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REQUEST FOR PROPOSAL (RFP)

Reference Number: 1000149061

CLOSING DATE: July 15, 2013

CLOSING TIME and TIME ZONE: 2PM EDT

PROJECT TITLE: Nutrition Facts Education Campaign (NFEC) Evaluation

Branch/ Directorate: Office of Nutrition Policy and Promotion
Health Products and Food Branch
Health Canada

Bid Submission Envelopes are to be delivered “only” to the following address:

Health Canada Bid Receiving Unit
Federal Records Centre Building
161 Goldenrod Driveway (Loading Dock)
Ottawa, Ontario K1A 0K9
Attention: Yvonne Murphy
RFP Number: 1000149061

FOR ADDITIONAL INFORMATION PLEASE CONTACT: Yvonne Murphy
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RFP Issue Date: June 3, 2013

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PART 1 STATEMENT OF WORK

1.0 Scope

1.1 Title

Nutrition Facts Education Campaign (NFEC) Evaluation

1.2 Introduction

Health Canada (HC) is seeking the services of a Contractor to conduct an evaluation of the NFEC. The evaluation will utilize quantitative and qualitative methods, for the purpose of enabling planners and stakeholders to assess the process, impact and outcomes of the campaign; to determine whether activities were implemented as planned; to determine whether goals and objectives were achieved; to facilitate improvements; to develop recommendations for future campaigns; and for overall accountability purposes.

1.3 Estimated Value

The total value of any contract(s) emanating from this RFP shall not exceed \$120,000.00 including travel and living expenses and all applicable taxes.

1.4 Objectives of the Requirement

The objectives of the evaluation are:

1. To measure the extent to which the NFEC goals and outcomes have been achieved;
2. To capture the collaboration process for working on nutrition issues with partners; and document lessons learned in order to enable improvements to the campaign and inform further campaigns;
3. To assess the design and implementation of the NFEC activities

1.5 Background, Assumptions and Specific Scope of the Requirement

Background Information: the need and partnership engagement:

Health Canada has been actively engaged in educating Canadians on nutrition labelling since the voluntary nutrition labelling system was adopted in 1988. The department increased its nutrition labelling education efforts following the introduction of mandatory nutrition labelling regulations in 2003, and successfully raised Canadians' awareness of the Nutrition Facts table shown on pre-packaged food products.

Having achieved widespread awareness of the Nutrition Facts table, the necessity for an education campaign to increase consumers' self-efficacy in using the Nutrition Facts table so that they can make more informed food choices became imperative. A number of previous reports and consumer research recommended that Health Canada engage multisectoral partners such as industry and media in educating Canadians about nutrition labelling.

General Mills Canada approached Health Canada to consider development of a joint consumer education program on the Nutrition Facts table. In June of 2008, the President of General Mills, met with the previous Minister's staff to explore receptivity for the campaign. Feedback was positive, and General Mills agreed to work with Health Canada's Office of Nutrition Policy and Promotion (ONPP) and Marketing Division to develop a proposal. The lead for this campaign later changed from General Mills to the packaged food industry's national trade association, which General Mills is part of, Food and Consumer Products of Canada (FCPC).

The Nutrition Facts Education Campaign was intended to be implemented through a collaboration of industry, federal government and media. The goal was to educate consumers (target audience: parents with children ages 2-12, particularly moms aged 19-54) about the various components of the NFt, starting with % Daily Value (% DV), and how this information could be used to make healthy food product choices. FCPC asked ONPP to lead message development for this campaign.

Up to this point, Health Canada and FCPC have worked together to develop a national NFEC. This campaign has used a variety of innovative tools to deliver the message to consumers in a combination of ways, including on-package and in-store information, mass media, web and stakeholder outreach.

The NFEC

The NFEC is composed of two phases to date. The first phase was launched in October 2010 and was designed to increase consumers' knowledge and use of the NFt, specifically the % DV by bringing messages directly to them on a range of food products and driving them to educational content on the nutrition labeling section of the Health

Canada website. The second phase was launched in January 2012, on-going until fall 2012. The objective of this phase was to continue to: help Canadian consumers better understand and use the % DV in the context of the NfT on packaged food labels; continue to drive them to the Healthy Canadians website to increase awareness and understanding; and increase the number of partners, including food companies.

Thirty-four (34) FCPC-participating companies took part in the campaign e.g. by including information on food product packaging, posting information on their websites and/or sharing information with their stakeholders. These companies include:

- A. Lassonde Inc.
- Burnbrae Farms Limited
- Campbell Company of Canada
- Canada Dry Mott's Inc.
- Cavendish Farms/Irving Consumer Products
- Clover Leaf Seafoods L.P.
- Coca-Cola Ltd.
- ConAgra Foods Canada
- DANONE Inc.
- Dare Foods Limited
- Dole Foods of Canada Ltd.
- Dr. Oetker Canada Ltd.
- Ferrero Canada Ltd.
- Gay Lea Foods Co-operative Limited
- General Mills Canada Corporation
- Hain Celestial Canada
- Heinz Canada
- Hershey Canada Inc.
- Janes Family Foods Ltd.
- Kellogg Canada Inc.
- Kraft Canada Inc.
- McCain Foods (Canada) A Division of McCain Foods Limited
- McCormick Canada
- McDonald's Restaurants of Canada Limited
- Nestlé Canada Inc.
- PepsiCo Beverages Canada
- PepsiCo Food Canada
- Pinnacle Foods Canada Corporation
- Post Food Canada Corp
- Reinhart Foods Limited
- Smucker Foods of Canada Co.
- Ultima Foods Inc.
- Unico Inc.
- Unilever Canada Inc.

Components related to the NFEC included:

1. On-package plan

This consisted of messages on food product packaging in both official languages that drove consumers to HC's website. There was no direct association with any food company or product line brand, with all participating FCPC members promoting the same message. The intent was to deliver an unprecedented level of consumer outreach and awareness on nutrition labelling.

2. Media Plan (paid and earned media, launch event, and activities to sustain awareness)

The campaign was launched in mid-October 2010 in Toronto at an event jointly sponsored and supported by Health Canada and FCPC. The event focused on an official announcement of the NFEC to the media and other invited health stakeholders and consumers, including local parenting organizations.

Important components of the campaign were the English and French TV and national newspaper and magazine print ads that raised awareness about the campaign, the NFt and % DV and drove consumers to the website for more information.

- Print ads appeared as part of a public launch starting mid-October 2010, until the end of March 2011.
- The 30-second TV ad started appearing in January 2011 for a period of 8 weeks. Other media were used to enhance the reach of the message including social and earned media.
- Web ads
- Google keyword buy

In the second year, there was continued delivery of the % DV message through increased engagement of partners and improved execution of tactics in order to increase the awareness and understanding through continued marketing activities (mass media, social media, and proactive media).

- Tactics for year 2:
 - TV Jan-end of February
 - Print March-June
 - Web ads March-December 2012
 - Google keyword search (March)
 - Blogger event (March 27)
 - Radio PR (June)
 - On-package

3. Website

All campaign elements such as on-pack, TV and print ads drove consumers to the healthy Canadians/daily value website. By following the web address, consumers landed on an entry page where they found information on the campaign, its components and the % DV. From this entry page, consumers were able to go on and explore additional information about the NFt and nutrition labeling on the HC website.

4. Consumer resource

This resource for consumers (for use by intermediaries) is a fact sheet focusing on helping consumers better understand how to use the %DV in the NFt, in a quick and easy way to help determine whether a food has a little or a lot of a nutrient. This resource is still available to order via HC Publications and downloadable from the Web.

5. Stakeholder engagement

The stakeholder engagement plan involved reaching out to other health related organizations with common goals related to public education. Organizations included: Dietitians of Canada, Heart and Stroke Foundation, Canadian Obesity Network, Canadian Diabetes Association, Canadian Cancer Society. The definition and degree of engagement ranged from information sharing to active participation.

6. In-store retailer plan

Retailers showed an interest to be involved in the NFEC by extending the reach of the campaign and its messages to the point-of-purchase and in-store. Retailers supported the campaign with many activities including creating displays, placing materials on shelf and at the point of purchase. This increased the campaign reach in order to maximize impact by extending message delivery into the retail environment.

Food retailers were contacted through the Canadian Council of Grocery Distributors and the Canadian Federation of Independent Grocers. Retailers included:

- Walmart
- Loblaws
- Shoppers Drug Mart

2.0 Requirements

Given the scope and objectives of the evaluation, the tasks and activities described below are considered the most appropriate by Health Canada. The bidder, however, does have the flexibility to innovate and recommend alternatives to the methodology. Suggestions should be made via the proposal describing the advantages of the bidder's alternative(s) over the methodological approaches proposed in this RFP. However, the Contractor should be aware that the Project Authority may decide to pursue the approaches described in this RFP.

2.1 Tasks, Activities, Deliverables and Milestones

The Contractor shall:

- Develop a draft and final work plan

- Conduct the data collection, analysis and synthesis;
 - Conduct a literature review;
 - Conduct document, database and media reviews of data provided;
- Develop data collection instruments and, where relevant, sampling methods, for each line of enquiry;
 - Conduct key informant interviews to assess the process of collaboration between government/NGO/industry/retail partners/other third parties
 - Conduct interviews to answer questions from the evaluation framework that the literature, document, database and media reviews were unable to address or to assist in further understanding the information gathered from this line of evidence.
- Prepare bi-weekly written progress reports on the status of the evaluation as per *Bi-Weekly Progress Report* (Appendix D);
- Prepare a draft and final evaluation report as per *Mid-Project and Final Evaluation Report Assessment Guide* (Appendix F), with executive summary; and
- Develop a PowerPoint presentation and present the findings to ONPP/Marketing staff.

Health Canada will:

- Provide access to selected HC's documents, government and departmental policies and procedures, publications, reports and studies; as well as the results of documents reviewed to date;
- Ensure availability of staff with whom the Contractor may need to consult;
- Provide access to appropriate guidelines, if applicable;
- Provide other applicable documentation;
- Schedule meeting at HC sites, if required;

The following outlines the tasks for this evaluation:

2.1.1 Planning Phase

Activity 1

Confirm Approach and Methodology for the Evaluation

The Contractor will participate in meetings with HC staff at the outset of the contract.

This initial meeting will:

- Further clarify and confirm the objectives of the evaluation;
- Discuss / update the evaluation framework as required (Appendix B);
- Provide an opportunity for the Contractor to validate their understanding of their role and that of the project authority in the evaluation;
- Discuss the expected standards for the product the Contractor will deliver.
- The Contractor will provide bi-weekly reports to the Project Authority (Appendix D).
 - The reports will include up-to date information as to tasks/activities completed or in progress as well as if there are any delays and reasons explaining.

Activity 2

Develop work plan

- An evaluation framework (Appendix B) has been constructed by HC in order to assist the Contractor in:
 - Understanding the program;
 - Understanding the evaluation questions;
 - Developing a budget and proposal; and
 - Developing the work plan.
- The evaluation framework itself is not the work plan.
- The “successful” bidder is required to develop and submit a detailed work plan that uses the framework as a reference tool. The evaluation will use a combination of quantitative and qualitative research methods and data sources. Valid and reliable findings will be ensured through the triangulation (where possible) of data from a number of sources.
- The work plan will be submitted prior to beginning the work describing in-depth the tasks, time allotment and resources available to complete the work. The work plan will include the names of team members who will be assigned to the various tasks to complete the case study and the time lines that will be taken to perform their duties (e.g., Gantt Chart, Work Breakdown Structure).

- Work may commence once the work plan has been approved.

2.1.2 Evaluation Phase - Data Collection, analysis and synthesis

Activity 3 Reviews

- Conduct a literature, document, database and media review (see details below);
- These types of reviews will be conducted by the evaluator to address specific evaluation questions noted in the evaluation framework pertaining to process and outcome;
- Conduct a data analysis and synthesis of the results for the literature, document, database and media reviews; and
- Prepare a report for the reviews meeting the quality requirements of HC as represented in HC's *Mid-project and Final Evaluation Report Assessment Guide* (Appendix F)
- Conclusions and recommendations would need to be supported by evidence, preferably multiple lines of evidence. Note also that the evaluation will address specific questions that can be found in the evaluation framework (Appendix B).

The following paragraphs provide details on each type of review:

- Literature Review:
 - A literature review will look at evaluations of similar programs from scientific, social science and other appropriate journals to assist with the gathering of information for specific evaluation questions (e.g., research findings on comparative designs, implementation, outcomes, studies, opinions, and any evaluations of similar funding programs/initiatives in other jurisdictions, including internationally) and grey literature (e.g., newspapers, magazines, etc.).
- Document Review:
 - This component will provide background information on the history and objectives of the NFEC, as well as insight into any important shifts/changes that occurred during the life of the program; thus ensuring that the evaluation team has a solid understanding of the overall program implementation and its delivery aspects.
 - Furthermore, the document review will assist with the development and formulation of questions for the interviews and with the assessment of the relevance and success of the program.

- The document/file review should include, but not be limited to, a review of key documents/files such as: PORs reports and summaries, Research Synthesis document, NFEC action plan, Communication Plan, Media Lines, etc.
 - The document/file review could also include documents related to the design, implementation, impacts including any evaluation conducted (lessons learned) of similar funding programs to allow an analysis and comparison of similar initiatives in other jurisdictions, including internationally.
 - Health Canada will develop a preliminary list of key documents and data, and also expects that the Contractor will need to devote efforts to identify and search for additional external documentation. Health Canada documents will be provided through the Project Authority; should additional documents need to be obtained, the Contractor will be responsible for collecting documents residing outside of the Department, unless a different arrangement is mutually agreed upon.
 - Should it be difficult to find the necessary documentation (based on discussion with the Project Authority), the consultant will be expected to adjust data collection tools to ensure the data necessary to answer the evaluation questions are collected.
- Database Review:
 - The database review may be required to analyze certain data.
 - Health Canada will develop a preliminary list of key documents and data (dissemination statistics), and also expects that the Contractor will need to devote efforts to identify and search for additional external documentation. Health Canada documents will be provided through the Project Authority; should additional documents need to be obtained, the Contractor will be responsible for collecting documents residing outside of the Department, unless a different arrangement is mutually agreed upon.
- Media Review:
 - The media review will analyse and report on media activities undertaken throughout the NFEC.
 - The review should include, but not be limited to, a review of key documents such as the Communication plan, media plan, media lines, published articles on NFEC, Report on TV advertisement on NFEC, etc.
 - Health Canada will develop a preliminary list of key documents and data (dissemination statistics), and also expects that the Contractor will need to devote efforts to identify and search for additional external documentation. Health Canada documents will be provided through the Project Authority; should additional documents need to be obtained, the Contractor will be responsible for collecting documents residing outside of the Department, unless a different arrangement is mutually agreed upon.
 - Should it be difficult to find the necessary documentation (based on discussion with the Project Authority), the consultant will be expected to adjust data

collection tools to ensure the data necessary to answer the evaluation questions are collected.

Activity 4 Report

- Using the evaluation framework, the Contractor will deliver a detailed Report of Findings for the literature/document/database/media reviews outlining the following: methodology, sampling methods, the evaluation findings and analysis from these data, new evaluation questions that arise from the findings, areas where interviews or other data are needed in order to expand the analysis found at this stage of the evaluation and weaknesses and limitations of the data.
- A verbal report may also be requested.
- The Contractor will also provide a matrix/table of all the material that was reviewed and included or excluded from the report. Where material is included, quotes, paraphrased material, quantitative data should be provided and identify precisely where in the document is located, e.g. page or web-page.

Activity 5 Develop Interview Guides

- Interviews will be conducted in order to answer questions from the evaluation framework that the literature, document, database and media reviews were unable to address or to assist in further understanding the information gathered from this line of evidence.
- The data analysis and synthesis of the results from the literature, document, database, and media reviews will be used to prepare interview guides to address any gaps found.
- The Contractor will develop multiple interview guides tailored for the appropriate interview respondent. The Contractor will use the evaluation framework, previous guides and findings from activity 4 to construct the interview guides. The interview questions will assist in answering the evaluation questions. The interview guides are not a duplication of the evaluation questions.
- The guides will be forwarded to the Project Authority for review and approval. Once approved, HC will arrange for the Contractor to run a pilot test of the guides with a Health Canada representative present.
- The Contractor is responsible for translating the interview guides in both official languages and conducting the interviews in the language of the respondents' choice.

Activity 6

Conduct the Interviews

- Conduct interviews in the official language of the interviewees' choice.
- The interviews must be conducted by two people, an interviewer and a recorder, which may switch roles. With the permission of the interviewee, each interview should also be taped. The interview notes will be validated by respondents. The Project Authority or other Health Canada representative may also participate in some of the key interviews.
- An estimated 50 respondents will be interviewed. A list of interviewees will be provided by the Project Authority. An interview matrix will be developed by the Contractor that details all the interviews that will be conducted in the evaluation;
- Interviews may be individual or in groups. Group interviews may be used to bring together a small number of individuals from the same organization to discuss one or several issues identified in the evaluation and under the guidance of a trained moderator.
- Interviews will be done by telephone or other practical and effective method (e.g. videoconference). The Contractor must identify the methods to be used in their proposal and work plan. HC's videoconferencing facilities could be made available upon request to expedite and simplify the interviewing process.

Activity 7 Interviews Report

- The Contractor will deliver a detailed Report of Findings on the summary of findings and analysis of the interviews conducted and must include qualitative information.
- The report will include methodological information as well as strengths and weaknesses of the data and issues encountered during this particular method. The report should provide:
 - The information gathered per evaluation question in a table format and noted for each specific evaluation question. This table should provide a link between the information and the relevant evaluation question (i.e., use a column to identify the relevant evaluation question)
 - For each evaluation question, provide a preliminary analysis of the information with, where possible, a triangulation of evidence/data obtained through the literature, document, database, and media report.
- A verbal report may also be requested.

- The Contractor will also deliver all verbatim transcripts or interview notes that were gathered to produce the report to the Project Authority.

2.1.3 Evaluation Report Phase

Activity 8

Final Report Outline

- Prior to report writing, the Contractor will meet with the Project Authority to discuss preliminary findings and analysis.
- The Contractor will draft and present a detailed outline of the evaluation report to the Project Authority for comments and approval. This detailed outline should be 2 to 3 pages long.

Activity 9

Draft Report

- The Contractor will develop a first draft of the evaluation report on the findings ;
- This report should present the strengths and limitations of the data, address each of the evaluation issues and questions in accordance with the evaluation strategy outlined in the framework, formulate findings, i.e., conclusions and recommendations, based on the available evidence
- Multiple lines of evidence will be used to strengthen the depth and breadth of the information/data (i.e. for each evaluation question, multiple lines of evidence will be compared and contrasted to confirm/refute the findings specific to each evaluation question).
- Where possible, there will be a triangulation of evidence/data obtained through the reviews as well as the interviews.
- This draft report is to be submitted to the Project Authority. Suggested revisions, as appropriate, will be provided to improve the report. The Contractor will make the changes to the evaluation report and re-submit a revised version.
- The Contractor will incorporate any suggested changes to the evaluation report and submit it as a second draft to the project authority for final review, comments and approval.

Activity 10

Final Report

- The final report will incorporate all suggested changes and comments.
- The final report is to include an executive summary which is to be translated into French
- Findings will be presented in PowerPoint format at the last face-to-face meeting.

2.2 Specifications and Standards

All deliverables will be approved by a HC Committee. All work shall be subject to inspection by HC representatives in accordance with this Statement of Work (SOW). The specific content that must be addressed in the report is found in HC's *Mid-project and Final Evaluation Report Assessment Guide* (Appendix F). Should any of the work not be in accordance with the requirements of this SOW and to the satisfaction of HC, as submitted, HC shall have the right to reject or require its correction at the sole expense of the Contractor before recommending payment.

All deliverables are to be submitted to the Project Authority in electronic format (e.g. MS Word for reports, MS PowerPoint for presentation if applicable), except where hard-copies are requested.

2.3 Technical, Operational and Organizational Environment

N/A

2.4 Method and Source of Acceptance

All deliverables and services rendered under the contract are subject to review and approval.

Should the Contractor's personnel at any time be unable to provide services, as outlined in the SOW, the Contractor shall be responsible for providing replacement personnel at the same cost, who shall be of similar or greater attainment and who shall be acceptable to the HC Committee.

Under no circumstance shall the Contractor allow the performance of services by a replacement resource that has not been authorised by the HC Committee.

If the work or part thereof should not respect standards of TBS and HC in terms of quality and rigor, the HC Committee will require that the Contractor make required revisions without charge.

2.5 Reporting Requirements

Progress reports will be required as agreed on in the initial meeting.

2.6 Contractor Project Management Control Procedures

The Project Authority will meet with the Contractor as required to ensure that i) all departmental procedures are followed for the achievement of this contract; and ii) the resulting contract will be brought in on time and on budget and will be of an acceptable quality.

2.7 Change Management Procedures

Except for matters that affect price or contract end date, proposed changes to this SOW or the Evaluation Framework by the Contractor will be brought to the attention of the Project Authority before any change(s) are made and will be authorized through mutual written consent through a formal amendment. Matters that affect the price or end date of the contract must be authorized through a formal contract amendment and brought to the attention of the Contract Authority.

2.8 Ownership of Intellectual Property

The Crown will own Copyright as well as retain ownership of the Copyright, as per Section 6.5 of the Treasury Board Policy on “Title to Intellectual Property Arising Under a Crown Procurement Contract”, which states that the Crown may do so when the material created under the contract is subject to copyright and is not software. Permission may be granted for the use of this Crown-copyright material in part or in its entirety in scientific journals or other publications.

3.0 Other Terms and Conditions of the SOW

3.1 Authorities

Authorities will be identified at the time of contract award.

3.2 Health Canada’s Obligations

Health Canada will:

- provide access to selected HC's documents, government and departmental policies and procedures, publications, reports and studies; as well as the results of documents reviewed to date;
- provide FCPC documents for literature, document, media and database reviews;
- ensure availability of staff with whom the Contractor may need to consult;
- provide access to appropriate guidelines, if applicable;
- provide other applicable documentation; and,
- schedule meetings at HC sites, if required.

3.3 Contractor's Obligations

The Contractor will provide all tasks, activities, deliverables, and milestones as described in Section 2.1, Tasks, Activities, Deliverables and Milestones and all other sections of this document.

The Contractor will return all documents provided by HC as well as interview transcripts before final payment is provided.

3.4 Location of Work, Work Site and Delivery Point

Any resulting contract will be interpreted and governed by the laws of the Province of Ontario.

Due to existing workload and deadlines, all personnel assigned to any Contract must be ready to work in close and frequent contact with Departmental personnel in the National Capital Region. The work will be performed at the Contractor's site.

3.5 Language of Work

Written materials provided to the HC Committee must be in English and written materials provided to interviewees must be provided in the official language of their choice. The executive summary of the final report must be provided in English and French.

3.6 Special Requirements

At least one (1) team member **MUST** demonstrate the experience in conducting at least one (1) social marketing evaluation within the past five (5) years. This may be the team leader or other team members. This member may be sub-contracted from industry, academia or other public or private organization. The individual must be available to provide expert advice, particularly for interpreting results, giving methodological advice, etc. Experience in this area should be clearly identified in the submitted proposal. (Refer to Section 13.2 Point Rated section).

3.7 Security Requirements

There are no security requirements pertinent to this contract.

3.8 Insurance Requirements

It is the sole responsibility of the Contractor to decide whether or not any insurance coverage is necessary for its own protection or to fulfill its obligations under the contract and to ensure compliance with required federal, provincial or municipal law. Any such insurance shall be provided and maintained by the Contractor at its own expense.

3.9 Travel and Living

It is anticipated that travel will be required to fulfill the requirements of the work of this RFP: two trips to Ottawa will be required, one initial meeting to discuss the workplan and one at the end of the contract to present findings. Travel should be no more than \$12,000.00 total. Should additional travel be required, it must be pre-approved by the Project Authority, and the current TB Travel Directive will apply (see section 9.1.2 and Appendix G).

4.0 Project Schedule

4.1 Expected Start and Completion Dates

The duration of the contract shall be for a period of six (6 months) from date of contract award.

4.2 Framework

Schedule and Estimated Level of Effort (Work Breakdown Structure)

TASK / DELIVERABLES	ESTIMATED TIME
PLANNING PHASE (See Section 2.1.1 Task I)	
Initial meeting	One week after awarding contract
Draft Initial Work Plan	within two weeks of initial meeting
Revised (Final) Work Plan	within one week of receiving comments on the draft work plan
Submissions of Progress Reports	Every 2 weeks

EVALUATION PHASE (See Section 2.1.2 Task II and III)	
Review literature, documents, Databases, Submission of First Report of Findings	by 8th week into contract
Develop interview guides	by 10th week into contract
Submission of Interview Report of Findings	by 12th week into contract
EVALUATION REPORT PHASE (see Section 2.1.3 Task V)	
Outline of Final Report	by 16th week into contract
First Draft of Final Report	by 18th week into contract
Subsequent Draft(s) of Final Report	within two weeks of receiving comments
Final Report in English	within two weeks of receiving comments
Powerpoint Presentation in English	within two weeks of receiving comments

5.0 Required Resources of Types of Roles to be Performed

Refer to Section 12.2 Mandatory Requirements.

6.0 Applicable Documents and Glossary

6.1 Applicable Documents

Relevant documents will be submitted to the successful bidder upon contract award.

6.2 Relevant Terms, Acronyms and Glossaries

The following abbreviations are used in the text of this document:

- NFEC: Nutrition Facts Education Campaign
- HC: Health Canada
- ONPP: Office of Nutrition Policy and Promotion
- % DV: % Daily Value
- NFt: Nutrition Facts Table
- FCPC: Food & Consumer Products of Canada

PART II PROPOSAL REQUIREMENTS

7.0 Administrative Instructions for Completion of the RFP

7.0 Administrative Information

7.1 General Information

7.1.1 Components, Language and Number of Copies

You are invited to submit **four (4)** written copies in either official language (English or French) of the Technical proposal, **one (1)** electronic copy, and **two (2)** written copies of the Cost Proposal. The RFP Reference Number and the name of the Contracting Officer must be marked on all documents, binders and respective envelopes. Your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm clearly identifying the firm name and mailing address, and providing a contact name for the firm with telephone, fax and email address;
- **four (4) copies** of the Technical Proposal; and
- **two (2) copies** of the Cost/Price Proposal, **contained in a separate sealed envelope and submitted with the Technical Proposals.**

7.1.2 Bid Validity Period

Please see Appendix “A” Certifications, Section 5

7.1.3 No Payment for Pre-Contract Costs

No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP. No costs incurred before receipt of a signed contract or specified written authorization from the Departmental Representative can be charged to the proposed contract.

7.2 Delivery Instructions for Bid / Proposal

Bid submission envelopes **must** be delivered to the following address, which is also indicated on the front cover of this RFP:

**Health Canada Bid Receiving Unit
Federal Records Centre Building,
161 Goldenrod Driveway (Loading Dock)
Ottawa, Ontario K1A 0K9
Attention: Yvonne Murphy**

RFP Reference Number: 1000149061
Hours of Operation: 07h30 to 16h30 (EDT)

All bids must be time stamped at the Bid Receiving Unit. Each bid submission envelope must include

- the RFP reference number and
- the name of the responsible Departmental Representative

The onus for submitting bids on time at the specified location rests with the bidder. It is the responsibility of the bidder to ensure correct and timely delivery of the entire bid to the Crown, including all required information and proposal pages.

7.3 Non-Acceptance of Proposal by Facsimile or Electronic Means

Proposals sent by fax, telex, e-mail and telegraphic means will **not** be accepted.

7.4 Closing Date and Time

All proposals must be received at the specified location by 14:00 EDT, July 15, 2013. Proposals received after this time will be returned unopened.

7.5 Time Extension to Closing Date

Requests for a time extension to the closing date will not be considered.

7.6 Non-Compliance / Unacceptable Proposals

Failure to meet the mandatory requirements of this RFP will result in your proposal being declared non-responsive.

Proposals received after the proposal closing time will not be considered and will be returned unopened to the bidder. Further, for any proposals which are found to be non-compliant, the financial part of the bid or proposal will be returned unopened with a letter from Health Canada indicating that the bid/proposal was non-compliant.

7.7 Bidders Conference / Site Visits

N/A

7.8 Announcement of Successful Contractor

The name of the successful bidder will be announced via email only upon contract award and sign-off.

7.9 Rights of the Crown

The Crown reserves the right to:

- reject any or all proposals received in response to this RFP;
- accept any proposal in whole or in part; and
- cancel and/or re-issue this requirement at any time.

7.10 Long Form Contract

The successful bidder for this requirement will be expected to enter into agreement with Health Canada as per departmental contract terms and conditions.

7.11 Employment Equity

Please see Appendix “A” Certifications, Section 6

7.12 Procurement Business Number (PBN)

Public Works and Government Services Canada (PWGSC) has adopted the Procurement Business Number (PBN) for all its purchasing databases, and now requires that its suppliers have one for each of their offices that may be awarded contracts. Register with Contracts Canada's Supplier Registration Information (SRI) service to obtain your PBN. As an existing or potential supplier to the Department, you must obtain a PBN to avoid possible delays of any contract award. It is Health Canada's intention to use this sourcing system for all its procurements of goods and services to which the trade agreements do not apply.

SRI is a database of suppliers who have registered to do business with the Government of Canada. The PBN is created using your Canada Customs and Revenue Agency Business Number to uniquely identify a branch, division or office of your company. Unlike many existing departmental vendor databases, your information in SRI is accessible to all federal government buyers. SRI can help to open up new opportunities with the federal government for requirements not posted on the electronic tendering service, MERX™.

Visit the Contracts Canada Internet site at <http://contractscanada.gc.ca/en/busine.htm> for information and registration procedures. Alternatively, you may contact a Supplier Registration Agent at: 1-800-811-1148 or, in the National Capital Region, at 613-991-5791.

7.13 Order of Precedence

In the case of any dispute which may arise during the period which may be covered by any ensuing contract, the following documents will be considered in order of precedence in terms of importance in resolving any disputes between the parties:

- The Health Canada Contract;
- Any changes to the terms and conditions contained herein which have been approved by General Counsel for Health Canada;
- The Statement of Work in this RFP; and
- The terms identified in this contract.

8.0 Technical Proposal

8.1 General Information

Your technical proposal must address all the requirements of the SOW and demonstrate that you are capable of meeting all obligations of the Contractor specified in the same.

Your technical proposal must meet all of the Mandatory Requirements listed in Section 12.0, as well as the minimum score identified for the Point Rated Requirements in Section 13.0.

Furthermore, your technical proposal should include the following:

8.2 Understanding of the Requirements

A brief statement that demonstrates that the Contractor understands the requirements of the SOW, including the objectives, scope of work and deliverables.

8.3 Approach and Methodology:

8.3.1 General Approach

A description of the overall approach and strategy to this project.

8.3.2 Methodology

Identify methodologies and techniques to be used, including identifying any proprietary information which is proposed to be used in the program.

8.3.3 Work Plan / Project Schedule

Break down the work by task - show phases, planned start, completion dates and the estimated level of effort (i.e. person days) needed to complete the task. The work plan may include a matrix and/or time line charts (e.g. Gantt Chart). A project schedule structured in weeks, reflecting milestones and deliverables, should be included.

8.3.4 Performance and Quality Control

Specify how you propose to deal with the performance and quality assurance of the work provided by your organization to the Crown. Include information about quality control methods and reporting mechanisms.

8.4 Proposed Team

8.4.1 Personnel

Identify the proposed personnel, including Project Manager, who will be assigned to this contract, describe the role they will be performing, including the amount of direct time dedicated to the project by principals and/or senior personnel, and explain why they are well suited for the work, referring to their qualifications, certifications, education and experience.

If applicable, include a list of proposed sub-Contractors, with reference to their capabilities, experience and degree of involvement in the work.

The bidder must certify in the technical proposal that the information provided in all the personnel résumés has been verified to be true and accurate. In addition, for every resource proposed by the bidder who is not an employee of the firm, the actual resource must certify that they are aware that they are being bid as part of the bid/ proposal and state their relationship with the firm.

8.4.2 Contingency Plan

If the contract cannot be completed by the assigned personnel, the following individual(s) will complete the work. *Attach résumés.*

8.5 Contractor Profile

8.5.1 Organization

Provide background information about your company, including its legal name and the province in which the company is incorporated.

8.5.2 Relevant Work Experience

Describe your company's capacity and experience in this field.

8.5.3 Sample Work

Provide one recent work sample developed by the Project Manager for a project similar in scope, nature, and complexity to that in the RFP within ten (10) years (e.g. report of findings, evaluation article or other). This will be used to assess the ability to analyze and integrate data from different sources, the data collection tools and clarity of writing (**R5**).

8.6 Résumés of Personnel

Attach résumés of proposed personnel.

9.0 Cost / Price Proposal

9.1 General Information

The Price Proposal must contain a detailed breakdown of the total quoted price, by phase, or by major tasks, or both. A cost/price proposal template can be found in Appendix C. The Price Proposal should address each of the following, if applicable:

9.1.1 *Per Diem*

For each individual to be employed on the project indicate the proposed time rate and the estimated time requirement for each scheduled phase of the project. Although detailed support for the rates is not requested at this time, you should be prepared to substantiate the proposed rates.

At no time will time rates include such things as administrative expenses, or GST/HST as such practices inflate time rates, and not reflecting market/going rates may prejudice a Bidder from being awarded the Contract.

The per diem rate(s) will be inclusive of all payroll, overhead costs, direct expenses and profits required to complete the work, and shall be indicated separately within the Bidder's Cost proposal.

Note: Per diem(s) are not to be quoted as ranges. A day is defined as 7.5 hours exclusive of meal breaks. Payment shall be for days actually worked with no provision for annual leave, statutory holidays and sick leave. Time worked which is more or less than a day shall be prorated to reflect actual time worked.

Progress payments for this work will be reimbursed based on the level of effort. The completed Report must be approved by the HC leads.

9.1.2 Travel

It is anticipated that travel will be required to fulfill the requirements of the work of this RFP: two trips to Ottawa will be required, one initial meeting to discuss the workplan and one at the end of the contract to present findings. Travel should be no more than \$12,000 total. Should additional travel be required, it must be pre-approved by the Project Authority, and the current TB Travel Directive will apply (see section 9.1.2 and Appendix G).

9.1.3 Other Expenses

List any other expenses which may be applicable, giving an estimated cost for each (e.g. long distance communications, reproduction, shipping, equipment, rentals, materials, etc.).

9.1.4 Goods and Services Tax / Harmonized Sales Tax

Various items in your cost proposal may be subject to GST / HST or custom duties, and this charge must be included in the cost estimates where applicable.

9.2 Price Justification

The Bidder must provide, on Canada's request, one or more of the following price justification:

- a current published price list indicating the percentage discount available to Canada; or
- a copy of paid invoices for the like quality and quantity of the goods, services or both sold to other customers; or
- a price breakdown showing the cost of direct labour, direct materials, purchased items, engineering and plant overheads, general and administrative overhead, transportation, etc., and profit; or
- price or rate certifications; or
- any other supporting documentation as requested by Canada.

10.0 Enquiries

All enquiries or issues concerning this procurement must be submitted in writing only to the Departmental Representative named on the front cover page of this RFP document not later than seven (7) working days prior to the bid closing date.

To ensure consistency and quality of information to Bidders, the Departmental Representative will provide, simultaneously to all bidders to which this solicitation has been sent,

- any information with respect to significant enquiries received, and
- the replies to such enquiries without revealing their sources, provided that such enquiries are received no less than seven (7) working days prior to the bid closing date.

All enquiries and other communications with government officials throughout the solicitation and evaluation period are to be directed only to the Departmental Representative named on the front cover page of this RFP document. Non-compliance with this condition during the bid solicitation and evaluation period may be sufficient reason for bid disqualification.

PART III BID SELECTION PROCESS

11.0 INTRODUCTION

The Bid Evaluation Committee will evaluate bids, which have been received by the closing date and time stipulated in Section 7.4 (July 15, 2013 at 14h00 EDT), on the basis of the contents of the Bidder's submitted proposal and NOT on any prior knowledge or experience with the Bidder or the Bidder's work. It is, therefore, the Bidder's responsibility to ensure the proposal is complete, clear and that it provides sufficient detail to allow the evaluators to assess it on the basis of the **Mandatory Requirements** and **Point Rated Requirements** contained herein. Relevant supporting documents should be provided when required as appendices.

The bid evaluation process has three main components:

- 1) assessment of the Technical Proposal against **Mandatory Requirements**;
- 2) assessment of the Technical Proposal against **Point-Rated Requirements**; and,
- 3) assessment of the Cost/Price Proposal.

Each of these is summarized below.

11.1 Mandatory Requirements:

Proposals will be evaluated first on the basis of the Mandatory Requirements. Bidders must pass ALL of the Mandatory Requirements in order to be considered further. Failure on the part of the Bidder to meet any one (1) of the Mandatory Requirements will result in the proposal being deemed non-compliant and ineligible for any further consideration or evaluation. Dependent upon the successful meeting of these requirements by the Bidder, the proposal will be assessed on the basis of the Point-Related Requirements (see section 13.0 of this RFP).

11.2 Point Rated Requirements:

Bidders MUST achieve a passing mark of 70% Overall of the Point-Rated Requirements (see Section 13.1 of this RFP) established for evaluation of their Technical Proposal. Only those proposals receiving a **minimum score of (70%) Overall of the Point-Rated Requirements** will be considered further. Compliant proposals (being those meeting ALL Mandatory Requirements AND achieving the minimum technical scores for the Point-Rated Requirements) will be evaluated on the basis of the Bidder's Cost/Price Proposal.

The value of the Technical Proposal evaluation is 80% in the overall score for the submission.

11.3 Cost/Price Proposal:

When the responsive Technical Proposals are evaluated and rated, the price envelopes of ONLY those Bidders whose Technical Proposals attain **70% Overall in the Point-Rated Requirements** (Refer to Section 13.0 Point Rated Requirements) will be opened and their Cost/Price Proposals evaluated and scored. **A Technical Proposal from a Bidder that does not achieve the minimum required Point-Rated score will be deemed non-compliant** and the Bidder's submission will receive no further consideration in the competition.

The value of the Cost/Price Proposal evaluation is 20% in the overall score for the submissions

12.0 MANDATORY REQUIREMENTS

12.1 Method Evaluation

Mandatory requirements are assessed on a simple **pass or fail basis**. Failure by bidders to meet any of the mandatory requirements will render the bidder's proposal **non-compliant**. The treatment of mandatory requirements in any procurement process is absolute.

Bids must meet all the mandatory requirements described below. This will be assessed as either **"Yes" or "No"**. Proposals not receiving "Yes" for any mandatory requirement will **not** be considered further.

12.2 Mandatory Requirements

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.			
	Page #	Yes	No
M1. Organization			
<p>The Bidder MUST provide the full legal name of the organization submitting the proposal including if applicable, all partners or sub-Contractors that will be involved.</p> <p>The Bidder must sign and submit with their bid, the attached certifications in Appendix A.</p>			
M2. Project Team			
<p>a) The Bidder MUST assemble a multidisciplinary team capable of conducting this evaluation and include resumes for each proposed personnel.</p> <p>The proposal MUST include the listing (in table format) of all proposed project team members including any expert advisor(s) identified, proposed replacements, if applicable, and any sub-contractors.</p> <p>The table MUST include:</p> <ol style="list-style-type: none"> i. Name of team member ii. Role proposed for this evaluation (e.g. Project Manager, interviewer) iii. Educational and professional designation attainments <p><i>NOTE: This table is different from the Team Experience Table (M4). Both tables must be present in the proposal.</i></p>			
<p>b) As stated in 3.6 at least one (1) team member MUST demonstrate the experience in conducting at least one (1) social marketing evaluation within the past five (5) years. This/these members with the mandatory knowledge and expertise may be contracted from industry, academia or other public or private organization.</p>			

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.			
	Page #	Yes	No
M3. Education			
a) The Project Manager (and at least one (1) member of the proposed personnel) MUST have at least a Master's degree in Sociology, Statistics, or Economics, or other relevant discipline.			
M4. Team Experience Table			
<p>The proposal must include a table (Appendix E) listing all evaluations <i>similar in scope, nature and complexity</i>, conducted by the proposed project team conducted over the past five (5) years. The table MUST include first the experience of the proposed Project Manager. The table must contain the following information for EACH evaluation/relevant project listed:</p> <ul style="list-style-type: none"> i. Name of the client organization; ii. Title of the evaluation project; iii. Description of the program/project; iv. Type of evaluation (e.g. process or outcome) project; v. Methodology(s) used; vi. Start and end dates (month/year) of evaluation contract; vii. Role of the proposed team member(s) (e.g. project manager, writer, interviewer, etc.) in the evaluation; viii. Experience gained (in <i>months</i>) by the proposed project team member(s) in the evaluation project for each role; ix. Dollar value of evaluations <p>The table must also provide the total NON-OVERLAPPING, i.e. non-concurrent, experience** gained (<i>months</i>) by the proposed project team member as a result of involvement in the evaluation projects listed.</p>			

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.			
	Page #	Yes	No
<p>The experience needed for the requirement described in this SOW covers:</p> <ul style="list-style-type: none"> i. Project management^{^†‡}; ii. Conducting literature, document, database, and media reviews; iii. Designing interview guides; iv. Conducting key informant interviews; v. Collecting, summarizing, analyzing and integrating (triangulating) qualitative and quantitative data from different sources and collected through different methods[‡]; vi. Writing evaluation project reports[‡]. <p><i>NOTE: The Team Experience Table (please refer to Appendix E) will be used in the assessment of R2, R3, R4.</i></p> <p><i>* Scope: The work required to deliver a product, service or result with the specified features and functions and the associated business considerations (e.g. schedule, level of effort, cost, risk, communications).</i></p> <p><i>Nature: The approach used to deliver a product, service or result and its overall purpose.</i></p> <p><i>Complexity: The technical aspects of the deliverables with the associated level of difficulty inherent to their development. These definitions apply to every requirement asking the Applicant to refer to past projects.</i></p> <p>**Experience (months) obtained as a result of participation in the identified projects without overlapping dates – Overlap between projects will not be counted twice and credit will not be given toward the five (5) year period. For example, project A began on August 2008 and ended December 2008 and project B began on October 2008 and ended February 2009. The overlapping dates are: October, November and December. These are to be counted once, not twice.</p> <p>[^]Planning, organizing, securing and managing resources to meet project goals and objectives within specified constraints of scope, time and budget.</p>			

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.			
	Page #	Yes	No
<p>‡The Project Manager <u>and</u> the Replacement for the Project Manager MUST have a minimum of two (2) years (24 months) out of the last five (5) leading evaluations (project management) across multiple projects in this area.</p> <p><i>NOTE: Health Canada reserves the right to contact the client references for verification.</i></p>			
M5. Detailed Workplan / Project Schedule			
<p>a) As per Sections 2.1.1 and 8.3.3, a draft workplan for completion of the evaluation project must be included in the proposal. The workplan must include the following elements:</p> <ul style="list-style-type: none"> i. the specific steps to be performed and the sequencing of those steps; ii. the planned start and completion dates (presume September 1 start) for each of the steps; iii. the role, responsibility and estimated level of effort (i.e. person days) of the proposed personnel in each step/method (task / subtask); iv. personnel allocated to each step with the appropriate experience, skills and academic qualifications for the work to be performed; and v. an integration of all points/deliverables for which Project Authority approval will need to be obtained (as specified in Sections 2.2 and 4.2.). <p><i>NOTE: This is information will be used in the assessment of R8</i></p>			
M6. Sample of work			
<p>The proposal package must include:</p> <p>One (1) best example of work (e.g. report of findings, evaluation article or other) carried out by the Bidder that has been recently (within the last ten (10) years) released and produced under the leadership of the Project Manager. The sample must be the final draft submitted to the client. To the extent possible the report should pertain to projects similar in scope, nature and complexity to the requirement described in this RFP and should have data collection tools appended.</p>			

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.			
	Page #	Yes	No
This will be used to assess the ability to analyze and integrate data from different sources, the data collection tools and clarity of writing in requirement R5 .			

13.0 POINT RATED REQUIREMENTS

13.1 Method of Evaluation

The point system is used to rate criteria for such items as experience of the proposed bidder, proposed personnel available for the project, understanding of the scope and methodology that will be used.

A proposal with a score less than **70% (Overall)** in the technical Point-Rated Requirements will be considered non-compliant and eliminated from the competition.

13.2 Point Rated Requirements

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
R1. Understanding of the context of the campaign evaluation The assessment of this criteria will be based on the extent to which the proposal articulates the Bidder's understanding of:				
a) Social marketing campaigns* <u>RATING SCALE</u> 7-10 points = proposal provides a detailed and		Maximum 10 points		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
<p>accurate description and understanding of social marketing campaigns within the context of the NFEC;</p> <p>3-6 points = the proposal provides a satisfactory description and understanding of social marketing campaigns within the context of the NFEC;</p> <p>0-2 points = the proposal provides a limited or inaccurate description and understanding of social marketing campaigns within the context of the NFEC</p>				
<p>b) Collaborations between organizations*</p> <p><u>RATING SCALE</u></p> <p>7-10 points = proposal provides a detailed and accurate description and understanding of collaborations between organizations within the context of the NFEC;</p> <p>3-6 points = the proposal provides a satisfactory description and understanding of collaborations between organizations within the context of the NFEC;</p> <p>0-2 points = the proposal provides a limited or inaccurate description understanding of collaborations between organizations within the context of the NFEC</p> <p><i>*NOTE: Restating the background provided in the SOW, or duplicating background materials from elsewhere will normally not be considered a way of demonstrating a good understanding of the context of the evaluation.</i></p>		Maximum 10 points		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
R2. Experience of Project Manager				
The experience of the Project Manager will be rated, based on personnel resumes (M2), the Team Experience Table (M4), and similar evaluation experience across multiple projects similar <i>in scope, nature and complexity</i> as defined in (M4):				
<p>a) Outcome based (including process) evaluation experience:</p> <p><u>RATING SCALE</u></p> <p>10 points = three (3) or more relevant projects;</p> <p>8 points = two (2) relevant projects;</p> <p>5 points = one (1) relevant evaluation project;</p> <p>0 points = no (0) relevant evaluation project</p>		Maximum 10 points		
<p>b) Conducting evaluation(s) in public health/health promotion/community-based policies/programs</p> <p><u>RATING SCALE</u></p> <p>10 points = three (3) or more relevant projects;</p> <p>8 points = two (2) relevant projects;</p> <p>5 points = one (1) relevant evaluation project;</p> <p>0 points = no (0) relevant evaluation project</p>		Maximum 10 points		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
<p>c) Conducting evaluations with complex methodologies</p> <p><u>RATING SCALE</u></p> <p>1 point for each evaluation project with 3 or more methodologies to a maximum of 5 points</p>		Maximum 5 points		
<p>d) Conducting evaluations of similar value</p> <p><u>RATING SCALE</u></p> <p>1 point for each evaluation project over \$120,000 to a maximum of 5 points)</p>		Maximum 5 points		
R3. Experience of the Project Team				
<p>Based on the Team Experience Table (M4), the proposal demonstrates that team members have recent [last five (5) years] demonstrated experience at least one of the following areas (in projects similar <i>in scope, nature and complexity</i> as defined in (M4)):</p> <ul style="list-style-type: none"> a) Conducting evaluations; b) Conducting literature, document/file, database, media reviews; c) Developing interview guides; d) Conducting interviews; e) Summarizing and analyzing data; and f) Writing evaluation reports. <p><u>RATING SCALE</u> (points are not additive):</p> <p>25 points = 50% or more of team members have >4 years of non-overlapping experience in at least one</p>		Maximum 25 points		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
<p>of the areas. Collectively, all areas are covered;</p> <p>20 points = 50% or more of team members have >3 and ≤4 years of non-overlapping experience in at least one of the areas. Collectively, all areas are covered;</p> <p>15 points = 50% or more of team members have >2 and ≤3 years of non-overlapping experience in at least one of the areas. Collectively all areas are covered;</p> <p>10 points = 50% or more of team members have >1 and ≤2 years of non-overlapping experience in at least one of the areas. Collectively, all areas are covered;</p> <p>5 points = 50% or more of team members have ≤1 year of non-overlapping experience in at least one of the areas. Collectively, all areas are covered.</p>				
R4. Experience of Personnel with Social Marketing Campaigns				
<p>As stated in 3.6 and M2 at least one (1) team member demonstrates experience in leading/managing at least one (1) social marketing evaluation within the past five (5) years.</p> <p><u>RATING SCALE:</u></p> <p>10 points = 4 social marketing evaluations</p> <p>7 points = 3 social marketing evaluations</p> <p>4 points = 2 social marketing evaluations</p> <p>1 point = 1 social marketing evaluation</p>		Maximum 10 points		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
R5. Quality and Relevance of Work Sample				
The quality of the Bidder's work sample produced under the leadership of the Project Manager (M6) will be assessed on:				
<ul style="list-style-type: none"> • Ability to analyze and integrate data from different sources and collected through different methods; • The proper design and suitability of data collection tools; • The quality/clarity of writing 				
<p>a) Ability to analyze and integrate data from different sources and collected through different methods:</p> <p><u>RATING SCALE</u></p> <p>4-5 points = data from different sources and methods is analyzed and integrated/triangulated fully; data is compared and contrasted to lead to relevant findings, conclusions and recommendations;</p> <p>2-3 points = data from different sources and methods is analyzed and integrated somewhat, but one or two major deficiencies remain related to poor linking/contrasting of data emanating from multiple lines of evidence;</p> <p>0-1 points = data from different sources and methods is analyzed and integrated poorly, and there is no integration/triangulation.</p>		Maximum points = 5		
b) Design of data collection tools:		Maximum		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
<p><u>RATING SCALE</u></p> <p>4-5 points = well designed data collection tools, suited to answer the evaluation questions and show no deficiencies;</p> <p>2-3 points = adequately designed data collection tools and suited to answer the evaluation questions showing only one or two minor deficiencies related to validity and reliability;</p> <p>0-1 points = poorly designed data collection tools, not suited to answer the evaluation questions.</p>		points = 5		
<p>c) Quality/clarity of writing:</p> <p><u>RATING SCALE</u></p> <p>3 points = excellent quality/clarity of writing</p> <p>2 points = adequate quality/clarity of writing</p> <p>0- 1 point = very little quality/clarity of writing</p>		Maximum points = 3		
R6. Education				
<p>The project team overview (M2) will be reviewed for the percentage of the proposed persons that have a masters or higher degree in Sociology, Statistics, or Economics, or other relevant discipline</p> <p><u>RATING SCALE</u></p> <p>5 points = 75-100% have a higher degree</p>		Maximum points = 5		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
<p>3 points = 50-74% have a higher degree</p> <p>1 point = 30-49% have a higher degree</p>				
<p>R7. Methodology</p> <p>The Bidder must clearly outline the detailed methodology proposed to implement the approach described in the Statement of Work or must clearly describe an alternative approach and explain how and why the alternate methodology would result in a stronger evaluation.</p> <p>The proposal must elaborate on the following elements:</p> <ul style="list-style-type: none"> • evaluation design including methods, sampling; • analysis (include strategies for analyzing data from multiple lines of evidence including those implemented by Health Canada) and how findings and recommendations will be generated and reported upon; • limitations of the methodology and mitigation strategies; • efficiencies in the data collection process aimed at minimizing costs. 				
<p>a) Evaluation approach, including methods and sampling:</p> <p><u>RATING SCALE</u></p> <p>14-20 points = complete and relevant information; clearly shows how the project will proceed and integrate multiple lines of evidence; it describes methods including any suggested improvements to the requirements in the statement of work and justifies their selection; identifies limitations and</p>		Maximum points: 20		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
<p>mitigation strategies and fully considers potential difficulties and delays;</p> <p>7-13 points = adequate information; includes a first iteration showing how the project will proceed and integrate multiple lines of evidence; methods are described and their selection justified; limitations and mitigation strategies do not fully consider potential difficulties and delays (e.g., data availability);</p> <p>0-6 points = at least one crucial piece of information is missing, information is incomplete or of questionable relevance; proposed approach lacks detail clearly showing how the project will proceed and integrate multiple lines of evidence; it does not describe methods, justify their selection, discuss their strengths and weaknesses, does not identify limitation and mitigation strategies.</p>				
<p>b) Analysis of findings:</p> <p><u>RATING SCALE</u></p> <p>16-20 points = details on how data from multiple lines of evidence will be integrated/triangulated and analyzed are provided demonstrating a systematic approach that will lead to relevant findings, conclusions and recommendations. The approach describes how it will address situations when one or more lines of evidence may prove unreliable;</p> <p>11-15 points = details on how data from multiple lines of evidence will be integrated/triangulated and analyzed are provided demonstrating a systematic approach that will lead to relevant findings, conclusions and recommendations;</p>		Maximum points: 20		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
<p>6-10 points = details on how data from multiple lines of evidence will be integrated/triangulated and analyzed are provided; however, a systematic approach to this exercise is not clearly articulated;</p> <p>0-5 points = there are no details on how data from multiple lines of evidence will be integrated/triangulated and analyzed to respond to the evaluation questions.</p>				
<p>R8. Detailed Workplan</p> <p>The proposal must include a detailed workplan (M5) for completion of the evaluation project, containing: a work breakdown structure identifying tasks, sub-tasks and their descriptions, phases, estimated level of effort per task / sub-task (i.e. person days), responsible team member(s) for each task, and other team members allocated per task as well as a project schedule/Gantt chart identifying tasks, sub-tasks and phases, start and end dates per task/sub-task, elapsed time per task / sub-task, deliverables and milestones</p>				
<p>a) Comprehensiveness of the scheduling information (including the number of personnel assigned by task)</p> <p><u>RATING SCALE</u></p> <p>14-20 points = Level of effort allocated by task / sub-task according to its description is sufficient; elapsed times are reasonable and allow for potential delays; deliverables and milestones are clearly identified; project flow chart clearly presents the logic of the envisaged work;</p> <p>7-13 points = Level of effort allocated by task /</p>		Maximum points: 20		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
<p>sub-task according to its description is sufficient but elapsed times do not consider potential delays; deliverables and milestones are clearly identified;</p> <p>0-6 points = Level of effort allocated by task / sub-task according to its description is insufficient leading to unrealistic elapsed times and potential delays; deliverables and milestones are not clearly defined.</p>				
<p>b) Adequacy of the resources allocated (the work plan will be compared with the Team Experience Table, M4):</p> <p><u>RATING SCALE</u></p> <p>14-20 points = responsible team member(s) per task/sub-task is/are identified; the experience of team member(s) allocated to each task/sub-task is aligned with the task/sub-task description; there is appropriate involvement of the Project Manager in critical study tasks leading to deliverables or milestones;</p> <p>7-13 points = responsible team member(s) per task/sub-task is/are identified; the experience of team member(s) allocated to each task/sub-task is generally aligned with the task/sub-task description but some gaps remain; the Project Manager is not involved in critical study tasks leading to deliverables or milestones;</p> <p>0-6 points = responsible team member(s) per task/sub-task is/are not identified; the experience of team member(s) allocated to each task/sub-task is not aligned with the task/sub-task description; there is limited involvement of the Project Manager in</p>		Maximum points: 20		

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.				
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score
the study.				
R9. Overall Quality of Proposal <u>RATING SCALE</u> 5 points = The proposal is well presented, organized, and written and does not contain any spelling mistakes; 3 points = The proposal is adequately presented, organized, and written and contains few spelling mistakes; 0 points = The proposal is poorly presented and organized, with poor grammar and spelling.		Maximum points: 5		
Total Scores		188		
Minimum Points Required – 70%			131	

14.0 Basis of Awarding Contract

Highest Compliant Combined Rating of Technical Merit and Price:

It is understood by the parties submitting proposals that, to qualify, bidders must meet ALL Mandatory Requirements and achieve a passing mark of 70% (Overall) of the technical Point-Rated Requirements. The contract will be awarded based on a determination of best value taking into account both the technical merit of the proposals and the price evaluations. To arrive at an overall score achieved by a firm, a weighting has been established whereby technical merit will be valued at 80% of the bid and price at 20%. The contract is to be awarded to the bidder with the highest total point score.

Example of Contractor Ranking:

For the purpose of ranking all technically acceptable proposals, the following ratio will factor the technical and the price components to establish a total percentage score:

Technical - 80% and Price 20%

$$\text{Technical Score} = \frac{\text{Bidder's points}}{100} \times 80\% \qquad \text{Cost Score} = \frac{\text{Lowest Bid}}{\text{Bidder's Cost}} \times 20\%$$

Total Score = Technical Score + Cost Score

The proposal will be awarded to the highest total technical and price score.

15.0 DEBRIEFING

A debriefing will be provided, on request, only following entry by Health Canada into a contractual arrangement with the successful Bidder. Should a Bidder desire a debriefing, the Bidder should contact the contracting officer identified in section 7.2 of the RFP. The debriefing will include an outline of the reasons the submission was not successful, by referencing the evaluation criteria. The confidentiality of information relating to other submissions will be protected.

CERTIFICATIONS

1. Compliancy with Terms and Conditions

Bidders MUST include a signed copy of the front page of the RFP and include it with the certifications.

The Bidder by signing below hereby certifies that it has read the RFP in its entirety, including the Statement of Work, and signifies compliance with and acceptance of all the articles, clauses, terms and conditions contained or referenced in this RFP document.

Bidder's Name (Print), and Signature _____
Date

2. Certification of Education and Experience

1 Offers, to be considered responsive, must contain the following certification:

“The Bidder hereby certifies that all statements made with respect to education and experience are true and that any person proposed by the Bidder to perform the work or part of the work is either an employee of the Bidder or under a written agreement to provide services to the Bidder.”

2 The Crown reserves the right to verify the above certification and to declare the bid non-responsive for any of the following reasons:

- a unverifiable or untrue statement;
- b unavailability of any person proposed on whose statement of education and experience the Crown relied to evaluate the offer and award the contract.

Signature _____
Date

3. Certification of Availability and Status of Personnel

Availability of Personnel and Facility

The Bidder certifies that, should it be authorized to provide services under the contract resulting from this solicitation, the persons and facility proposed in its offer will be available to commence performance of the work within a reasonable time from establishment of the contract, of within the time specified herein and will remain available to perform the work in relation to the fulfilment of this requirement.

Status of Personnel

The bidder must certify in the technical proposal that the information provided in all the personnel résumés has been verified to be true and accurate.

Signature _____
Date

4. Additional Personnel Certification

If the Bidder has proposed any person in fulfilment of this requirement who is not an employee of the Bidder, the Bidder hereby certifies that it has written permission from such person (or the employer of such person) to propose the services of such person in relation to the work to be performed in fulfilment of this requirement and to submit such persons résumé to the Contracting Authority.

During the offer evaluation, the Bidder MUST upon the request of the Contracting Authority provide a copy of such written permission, in relation to any or all employees proposed. The Bidder agrees that failure to comply with such a request may lead to disqualification of the Bidder's offer from further consideration.

In addition, for every resource proposed by the Bidder including replacements, the resource must certify below they are aware that they are being bid as part of the bid/ proposal and state their relationship with the Bidder and sign below.

Name and Signature of Proposed Resource
Of the Bidder

Date

Relationship with the Bidder

5. Bid Validity Period

Certify below that all pricing identified in the bid/proposal will be valid for a period of one hundred and twenty (120) days from the closing date of the RFP.

Signature of Authorized Representative of the Bidder

Date

Print Name _____

6. Employment Equity

Suppliers who are subject to the Federal Contractors Program (FCP) and have been declared ineligible contractors by Human Resources and Skills Development Canada (HRSDC) are no longer eligible to receive federal 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 bids from ineligible contractors, including a bid from a joint venture that has a member who is an ineligible contractor, will be declared non-responsive.

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

The Bidder or the member of the joint venture

- a) () is not subject to the FCP, having a workforce of less than 100 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 the 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;
- d) () has not been declared an ineligible contractor by HRSDC, and has a valid certificate number as follows: _____.

Signature of Authorized Representative of the Bidder

Date

Print Name _____