA Holder will not commence work until an approved Contract has been received from the Identified User - Contracting Authority, at the beginning of the period. The SA Holder acknowledges that any and all work performed in the absence of the aforementioned Contract will be done at the SA Holder's own risk, and Canada will not be liable for payment therefor, unless or until a Contract is provided by the Identified User - Contracting Authority.

9. Debriefs (required for competed requirements)

At contract award, the Identified User - Contracting Authority will notify all bidders as to which SA Holder is being awarded the contract.

If a bidder has questions as to why their proposal was not selected, the bidder may direct written or verbal questions to the Identified User - Contracting Authority. The Identified User - Contracting Authority will debrief the Bidder in writing as to why it was not selected.

The debriefing should be provided within a reasonable period of time after award.

10. Contract Amendments

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Buyer ID - Id de l'acheteur

cx011

CCC No./N° CCC - FMS No/ N° VME

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The estimated total cost authorized for each Contract is not to be exceeded unless and until an increase is authorized by a formal Contract amendment and in accordance with the limits defined herein. No amendment of a Contract will be binding upon the Contractor or Canada unless a formal Contract amendment has been issued by the Identified User - Contracting Authority. Likewise, Canada will not be liable for any adjustment to the price of a Contract on account of a change, unless the change is authorized in writing by the Identified User - Contracting Authority.

**ANNEX "E"
EVALUATION GRIDS**

See attached.

**APPENDIX "1"
SECURITY REQUIREMENTS**

1. Users will identify any security requirements necessary for a contract under the Supply Arrangements by completing a Security Requirements Check List (SRCL) and forwarding the forms to their Security Office. This SRCL will include one signature in Block Officer. The Security Office should then confirm the security status of the Supply Arrangement Holder with the Industrial Security Requirements section (ISR) of the Canadian Industrial Security Directorate (CISD).
 - a) If the Supply Arrangement Holder meets the security requirements specified in the SRCL, the Security Officer should return to the Procurement/Purchasing Authority of their organization, a copy of the SRCL, and a copy of the security clauses received from CISD, for inclusion into the Contract issued under the Supply Arrangements.
 - b) If the Supply Arrangement Holder DOES NOT MEET the specified security options, the User has two (2) options:
 - a. Request ISR/CISD to process the Supply Arrangement Holder in order to meet the security requirements of the SRCL; or
 - b. Undertake the security screening of the Supply Arrangement Holder themselves, following instructions outlined in the Government Security Policy, Chapter 2-5, section 1.2. Block #22 of the SRCL will be signed by the User's Security Office, once the necessary screenings have been completed.

2. Contracts under the resulting Supply Arrangements MAY ONLY BE AWARDED to those Supply Arrangement Holders that meet ALL THE STATED SECURITY REQUIREMENTS, in accordance with the standard set by:
 - a. The CISD of Public Works and Government Services of Canada (PWGSC) for those Contracts where PWGSC is the User; or
 - b. The User's Security Office for those Contracts where the User's Security Office has opted to be responsible for the security requirements.

3. The User, through their Security Office, will confirm IN EVERY CASE with the CISD, PWGSC, that the Supply Arrangement Holder holds the required level of RELIABILITY/SECURITY Screening, (and if

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applicable, Document Safeguarding and/or ADP/EDP processing/production approval) BEFORE the award of the Contract.

4. It is the responsibility of BOTH THE USER AND THE SUPPLY ARRANGEMENT HOLDER to approach PWGSC in order to be sponsored to apply for Facility and Personnel Security Clearances/Reliability screenings for non-screened Supply Arrangement Holders to be able to become involved in work that requires access to DESIGNATED/CLASSIFIED information or assets.
5. All security enquiries for Departmental/Agency Security Officers should be referred to: Industrial Security Requirements section (ISR) of the Canadian Industrial Security Directorate (CISD).

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APPENDIX "2"
LIST OF ENVIRONMENTAL ATTRIBUTES

(To be inserted by the Supply Arrangement Authority prior to Supply Arrangement authorization, if included in the Supplier's response to R.3 Environmental Considerations. Otherwise, this appendix will be deleted.)

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

EVALUATION SUMMARY FOR RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY DESIGN SERVICES	
MANDATORY REQUIREMENTS: <input type="checkbox"/> MET <input type="checkbox"/> NOT MET	
Mandatories Checked by:	Date:
RATED REQUIREMENTS	SCORE ACHIEVED
R.1 EXPERIENCE OF PROPOSED RESOURCES A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1) B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design) C) Any courses taken or taught by the proposed resource which are relevant to the position	____ / ____ points
R.2 PROJECT SAMPLES A) Relevancy of the Project to the Statement of Work B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project C) Usability D) Conceptual Thinking E) Originality of Design F) Composition G) Use of Imagery H) Colour	____ / ____ points
R.3 ENVIRONMENTAL CONSIDERATIONS	____ / 15 points
OVERALL TOTAL	____ / ____ points
Overall Comments:	

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

TECHNICAL (RATED REQUIREMENTS) EVALUATION TEAM SIGNATURES:

_____ Date: _____

NOTE TO EVALUATORS: These evaluation grids contain the basic criteria. These grids must be used in conjunction with the RFSA document to ensure the evaluation is being conducted strictly in accordance with the published criteria.

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

1.1 TECHNICAL EVALUATION

1.1.1 MANDATORY REQUIREMENTS

Evaluation Criteria	Met	Not met
The bid is signed and bid submission requirements of Standard Instructions 2006 / 2008 are met.		
The certifications in Part 5 have been completed and signed (either upon or following bid submission).		
Comments:		

Evaluation Criteria	Met	Not met
M.1 PROPOSED RESOURCES		
The Supplier must identify at least one (1) proposed resource for each position in at least one (1) of the following three (3) categories: Category #1: Graphic Design Category #2: Web Design Category #3: Exhibit and Display Design		
The Supplier must not propose more than three (3) resources per position per Category. If a resource is proposed for more than one position within one or more Categories, <u>the resource must meet all of the criteria for each position</u> (as per the definitions below).		
The Supplier must provide the Curriculum Vitae of each proposed resource which demonstrates their capability to provide services as described in the descriptions below for each position for which they have been proposed.		
Category #1: Graphic Design		
A) Senior Graphic Designer:		
<input type="checkbox"/> A minimum of five (5) years of work experience in graphic design, obtained within the past eight (8) years; <input type="checkbox"/> A post-secondary degree or diploma in design, illustration, graphic design or a related field; <input type="checkbox"/> Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress; <input type="checkbox"/> Experience with three (3) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and <input type="checkbox"/> Experience in the conversion of design projects from MAC to PC.		
B) Intermediate Graphic Designer:		
<input type="checkbox"/> Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress;		

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

<p><input type="checkbox"/> Experience with two (2) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and</p> <p><input type="checkbox"/> Experience in the conversion of design projects from MAC to PC.</p> <p>And either:</p> <p><input type="checkbox"/> A minimum of three (3) years of work experience in graphic design, obtained within the past six (6) years; and</p> <p><input type="checkbox"/> A post-secondary degree or diploma in design, illustration, graphic design or a related field.</p> <p>Or:</p> <p><input type="checkbox"/> A minimum of five (5) years of work experience in graphic design, obtained within the past eight (8) years; and</p> <p><input type="checkbox"/> A secondary school diploma.</p>		
<p>C) Junior Graphic Designer:</p> <p><input type="checkbox"/> Design experience with each of the following software programs: Adobe Creative Suite (including each of InDesign, Photoshop, and Illustrator) and QuarkXpress;</p> <p><input type="checkbox"/> Experience with one (1) or more of the following: illustration, text and graphics layout, inscriptions and calligraphy, photograph editing, logo design, and brand identity design; and</p> <p><input type="checkbox"/> Experience in the conversion of design projects from MAC to PC.</p> <p>And either:</p> <p><input type="checkbox"/> A minimum of one (1) year of work experience in graphic design, obtained within the past three (3) years; and</p> <p><input type="checkbox"/> A post-secondary degree or diploma in design, illustration, graphic design or a related field.</p> <p>Or:</p> <p><input type="checkbox"/> A minimum of three (3) years of work experience in graphic design, obtained within the past five (5) years; and</p> <p><input type="checkbox"/> A secondary school diploma.</p>		
<p>D) Creative / Art Director:</p> <p><input type="checkbox"/> Experience with Adobe Creative Suite (InDesign, Photoshop, Illustrator, and Acrobat) and QuarkXpress; and</p> <p><input type="checkbox"/> Experience in the conversion of design projects from MAC to PC.</p> <p>And either:</p> <p><input type="checkbox"/> A minimum of five (5) years of work experience in graphic design, including a minimum of two (2) years working in a creative / art direction role, obtained within the past eight (8) years; and</p> <p><input type="checkbox"/> A post-secondary degree or diploma in advertising, marketing, graphic design or a related field.</p> <p>Or:</p> <p><input type="checkbox"/> A minimum of ten (10) years of work experience in graphic design, including a minimum of eight (8) years working in a creative / art direction role, obtained within the past fifteen (15) years; and</p> <p><input type="checkbox"/> A secondary school diploma.</p>		
<p>Category #2: Web Design</p>		
<p>A) Web Designer:</p> <p><input type="checkbox"/> A minimum of two (2) years of work experience in web design, obtained within the past five (5) years; and</p> <p><input type="checkbox"/> A post-secondary degree or diploma in graphic design, illustration, web development, or a related field; and</p>		

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

<input type="checkbox"/> Experience in UI design, HTML, CSS, ASP, PHP, SQL, Java script, Adobe Creative Suite (specifically Dreamweaver).		
B) Flash Designer: <input type="checkbox"/> A minimum of two (2) years of work experience in web design, including a minimum of one (1) year of work experience in Flash Design (with streaming audio and video), obtained within the past five (5) years; and <input type="checkbox"/> A post-secondary degree or diploma in graphic design, illustration, animation, web development, or a related field; and <input type="checkbox"/> Experience in UI design, HTML, CSS, ASP, PHP, SQL, Java script, Adobe Creative Suite (specifically Flash and Dreamweaver), and the current industry standard ActionScript.		
Category #3: Exhibit and Display Design		
A) Exhibit Designer <input type="checkbox"/> Experience with Auto Cad (or equivalent), 3D Studio Max (or equivalent), and Adobe Creative Suite (specifically Photoshop and Illustrator); And either: <input type="checkbox"/> A minimum of five (5) years of work experience in the exhibit industry, including a minimum of three (3) years of work experience as an Exhibit Designer, obtained within the past eight (8) years; and <input type="checkbox"/> A secondary school diploma. Or: <input type="checkbox"/> A minimum of three (3) years of work experience in the exhibit industry, including a minimum of two (2) years of work experience as an Exhibit Designer, obtained within the past five (5) years; and <input type="checkbox"/> A post-secondary school degree or diploma in environmental design, industrial design, exhibit design, interior design, museum studies, or a related field.		
The Supplier completed the table with the name of each proposed resource, in accordance with all of the requirements of the Mandatory Requirement.		
Comments:		

Evaluation Criteria	Met	Not met
M.2 PROJECT SAMPLES		
<input type="checkbox"/> For each position for which a resource was proposed in M.1, the Supplier must provide two (2) samples of design projects which were completed by the proposed resource after January 1, 2004. <input type="checkbox"/> If a resource is proposed for more than one position, two (2) projects must be provided for each position for which the resource was proposed. However, if the same resource is proposed for more than one of the following roles: Senior Graphic Designer, Intermediate Graphic Designer, Junior Graphic Designer), only a total of two (2) projects must be submitted to demonstrate experience. See example below. A project/sample may be used to demonstrate the experience of more than one resource.		

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

<input type="checkbox"/> The total dollar value of the design portion of each project must have equalled or exceeded \$3,000, excluding any applicable taxes. <input type="checkbox"/> By submitting a project for evaluation, the Supplier confirms that the total dollar value of the project was as defined herein.		
The Supplier must provide the following <u>for each project submitted</u> : <input type="checkbox"/> A short project brief including assignment background, client objectives, target audience, timeframe, and completion date; <input type="checkbox"/> The name of the resource(s), the applicable position(s) and their role in the project; <input type="checkbox"/> A list of any subcontracted requirements, as applicable; and <input type="checkbox"/> A sample of the final design work (if an exhibit or billboard, a colour photo is acceptable)		
The Supplier must provide at least two (2) letters of reference from two (2) different client departments/commissions/agencies/firms.		
<p>Example: An supplier proposes the same resource for the positions of Intermediate Graphic Designer, Junior Graphic Designer, Creative / Art Director, and Exhibit Designer. The Supplier must provide a total of six project samples for this resource (two which demonstrate experience as a Graphic Designer, two which demonstrate experience as a Creative / Art Director, and two which demonstrate experience as an Exhibit Designer).</p> <p>Note to Suppliers: Samples should be provided on CD, DVD, or USB Key in .pdf file format or Windows Media Player. Screen shots will be acceptable. Samples provided to Canada in a form or format that cannot be opened and viewed from a Government of Canada computer will receive no points. Samples provided in other formats (ie. hard copy posters, banners, or models) will become the property of Canada and will not be returned to the Supplier unless the Supplier makes arrangements in advance for return packaging and postage, or pick-up. Canada will not be responsible for samples which are damaged, destroyed, or lost during shipping or during the evaluation process. For web site and Flash samples, URL addresses are not acceptable. Screen shots should be provided for web site samples. Flash samples should be provided as video in Windows Media Player or equivalent format.</p>		
<p>Comments:</p>		

Evaluation Criteria	Met	Not met
<p>M.3 USE OF SUB-CONTRACTORS</p>		
Suppliers who intend to use the services of a sub-contractor for any portion of the work related to this requirement must identify the proposed sub-contractor(s) in the arrangement. Suppliers who do not intend to use the services of a sub-contractor for any portion of the work must indicate this in the arrangement.		
<p>Comments:</p>		

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

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Evaluation Criteria	Met	Not met
M.4 LANGUAGE		
The Supplier must confirm that its firm is capable of providing services in both official languages (English and French). As such, the Supplier must include a duly signed and dated copy of the Certification in the Technical Proposal portion of the arrangement submission.		
Comments:		

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

1.1.2 RATED TECHNICAL CRITERIA

Arrangements will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be deemed responsive, suppliers must comply with all of the requirements of the Request for Supply Arrangements (RFSA); meet all mandatory technical evaluation criteria; and propose at least one (1) fully responsive resource for each position in at least one (1) of the three (3) Categories of service. In order for a proposed resource to be declared responsive, the arrangement must comply with all of the requirements identified in article 1 above, and the proposed resource must obtain the required minimum of 70 percent for point-rated criteria R.1 and R.2 combined. The rating is performed on a scale of three hundred (300) points per proposed resource (100 points for R.1 and 200 points for R.2). The rating for R.3 is performed on a scale of fifteen (15) points.

For each Category of Service (Graphic Design, Web Design, and Exhibit and Display Design), all fully responsive suppliers and all fully responsive Aboriginal suppliers will be recommended for Supply Arrangement authorization. A separate list will also be created for only Aboriginal suppliers.

The following criteria will be evaluated:

- ✓ Experience of Proposed Resources;
- ✓ Project Samples; and
- ✓ Environmental Considerations.

INSTRUCTIONS TO EVALUATORS

**PLEASE READ THE FOLLOWING CAREFULLY AND IN ITS ENTIRETY PRIOR TO COMMENCING
THE EVALUATION OF THE RATED REQUIREMENTS.**

- 1) The following scoring grid will be used for the evaluation of R.2. All other criteria will be evaluated according to the points specified in the "Assessment of Criteria" column of the sub-requirement box.
- 2) ONLY the Percentage Factors indicated in the table that follows are to be entered into the evaluation grids that follow. In other words, evaluators MUST choose from ONLY the following available Percentage Factors: 1, 0.9, 0.8, 0.7, 0.5, and 0. Factors such as 0.65, 0.85, etc. MUST NOT be used.
- 3) The "Points" and "Total Points" boxes in the grids will be calculated based on the Percentage Factor(s) assigned. Evaluators MUST NOT select a number for "Points" which does not correspond to a Percentage Factor. For example, 3/10 is not an acceptable score as 0.3 is not an available Percentage Factor from the table that follows.

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

Weighting Levels & Weighting Factors for R.2

Percentage Factor	Description of Level	Rating Level
1	Full Points	Full Points <ul style="list-style-type: none"> • All elements present • All elements fully described • Substantial details provided lead to a complete and thorough understanding of the elements
0.9	Very good	Very good response <ul style="list-style-type: none"> • All elements present • All elements well described • Substantial details provided lead to a very good understanding of the elements
0.8	Good	Good response <ul style="list-style-type: none"> • Most elements present • Most elements very well described • Details provided lead to a good understanding of the elements
0.7	Acceptable	Acceptable response <ul style="list-style-type: none"> • Most elements are present • Most elements are described • Details provided lead to a minimum understanding of the elements
0.5	Unacceptable	Un-acceptable response <ul style="list-style-type: none"> • Few elements present • Not all elements are described or are poorly described
0	Nothing	Information required was not provided

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

NOTE TO SUPPLIERS: Only the grids for “Category #1: Graphic Design - Senior Graphic Designer” are provided for each sub-criteria in R.1 and R.2 below. The grids for all other categories and positions contain identical criteria and have therefore not been included in an effort to reduce paper consumption. The omitted grids will form part of the final evaluation grids and process.

R.1 Experience of Proposed Resources

Maximum points available: 100 per proposed resource

For each proposed resource identified in accordance with M.1, the Supplier should provide the following information:

- Number of years of work experience in, or relating to, each position held (as per the position descriptions in M.1) (maximum 50 points);
- Any professional designations, provincial licences, or memberships in professional institutions held, in relation to graphic design (maximum 30 points); and
- Any courses taken or taught by the proposed resource which are relevant to the position, including the name of the course, a brief description, and the start and end dates (maximum 20 points).

Note: A course does not include any class taken at a post-secondary institution as part of a resource's formal diploma or degree program. A course does include a class taken at a post-secondary institution following or outside of a resource's formal diploma or degree program. A course may also include a workshop, conference, seminar, or other formal educational initiative which is relevant to the position and therefore demonstrates continuing education in the field.

Partial points will not be awarded. Points are not cumulative for a particular resource or among multiple resources.

The Curriculum Vitae of each proposed resource, submitted in accordance with M.2, should substantiate the information provided. Proof of professional designations, provincial licences, memberships, or course participation should be provided.

The Supplier should also provide the URL address of any Internet site(s) maintained by the Supplier which is accessible by Federal Government Departments, Commissions, and Agencies and which will provide information on the services available on this SA and the Supplier's qualifications to provide these services. No points will be awarded for provision of any URL addresses.

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1)

Maximum possible points: 50 per proposed resource

Category #1: Graphic Design - Senior Graphic Designer

Category #1: Graphic Design - Senior Graphic Designer (Maximum 50 Points Per Proposed Resource)			
Assessment of Criteria	Resource 1	Resource 2	Resource 3
<ul style="list-style-type: none"> • Stated minimum (5 years) up to an additional two (2) years - 20 points. • Between three (3) and five (5) additional years of experience - 30 points; • Between six (6) and ten (10) additional years of experience - 40 points • Eleven (11) or more additional years of experience - 50 points. <p>Note: Points are not cumulative for a particular resource or for multiple resources. Partial points will not be awarded.</p>	Points		
	/50	/50	/50
Comments:			

B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design)

Maximum possible points: 30 per proposed resource

Category #1: Graphic Design - Senior Graphic Designer

Category #1: Graphic Design - Senior Graphic Designer (Maximum 30 Points Per Proposed Resource)			
Assessment of Criteria	Resource 1	Resource 2	Resource 3

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

<ul style="list-style-type: none"> 15 points for each professional designation, provincial licence, or membership held in relation to graphic design, to a maximum of 30 points. <p>Note: Points are not cumulative for multiple resources. Partial points will not be awarded.</p>	Points		
	/30	/30	/30

Comments:

C) Any courses taken or taught by the proposed resource which are relevant to the position

Maximum possible points: 20 per proposed resource

Category #1: Graphic Design - Senior Graphic Designer

Category #1: Graphic Design - Senior Graphic Designer (Maximum 20 Points Per Proposed Resource)			
Assessment of Criteria	Resource 1	Resource 2	Resource 3
<ul style="list-style-type: none"> 5 points for each course taken or taught by the proposed resource which is relevant to the position. <p>Note: Points are not cumulative for multiple resources. Partial points will not be awarded.</p>	Points		
	/20	/20	/20

Comments:

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

SUMMARY OF R.1

Maximum possible points: 100 per proposed resource

Points Breakdown			
Criteria	Resource 1	Resource 2	Resource 3
Category #1 Graphic Design - Senior Graphic Designer			
A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1)	/50	/50	/50
B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design)	/30	/30	/30
C) Any courses taken or taught by the proposed resource which are relevant to the position	/20	/20	/20
TOTAL	/100	/100	/100
Category #1 Graphic Design - Intermediate Graphic Designer			
A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1)	/50	/50	/50
B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design)	/30	/30	/30
C) Any courses taken or taught by the proposed resource which are relevant to the position	/20	/20	/20
TOTAL	/100	/100	/100
Category #1 Graphic Design - Junior Graphic Designer			
A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1)	/50	/50	/50
B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design)	/30	/30	/30
C) Any courses taken or taught by the proposed resource which are relevant to the position	/20	/20	/20
TOTAL	/100	/100	/100
Category #1 Graphic Design - Creative / Art Director			

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1)	/50	/50	/50
B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design)	/30	/30	/30
C) Any courses taken or taught by the proposed resource which are relevant to the position	/20	/20	/20
TOTAL	/100	/100	/100
Category #2 Web Design - Web Designer			
A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1)	/50	/50	/50
B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design)	/30	/30	/30
C) Any courses taken or taught by the proposed resource which are relevant to the position	/20	/20	/20
TOTAL	/100	/100	/100
Category #2 Web Design - Flash Designer			
A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1)	/50	/50	/50
B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design)	/30	/30	/30
C) Any courses taken or taught by the proposed resource which are relevant to the position	/20	/20	/20
TOTAL	/100	/100	/100
Category #3 Exhibit and Display Design - Exhibit Designer			
A) Number of Years of Work Experience in, or Relating to, each Position Held (as per the position descriptions in M.1)	/50	/50	/50
B) Professional designations, provincial licences, or memberships in professional institutions (in relation to graphic design)	/30	/30	/30
C) Any courses taken or taught by the proposed resource which are relevant to the position	/20	/20	/20

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

TOTAL	/100	/100	/100
TOTAL POINTS			/__
Comments:			

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

R.2 Project Samples

Maximum points: 200 per proposed resource

Each project sample provided in accordance with M.2 will be assessed as follows:

- Relevancy of the project to the Statement of Work at Annex "A", specifically all items contained within A.2 Scope of Work (20 points);
- Contribution of the proposed resources to be evaluated and the subcontractors (if applicable) to the outcome of the project (20 points);
- Usability - ease of use, choice of media, readability, adequately informative, target audience accuracy (10 points);
- Conceptual thinking - do the concepts support the messaging and design (10 points);
- Originality of design - is it recycled, is it fresh, is it strategic (20 points);
- Composition - use of grids, visual hierarchy, choice of typeface, typographic craftsmanship (10 points);
- Use of imagery (ie. scaling, cropping, reproduction quality, choice of photography/illustration, photo/image editing) (5 points); and
- Colour (ie. strategic use of colour) (5 points).

A) Relevancy of the Project to the Statement of Work

Maximum possible points per project: 20

Category #1: Graphic Design - Senior Graphic Designer

Relevancy of the Project to the Statement of Work (Maximum 20 Points Per Project)						
Assessment of Criteria	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6
<p>Criteria for an established minimum acceptable response (percentage factor of 0.7):</p> <p>Sample represents design services provided for print, electronic media (internet and intranet), training materials, web pages, exhibits and displays, production art, and/or non-technical illustration.</p>	Percentage Factor					
	Points					
	/20	/20	/20	/20	/20	/20
Comments:						

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project

Maximum possible points per project: 20

Category #1: Graphic Design - Senior Graphic Designer

Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project (Maximum 20 Points Per Project)						
Assessment of Criteria	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6
	<p>Criteria for an established minimum acceptable response (percentage factor of 0.7):</p> <p>Proposed resource and the subcontractor(s) made an acceptable contribution to the success of the project, as evidenced through the final design quality.</p>	Percentage Factor				
Points						
/20		/20	/20	/20	/20	/20
Comments:						

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

C) Usability

Maximum possible points per project: 10

Category #1: Graphic Design - Senior Graphic Designer

Usability (Maximum 10 Points Per Project)						
Assessment of Criteria	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6
<p>Criteria for an established minimum acceptable response (percentage factor of 0.7):</p> <p>At a minimum, project is easy for end-user to use, choice of media is appropriate, readability is acceptable, project is adequately informative, and target audience is adequately addressed.</p>	Percentage Factor					
	Points					
	/10	/10	/10	/10	/10	/10
Comments:						

D) Conceptual Thinking

Maximum possible points per project: 10

Category #1: Graphic Design - Senior Graphic Designer

Conceptual Thinking (Maximum 10 Points Per Project)						
Assessment of Criteria	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

<p>Criteria for an established minimum acceptable response (percentage factor of 0.7):</p> <p>The concepts used adequately support the messaging and design.</p>	Percentage Factor					
	Points					
	/10	/10	/10	/10	/10	/10
Comments:						

E) Originality of Design

Maximum possible points per project: 20

Category #1: Graphic Design - Senior Graphic Designer

Originality of Design (Maximum 20 Points Per Project)						
Assessment of Criteria	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6
<p>Criteria for an established minimum acceptable response (percentage factor of 0.7):</p> <p>Design is not recycled. Design is fresh and strategic.</p>	Percentage Factor					
	Points					
	/20	/20	/20	/20	/20	/20
Comments:						

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

F) Composition

Maximum possible points per project: 10

Category #1: Graphic Design - Senior Graphic Designer

Composition (Maximum 10 Points Per Project)						
Assessment of Criteria	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6
<p>Criteria for an established minimum acceptable response (percentage factor of 0.7):</p> <p>Use of grids and visual hierarchy is appropriate. Choice of typeface is acceptable. Typographic craftsmanship is adequate.</p>	Percentage Factor					
	Points					
	/10	/10	/10	/10	/10	/10
Comments:						

G) Use of Imagery

Maximum possible points per project: 5

Category #1: Graphic Design - Senior Graphic Designer

Use of Imagery (Maximum 5 Points Per Project)						
Assessment of Criteria	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

<p>Criteria for an established minimum acceptable response (percentage factor of 0.7):</p> <p>Scaling, cropping, reproduction quality, choice of photography/illustration, photo/image editing as applicable, is acceptable.</p>	Percentage Factor					
	Points					
	/5	/5	/5	/5	/5	/5
Comments:						

H) Colour

Maximum possible points per project: 5

Category #1: Graphic Design - Senior Graphic Designer

Colour (Maximum 5 Points Per Project)						
Assessment of Criteria	Project 1	Project 2	Project 3	Project 4	Project 5	Project 6
<p>Criteria for an established minimum acceptable response (percentage factor of 0.7):</p> <p>Strategic use of colour is demonstrated.</p>	Percentage Factor					
	Points					
	/5	/5	/5	/5	/5	/5
Comments:						

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

SUMMARY OF R.2

Maximum possible points: 200 per proposed resource

Points Breakdown			
Criteria	Resource 1	Resource 2	Resource 3
Category #1 Graphic Design - Senior Graphic Designer			
A) Relevancy of the Project to the Statement of Work	/40	/40	/40
B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project	/40	/40	/40
C) Usability	/20	/20	/20
D) Conceptual Thinking	/20	/20	/20
E) Originality of Design	/40	/40	/40
F) Composition	/20	/20	/20
G) Use of Imagery	/10	/10	/10
H) Colour	/10	/10	/10
TOTAL	/200	/200	/200
Category #1 Graphic Design - Intermediate Graphic Designer			
A) Relevancy of the Project to the Statement of Work	/40	/40	/40
B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project	/40	/40	/40
C) Usability	/20	/20	/20
D) Conceptual Thinking	/20	/20	/20
E) Originality of Design	/40	/40	/40
F) Composition	/20	/20	/20
G) Use of Imagery	/10	/10	/10
H) Colour	/10	/10	/10
TOTAL	/200	/200	/200
Category #1 Graphic Design - Junior Graphic Designer			
A) Relevancy of the Project to the Statement of Work	/40	/40	/40
B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project	/40	/40	/40
C) Usability	/20	/20	/20

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

D) Conceptual Thinking	/20	/20	/20
E) Originality of Design	/40	/40	/40
F) Composition	/20	/20	/20
G) Use of Imagery	/10	/10	/10
H) Colour	/10	/10	/10
TOTAL	/200	/200	/200
Category #1 Graphic Design - Creative / Art Director			
A) Relevancy of the Project to the Statement of Work	/40	/40	/40
B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project	/40	/40	/40
C) Usability	/20	/20	/20
D) Conceptual Thinking	/20	/20	/20
E) Originality of Design	/40	/40	/40
F) Composition	/20	/20	/20
G) Use of Imagery	/10	/10	/10
H) Colour	/10	/10	/10
TOTAL	/200	/200	/200
Category #2 Web Design - Web Designer			
A) Relevancy of the Project to the Statement of Work	/40	/40	/40
B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project	/40	/40	/40
C) Usability	/20	/20	/20
D) Conceptual Thinking	/20	/20	/20
E) Originality of Design	/40	/40	/40
F) Composition	/20	/20	/20
G) Use of Imagery	/10	/10	/10
H) Colour	/10	/10	/10
TOTAL	/200	/200	/200
Category #2 Web Design - Flash Designer			
A) Relevancy of the Project to the Statement of Work	/40	/40	/40
B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project	/40	/40	/40
C) Usability	/20	/20	/20

EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY DESIGN SERVICES

Bidder:

Evaluator's Initials:

D) Conceptual Thinking	/20	/20	/20
E) Originality of Design	/40	/40	/40
F) Composition	/20	/20	/20
G) Use of Imagery	/10	/10	/10
H) Colour	/10	/10	/10
TOTAL	/200	/200	/200
Category #3 Exhibit and Display Design - Exhibit Designer			
A) Relevancy of the Project to the Statement of Work	/40	/40	/40
B) Contribution of the Proposed Resources to be Evaluated and the Subcontractors (if applicable) to the Outcome of the Project	/40	/40	/40
C) Usability	/20	/20	/20
D) Conceptual Thinking	/20	/20	/20
E) Originality of Design	/40	/40	/40
F) Composition	/20	/20	/20
G) Use of Imagery	/10	/10	/10
H) Colour	/10	/10	/10
TOTAL	/200	/200	/200
TOTAL			
Comments:			

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

R.3 Environmental Considerations

Maximum points: 15

The Supplier should provide the following:

- An existing or proposed company-wide environmental statement and mission (including environmental measures undertaken in office operations);
- An existing or proposed proposed action plan for energy sourcing (measures taken to improve energy efficiency, intended use of alternative fuel/power sources if the Supplier's premises is owned); and
- An existing or proposed proposed action plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy).

Provision of each of the above is worth five (5) points. Partial points will not be awarded.

The Supplier should also provide a listing of environmental attributes for its firm. This will not be evaluated but will form part of any resulting Supply Arrangement.

Environmental Considerations (Maximum 15 Points)		
Assessment of Criteria	Environmental Considerations	Total Points
5 points each for identification of: <ul style="list-style-type: none"> • An existing or proposed company-wide environmental statement and mission (including environmental measures undertaken in office operations); • An existing or proposed proposed action plan for energy sourcing (measures taken to improve energy efficiency, intended use of alternative fuel/power sources if the Supplier's premises is owned); and • An existing or proposed proposed action plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy). No points are awarded for provision of the listing of environmental attributes.	Points	/15
	/15	
Comments:		

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

2. Basis of Selection - Supply Arrangements

1. To be declared responsive, an arrangement must:
 - a) comply with all the requirements of the Request for Supply Arrangements (RFSA);
 - b) meet all mandatory technical evaluation criteria;
 - c) propose at least one (1) fully responsive resource for each position in at least one (1) of the three (3) Categories of service, as per article 2 below.

Arrangements not meeting (a) or (b) or (c) above will be declared non-responsive.

2. In order for a proposed resource to be declared responsive, the proposed resource must obtain the required minimum of 70 percent for point-rated criteria R.1 and R.2 combined. The rating is performed on a scale of three hundred (300) points per proposed resource (100 points for R.1 and 200 points for R.2). The rating for R.3 is performed on a scale of fifteen (15) points.

3. Only resources which have been deemed to be fully qualified will be eligible to perform work under a Supply Arrangement.

4. For each Category of Service (Graphic Design, Web Design, and Exhibit and Display Design), all fully responsive suppliers and all fully responsive Aboriginal suppliers will be recommended for Supply Arrangement authorization. A separate list will also be created for only Aboriginal suppliers.

5. "Best Value Supplier" Determination:

The current "Best Value Supplier" will continue to be the Best Value Supplier for the entire duration of the Supply Arrangements, unless the Best Value Supplier's arrangement is withdrawn or unless "Best Value Supplier" status is removed from the Supplier. This Supply Arrangement refresh does not affect the "Best Value Supplier's" status.

3. Security Requirement

1. Before issuance of a Contract under the Supply Arrangement that includes a security requirement, the following conditions must be met:
 - a) the Supply Arrangement Holder must hold a valid organization security clearance as indicated in the SRCL included with the Contract;
 - b) the Supply Arrangement Holder's proposed individuals requiring access to classified or protected information, assets or sensitive work site(s) must meet the security requirement as indicated in the SRCL included with the Contract;
 - c) the Supply Arrangement Holder must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites.
2. PWGSC will sponsor a Supply Arrangement Holder to obtain the required security clearance prior to issuance of a Call-up Against a Contract under the Supply Arrangement with an associated security clearance.

**EVALUATION GRID FOR THE RFSA FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY
DESIGN SERVICES**

Bidder:

Evaluator's Initials:

3. For additional information on security requirements, suppliers should consult the "Security Requirements for PWGSC Bid Solicitations - Instructions for Bidders" (document on the Departmental Standard Procurement Documents Web site).

NOTE: The Supply Arrangements will be authorized once the evaluation is complete and this will not be delayed to allow Suppliers to secure the required security clearance. It is the Supplier's responsibility to follow up with CISD to ensure that their clearance is in place.

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

SAMPLE GRIDS FOR RATED TECHNICAL CRITERIA

INSTRUCTIONS TO EVALUATORS

PLEASE READ THE FOLLOWING CAREFULLY AND IN ITS ENTIRETY PRIOR TO COMMENCING THE EVALUATION OF THE RATED REQUIREMENTS.

- 1) The following scoring grid will be used for the evaluation of the rated requirements.
- 2) ONLY the Percentage Factors indicated in the table that follows are to be entered into the evaluation grids that follow. In other words, evaluators MUST choose from ONLY the following available Percentage Factors: 1, 0.9, 0.8, 0.7, 0.5, and 0. Factors such as 0.65, 0.85, etc. MUST NOT be used.
- 3) The "Points" and "Total Points" boxes in the grids will be calculated based on the Percentage Factor(s) assigned. Evaluators MUST NOT select a number for "Points" which does not correspond to a Percentage Factor. For example, 3/10 is not an acceptable score as 0.3 is not an available Percentage Factor from the table that follows.

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

Weighting Levels & Weighting Factors

Percentage Factor	Description of Level	Rating Level
1	Full Points	Full Points <ul style="list-style-type: none"> • All elements present • All elements fully described • Substantial details provided lead to a complete and thorough understanding of the elements
0.9	Very good	Very good response <ul style="list-style-type: none"> • All elements present • All elements well described • Substantial details provided lead to a very good understanding of the elements
0.8	Good	Good response <ul style="list-style-type: none"> • Most elements present • Most elements very well described • Details provided lead to a good understanding of the elements
0.7	Acceptable	Acceptable response <ul style="list-style-type: none"> • Most elements are present • Most elements are described • Details provided lead to a minimum understanding of the elements
0.5	Unacceptable	Un-acceptable response <ul style="list-style-type: none"> • Few elements present • Not all elements are described or are poorly described
0	Nothing	Information required was not provided

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

R.1 Proposed Approach and Methodology

Maximum possible points: *(insert as applicable)*

Minimum acceptable points: *(insert as applicable)*

The Bidder should provide a proposed approach and methodology for the design services described in the Statement of Work in the RFP.

The Bidder should submit a detailed description of the proposed approach and methodology that includes the following:

- Proposed overall approach to the particular design process, including research, analysis, or other information gathering. The approach should be appropriate for the target audience(s), and address the stated objectives for the project;
- Proposed methodology for the project, including quality control mechanisms;
- Understanding of the roles and responsibilities of the requesting organization (particularly as pertaining to the requirement);
- Proposed measures to adhere to the requirements of the Federal Identity Program, Common Look and Feel 2.0, federal multiculturalism, and official languages. **(Note to Identified User - Contracting Authority: Add/remove items here as applicable.)**

The following will be evaluated:

- Approach is strategic, discernible, effective, and suitable, given the target audience and objective(s) of the project sample (__ points);
- Methodology is discernible, effective and suitable. Quality control process is rigorous. The Bidder demonstrates accessibility and fosters a collaborative approach (with the Client). (__ points);
- Level of understanding of the roles and responsibilities of the organization. The proposed process is consistent with Canada's working methodology. (__ points);
- Clarity and completeness of proposed measures to adhere to Federal Identity Program, Common Look and Feel 2.0, federal multiculturalism, and official languages **(Note to Identified User - Contracting Authority: Add/remove items here as applicable.)** The Bidder demonstrates awareness of internal and external communication challenges. (__ points); and
- Creativity, potential overall quality, and anticipated visual appeal of the final product (__ points).

NOTES TO BIDDERS:

1) This is not a request for a design concept. Design concepts will not form part of these simple design projects as there is no allowance under the Supply Arrangements to pay for design concepts. Design concepts can only form part of a resulting contract.

2) Canada will not compensate any bidder for providing a proposal in response to this Request for Proposal and any intellectual property rights arising from the creation of the approach and methodology will vest with the Bidder, **EXCEPT** those intellectual property rights pertaining to the selected proposal for which a contract is awarded. The intellectual property rights for the selected proposal will be as identified in *(insert article here)*.

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

A) Approach

Maximum possible points: ____

Minimum acceptable points: ____

Approach (Maximum ____ Points)		
Assessment of Criteria	Approach	Total Points
<p>Criteria for an established minimum acceptable response (percentage factor of 0.70):</p> <p>An acceptable strategy is provided. Approach is at least somewhat discernible, effective, and suitable, given the target audience and objective(s) of the project sample.</p>	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

B) Methodology

Maximum possible points: ____

Minimum acceptable points: ____

Methodology (Maximum ____ Points)		
Assessment of Criteria	Methodology	Total Points
<p>Criteria for an established minimum acceptable response (percentage factor of 0.70):</p> <p>Methodology is acceptable and is at least somewhat discernible, effective and suitable. Quality control process is acceptable. The Bidder demonstrates some accessibility and fosters a somewhat collaborative approach (with the Client).</p>	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

C) Understanding of Roles and Responsibilities

Maximum possible points: ____

Minimum acceptable points: ____

Understanding of Roles and Responsibilities (Maximum ____ Points)		
Assessment of Criteria	Understanding of Roles and Responsibilities	Total Points
Criteria for an established minimum acceptable response (percentage factor of 0.70): Level of understanding of the roles and responsibilities of the organization is acceptable. The proposed process is at least somewhat consistent with Canada's working methodology.	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

D) Communication Challenges

Maximum possible points: ____

Minimum acceptable points: ____

Communication Challenges (Maximum ____ Points)		
Assessment of Criteria	Communication Challenges	Total Points
<p>Criteria for an established minimum acceptable response (percentage factor of 0.70):</p> <p>Proposed measures to adhere to Federal Identity Program, Common Look and Feel 2.0, federal multiculturalism, and official languages (Note to Identified User - Contracting Authority: Add/remove items here as applicable.) are at least somewhat clear and complete. The Bidder demonstrates some awareness of internal and external communication challenges.</p>	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

E) Final Product

Maximum possible points: ____

Minimum acceptable points: ____

Final Product (Maximum ____ Points)		
Assessment of Criteria	Final Product	Total Points
Criteria for an established minimum acceptable response (percentage factor of 0.70): Final product is at least somewhat creative. Overall quality and visual appeal is anticipated to be acceptable.	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

SUMMARY OF R.1

Maximum possible points: ____

Minimum acceptable points: ____

Points Breakdown	
Criteria	Total Points
A) Approach	/ ____
B) Methodology	/ ____
C) Understanding of Roles and Responsibilities	/ ____
D) Communication Challenges	/ ____
E) Final Product	/ ____
TOTAL	/ ____

Comments:

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

R.2 Experience with the Subject Matter

Maximum possible points: *(insert as applicable)*

Minimum acceptable points: *(insert as applicable)*

The Bidder should provide two (2) samples of past design projects which were completed by the firm after January 1, 20__ that are 'similar' to the project described in the Statement of Work in the RFP. 'Similar' is defined as having a target audience and objective(s) which are reflected in the project in question.

Bidders should submit a detailed description of each of the two (2) samples. Each description should include the following:

- Target audience and project objective(s);
- Overall approach taken for each project;
- The methodology used for the particular design project; and
- A colour photo, photocopy or sample of each final product.

Each project description will be assessed as follows:

- Relevancy of the project to the Statement of Work, in terms of similarity in target audience and objective(s) (__ points);
- Suitability of approach taken, given the target audience and objective(s) of the project sample (__ points);
- Clarity, completeness and appropriateness of the methodology used (__ points); and
- Creativity, overall quality, and visual appeal of the final product (__ points).

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

A) Relevancy of the Project

Maximum possible points: ____

Minimum acceptable points: ____

Relevancy of the Project (Maximum ____ Points)		
Assessment of Criteria	Relevancy of the Project	Total Points
<p>Criteria for an established minimum acceptable response (percentage factor of 0.70):</p> <p>The project sample is relevant to the Statement of Work at Annex "A", in terms of similarity in objective and target audience.</p> <p>Similarity in objective is defined as: <i>(Identified User - Contracting Authority is to provide a definition).</i></p> <p>Similarity in target audience is defined as: <i>(Identified User - Contracting Authority is to provide a definition).</i></p>	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

B) Overall Approach

Maximum possible points: ____

Minimum acceptable points: ____

Overall Approach (Maximum ____ Points)		
Assessment of Criteria	Overall Approach	Total Points
<p>Criteria for an established minimum acceptable response (percentage factor of 0.70):</p> <p>The approach taken was suitable for the target audience and objective(s) of the project sample.</p>	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

C) Methodology

Maximum possible points: ____

Minimum acceptable points: ____

Methodology (Maximum ____ Points)		
Assessment of Criteria	Methodology	Total Points
<p>Criteria for an established minimum acceptable response (percentage factor of 0.70):</p> <p>The methodology used was at least somewhat clear and complete and was acceptable for the project.</p>	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

D) Final Product

Maximum possible points: ____

Minimum acceptable points: ____

Final Product (Maximum ____ Points)		
Assessment of Criteria	Final Product	Total Points
<p>Criteria for an established minimum acceptable response (percentage factor of 0.70):</p> <p>Final product is at least somewhat creative. Overall quality and visual appeal is anticipated to be acceptable.</p>	Percentage Factor	/ ____
	Points	
	/ ____	
Comments:		

EVALUATION GRID FOR MINI RFPS AND RFPS UNDER THE SUPPLY ARRANGEMENTS

Bidder:

Evaluator's Initials:

SUMMARY OF R.2

Maximum possible points: ____

Minimum acceptable points: ____

Points Breakdown	
Criteria	Total Points
A) Relevancy of the Project	/ ____
B) Overall Approach	/ ____
C) Methodology	/ ____
D) Final Product	/ ____
TOTAL	/ ____

Comments:
