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REQUEST FOR PROPOSAL (RFP)

REFERENCE NUMBER: 1000147802

CLOSING DATE: JUNE 24, 2013

CLOSING TIME and TIME ZONE: 3:00 pm EDT

PROJECT TITLE: FIELD MARKETING PLANNING, MANAGEMENT AND EXECUTION

Healthy Environment and Consumer Safety Branch

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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RFP ISSUE DATE: JUNE 4, 2013

THIS RFP CONTAINS A SECURITY REQUIREMENT

TABLE OF CONTENTS

PART I STATEMENT OF WORK (SOW)

- 1.0 Scope**
 - 1.1 Title
 - 1.2 Introduction
 - 1.3 Estimated Value
 - 1.4 Objectives of the Requirement
 - 1.5 Background, Assumptions and Specific Scope of the Requirement
- 2.0 Requirements**
 - 2.1 Tasks, Activities, Deliverables and Milestones
 - 2.2 Specifications and Standards
 - 2.3 Technical, Operational and Organizational Environment
 - 2.4 Method and Source of Acceptance
 - 2.4.1 Deliverable Format
 - 2.4.2 Deliverable Acceptance
 - 2.5 Reporting Requirements
 - 2.6 Project Management Control Procedures
 - 2.7 Change Management Procedures
 - 2.8 Ownership of Intellectual Property
- 3.0 Other Terms and Conditions of the SOW**
 - 3.1 Authorities
 - 3.2 Health Canada Obligations
 - 3.3 Contractor's Obligations
 - 3.4 Location of Work, Work Site and Delivery Point
 - 3.5 Language of Work
 - 3.6 Special Requirements
 - 3.7 Security Requirements
 - 3.8 Insurance Requirements
 - 3.9 Travel and Living
- 4.0 Project Schedule**
 - 4.1 Expected Start and Completion Dates
 - 4.2 Schedule and Estimated Level of Effort (Work Breakdown Structure)
- 5.0 Required Resources / Types of Roles to be Performed**
- 6.0 Applicable Documents and Glossary**
 - 6.1 Applicable Documents
 - 6.2 Relevant Terms, Acronyms, Glossaries

PART II PROPOSAL REQUIREMENTS

7.0 Administrative Instructions

- 7.1 General Information
 - 7.1.1 Components, Language and Number of Copies
 - 7.1.2 Bid Validity Period
 - 7.1.3 No Payment for Pre-Contract Costs
- 7.2 Delivery Instructions for Bid/ Proposal
- 7.3 Non-Acceptance of Proposals by Facsimile or Electronic Means
- 7.4 Closing Date and Time
- 7.5 Time Extension to Closing Date
- 7.6 Non-Compliance / Unacceptable Proposals
- 7.7 Bidders Conference / Site Visits /Interviews
- 7.8 Announcement of Successful Contractor
- 7.9 Rights of the Crown
- 7.10 Sample Long Form Contract
- 7.11 Employment Equity
- 7.12 Procurement Business Number (PBN)
- 7.13 Order of Precedence

8.0 Technical Proposal

- 8.1 General Information
- 8.2 Understanding of the Requirements
- 8.3 Approach and Methodology
 - 8.3.1 General Approach
 - 8.3.2 Methodology
 - 8.3.3 Work Plan / Project Schedule
 - 8.3.4 Performance and Quality Control
- 8.4 Proposed Team
 - 8.4.1 Personnel
 - 8.4.2 Contingency Plan
- 8.5 Contractor Profile
 - 8.5.1 Organization
 - 8.5.2 Relevant Work Experience
 - 8.5.3 References
- 8.6 Résumés of Personnel

9.0 Cost / Price Proposal

- 9.1 General Information
 - 9.1.1 *Per Diems*
 - 9.1.2. Travel
 - 9.1.3 Other Expenses
 - 9.1.4 Goods and Services Tax / Harmonized Sales Tax
- 9.2 Price Justification

10.0 Enquiries

PART III

BID SELECTION PROCESS

11.0 Introduction

12.0 Mandatory Requirements

- 12.1 Method of Evaluating
- 12.2 Mandatory Requirements

13.0 Point Rated Requirements

- 13.1 Method of Evaluating
- 13.2 Point Rated Requirements

14.0 Basis of Awarding Contract

ANNEX "A"

CERTIFICATIONS

ANNEX "B"

FINANCIAL PROPOSAL FORMAT

ANNEX "C"

SECURITY REQUIREMENT CHECKLIST (SRCL)

PART I STATEMENT OF WORK**1.1 Title**

Field Marketing Planning, Management and Execution

1.2 Introduction

Health Canada has a requirement to engage Canadians in face-to-face interactions on air quality and extreme heat monitoring through social marketing activities.

This requirement and the resulting contract does not include any mandatory services provided exclusively by PWGSC (Public Opinion Research and Survey, Advertising Services and Audio Visual Services).

1.3 Estimated Value

The total value of any contract emanating from this request shall not exceed \$150,000. This amount includes travel and living expenses and all applicable taxes.

1.4 Objectives of the Requirement**1.5 Background, Assumptions and Specific Scope of the Requirement**

Air pollution and extreme heat events can effect the health and well being of Canadians, especially those at-risk. The objective of this project is to educate Canadians on the steps they can take to protect their health, while maintaining an active lifestyle.

Air Quality

Health Canada has estimated that approximately 5900 premature deaths per year in the eight largest Canadian cities are linked to exposure to air pollution. Other serious health effects of particulate air pollution include asthma, bronchitis, and increased respiratory distress symptoms.

Certain populations are especially vulnerable to exposure to high levels of air pollution, including children, the elderly, and those with diabetes or those with pre-existing cardio-respiratory disease. Individuals who exercise or do strenuous activities outdoors are also susceptible to the negative effects of air pollution.

The Air Quality Health Index (AQHI), with readings available for over 70 locations in Canada, enables Canadians to stay informed, on a daily basis, about air pollution conditions in their communities. The tool provides real time data regarding current pollution levels in a community, and includes forecast values, to allow people to plan activities. The level of risk is translated into a number from 1 to 10 where the higher the number, the greater the risk and the greater the need to take precautions.

The AQHI (available at www.airhealth.ca) is a health management tool designed to help Canadians make decisions to protect their health by limiting short-term exposure to air pollution and deciding the best times to enjoy their outdoor activities. It also provides interesting facts on air pollution and health and advice on how they can improve the quality of the air in their community.

The Index pays particular attention to people who are sensitive to air pollution and provides them with advice on how to protect their health during air quality levels associated with low, moderate, high and very high health risks.

Extreme Heat

Extreme heat events have affected the health of Canadians and have resulted in a significant number of preventable deaths. It is thought that the frequency, duration and intensity of extreme heat events will increase in the future, resulting in an increased incidence of heat-related illness and fatality in Canada.

Children, older adults, people with chronic illness (cardiovascular, respiratory, renal, diabetes, obesity), and people with low socio-economic status are at particular risk during extreme heat events. People who are active outdoors are also vulnerable.

As heat-related illnesses are preventable, Health Canada has developed a Heat Resiliency Initiative to facilitate adaptation to extreme heat and protect the health of Canadians. To this end, various products have been developed to target protection of particular vulnerable groups such as children, older adults and the physically active in addition to the general public. As part of this initiative, outreach through various mechanisms is extremely important to ensure Canadians are taking the appropriate precautions to reduce their risk of developing a heat-related illness or even death during extreme heat events.

2.0 Requirements

- Plan, design, execute and manage a national field marketing program in various regions of the country.
- Establish, manage and leverage a retail relationship/partnership for the execution of the program and use partnership channels for program/event promotion, in-person engagement opportunities as well as point-of-purchase distribution when possible (at no cost)
- Mobilize consumers with use of face-to-face engagements, which can include, but is not limited to in-store programs and experiential strategies such as street marketing, seasonal field blitzes, trade and consumer events (conferences, festivals, shows, etc.) or other types of field executions.
- Establish a schedule of activities to maintain presence during summer 2014 with a strategic retailer/partner targeting major Census Metropolitan Areas (CMAs).
- Communicate key campaign messages to increase awareness of Health Canada environmental health initiatives and deliver a call to action.
- Produce and distribute bilingual information about the programs, ranging from content and creative development, production and logistics (shipping and distribution) of hand outs, collateral and display material.
- Co-promote events (Health Canada and retail partner) via various communication channels (traditional, digital, social media) and extend the reach of campaign messaging
- Evaluate and report on the campaign's activities.

2.1 Tasks, Activities, Deliverables and Milestones

2.1.1 Plan, design, execute and manage, regional and national field marketing initiatives ensuring cradle-to-grave planning, design, execution and management of events using the following anticipated milestones and timelines. ***All material produced for any event, promotion or communication of the AQHI outreach activities, including material produced for/by participating retailers and partners, must be approved by HC.***

2.1.2 In order to confirm that the work has been completed as required, the following deliverables are required:

- Complete list of all partners and locations participating in the form of an Excel spreadsheet to include but not limited to: store address, contact name for the store, contact phone number, contact email, description of retail promotion for each event, name of

representatives assigned to each location, location of the booth and program products within the store

- Drafts, as well as final samples of all materials produced in both official languages. (i.e. feedback cards, posters, fact sheets, staff training documents, retailer bulletins/flyers, etc.)
- Pictures of collateral in stores and events taking place in a minimum number of locations (TBC-To be Considered))
- Scan copies of all original feedback cards collected or electronic compilation of all feedback.
- List of all participant email addresses collected in Excel format (if applicable)
- Send Electronic copies of all marketing materials promoting the events.
- Provide bi-weekly written status reports identifying all tasks and activities completed to-date and any proposed next steps during the planning stage, and weekly status reports leading up to, and including the execution of events
- Final report

HC has AQHI outreach materials, brochures and factsheets, that are available free of charge, which can be used by stakeholders in their AQHI outreach efforts.

2.1.3 Milestones

Phase 1	Contract start to December 31, 2013	<ul style="list-style-type: none"> • Develop and submit a detailed plan outlining how the objectives of the initiative will be met • Assign appropriate resources to manage campaign • Select, in consultation with HC, a partner that offers the best coverage and potential for promotional activities based on the type and target audience in relation to the campaign's objectives (non-government organization/private sector firm) who has like-minded products/goals to use their channels for in-person engagement opportunities as well as point of purchase distribution when possible (This will be done by means of an RFI (Request for Information /Proposals) and an evaluation based on set criteria • Engage selected partner(s), with Health Canada representatives, to ensure needs of all parties are met. Identify partner contributions and requirements. Ensure Letter of Agreement / Partnership Agreement is signed by all participating partners. • Initiate pilot project in at least one market (fall 2014)
Phase 2	January 1, 2014 to March 31, 2014	<ul style="list-style-type: none"> • Develop and produce collateral display material and all other supporting tools and feedback cards. • Produce training material • Solicit government, NGOs and other like-minded organizations to promote the events and the programs
Phase 3	April 1, 2014 to September 30, 2014	<ul style="list-style-type: none"> • Hire and train representatives • Plan-schedule, co ordinate and staff events, as well as, promote and execute activities. Mobilize consumers with face to face engagements, which can include but is not limited to, in-store programs and experiential strategies, such as street marketing, seasonal field blitzes, trade and consumer events and other types of field excursions • Provide trained bilingual representatives to interact with the public, deliver campaign messaging, distribute collateral, answer questions and gather feedback
Phase 4	October 1, 2014 to March 27, 2015	<ul style="list-style-type: none"> • Evaluate effectiveness of the campaign, prepare, submit and approval of final report.

2.1.4 Promote events via various communication channels such as traditional media and social media; leverage retail partner channels to promote and drive traffic to the events; and, develop, produce and disseminate bilingual messaging which can be used by Health Canada, its partners, and stakeholders.

2.1.5 Evaluate effectiveness of the initiative using common evaluation techniques, tools and metrics.

- Develop, produce and distribute bilingual feedback cards *for the evaluation of on-site interactions.*
- Where possible, leverage partnerships to secure a contest prize as an incentive for participants to provide feedback.
- Develop and administer contest.
- Collect, compile and analyse feedback cards.
- Provide email addresses collected from all events for Health Canada follow-up survey administration. For example, but not limited to:
 - Number of Canadians contacted through online promotions
 - Number of one-on-one conversations
 - Number of store associates trained
 - Number of participating store locations
 - Number of guides and other collateral distributed during events
 - Number of completed surveys collected
 - Satisfaction rates with conversations as per post event (based on feedback)

2.1.6 Provide a final summary report electronically.

2.2 Specifications and Standards

When developing concepts and materials, the Contractor is to:

- Ensure that materials with Government of Canada branding are compliant to the Federal Identity Program (FIP), the Communications Policy, and the Official Languages Act (OLA).
- Make every effort to develop web and e-communications products that are WCAG 2.0 compliant, Level AA, in accordance with the Government of Canada Standard on Web Accessibility (<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601>). Requirements specific to web-based videos are located on <http://www.hc-sc.gc.ca/tb-bo/cont/draft-redact/video/index-eng.php>

2.3 Technical, Operational and Organizational Environment

Partner selection is based on some or all of the following criteria:

- Relevance of partner mandate to environmental health
- Reach to defined campaign target audiences
- High traffic potential
- Geographic coverage -74 AQHI reporting locations
- Ability to offer in-store events, workshops/speaker sessions and signage
- Ability and competence to participate in all program components
- Marketing contributions to promote events (flyers, website, signage, bulletins, publications, etc.)
- Previous experience with delivery of engagement initiatives
- Provision of adequate space to host events
- Ability to distribute and Health Canada material (at point of purchase and/or in-store displays, online)
- Ability and willingness to participate in any/all media launch and releases associated with the initiative
- Willing and able to partner with Health Canada (in kind value)
- Willingness of franchise or dealer owned businesses to participate as a group (with other partners)
- Willingness to commit a point person for the initiative (staff support)
- Willingness to 'pilot' a test of the program before full launch

One or more partners may be required to achieve national coverage.

2.4 Method and Source of Acceptance

All deliverables and services rendered under this contract are subject to the inspection of the Project Authority. Should any deliverable and/or service not be to the satisfaction of the Project Authority, as submitted, the Departmental Representative shall have the right to reject it or require correction before payment shall be authorized.

In addition to all deliverables and services identified within this SOW, the Project Authority will review and approve all promotional materials.

All material produced for any event, promotion or communication of the AQHI outreach activities, including material produced for/by participating retailers and partners, must be approved by HC.

2.5 Reporting Requirements

In addition to the timely submission of all deliverables and the fulfilment of all obligations, it is the responsibility of the Contractor to facilitate and maintain regular communication with the Project Authority. Communication is defined as all reasonable efforts to inform all parties of plans, decisions, proposed approaches, implementation and results of work, to ensure that the work is progressing well and in accordance with expectations.

Communication may include: phone calls, email, faxes, mailings and meetings. Also, the Contractor is to immediately notify the Project Authority of any issues, problems, or areas of concern in relation to any work completed under this contract, as they arise.

Weekly conference calls are to be scheduled.

2.6 Project Management Control Procedures

The Project Authority will (as required) meet with the Contractor to discuss on-going tasks, activities, deliverables and/or milestones. The Project Authority will review all written materials submitted including bi-weekly reports identifying all tasks and activities completed to-date and any proposed next steps. The Project Authority will provide comments to the Contractor indicating any changes required.

2.7 Change Management Procedures

In the event that any unforeseen situations or issues arise that may become potential barriers to the conduct of the work outlined in the contract, the Contractor and the Project Authority will meet to address the situation. In the event that the Project Authority is unavailable, an alternative HC representative will meet with the Contractor.

The Contractor shall propose (in writing) any changes to the scope of the work for the consideration and agreement by the HC Project Authority. In identifying a suggested change, the Contractor shall identify why they are recommending the change, the estimated cost of the change, and the impact on resources (Contractor and Crown) and project deliverables. No change will be implemented without first obtaining the approval of the HC Project Authority, and upon receipt of a formal amendment to the contract signed by the Departmental Representative.

2.8 Ownership of Intellectual Property

Ownership of intellectual property created especially for this project will reside with the Contractor. <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=13697§ion=text#Toc490365256>.

3.0 Other Terms and Conditions of the SOW

3.1 Authorities

The Departmental Representative is the Health Canada Contracting Authority and is responsible for the management of this Contract. Any changes to the Contract must be authorized in writing by the Departmental Representative by means of a formal amendment. The Contractor is not to perform Work in excess of or outside the scope of this Contract based on verbal or written requests or instructions from any government personnel other than the aforementioned officer. The contact person will be identified in the contract.

The Project Authority is responsible for all matters concerning the technical content of the Work under the Contract. Any proposed changes to the scope of the Work are to be discussed with the Project Authority, but any resulting changes can only be confirmed by a Contract Amendment issued by the Departmental Representative. The contact person will be identified in the contract.

The person who shall handle administration and invoicing questions will be identified in the contract.

3.2 Health Canada Obligations

The Project Authority shall provide to the Contractor:

- Relevant primary and secondary research;
- Existing program collateral (in reasonable quantities);
- Relevant Government of Canada guidelines, policies and standards (Communications Policy, Federal Identity Policy, Web Accessibility Policy, Official Languages Policy, etc) and interpretation
- Expertise on environmental health messaging;
- Access to departmental library, government and departmental policies and procedures, publications, reports, studies, etc;
- Provide comments on draft reports within eight working days;
- Provide approvals on all final elements developed for the program including posters, fact sheets, training materials, etc.; and
- Provide other assistance or support as deemed necessary.

3.3 Contractor's Obligations

- The Contractor shall complete all obligations outlined within this SOW.
- Inform the Departmental Representative and the Project Authority as soon as possible should anything arise impeding the progress of the agreed upon work.

3.4 Location of Work, Work Site and Delivery Point

The Contractor will complete all tasks, activities, deliverables and/or milestones at his/her place of work. The Contractor will be expected to attend any meetings as requested by the Project Authority (either in person or by teleconference).

Due to existing workload and deadlines, all personnel assigned the contract must be ready to work in close and frequent contact with the Departmental Representative and other departmental personnel.

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

Without affecting the validity of its bid, the Bidder may, at its discretion, substitute the applicable laws of a Canadian province or territory of its choice by deleting the Canadian province or territory specified and inserting the Canadian province or territory of its choice. If no change is made, the Bidder acknowledges that the applicable law specified is acceptable.

3.5 Language of Work

Representatives provided to staff the events at retail must be bilingual in those regions identified by Health Canada and/or the partner as per the clientele served in each location.

3.6 Special Requirements

N/A

3.7 Security Requirement

1. The Contractor must, at all times during the performance of the Contract, hold a valid Designated Organization Screening (DOS) with approved Document Safeguarding and Production Capabilities at the level of PROTECTED B, issued by the Canadian Industrial Security Directorate, Public Works and Government Services Canada.
2. The Contractor personnel requiring access to PROTECTED information, assets or work site(s) must EACH hold a valid RELIABILITY STATUS, granted or approved by the Canadian Industrial Security Directorate (CISD), Public Works and Government Services Canada (PWGSC). Until the security screening of the Contractor personnel required by this Contract has been completed satisfactorily by the Canadian Industrial Security Directorate, Public Works and Government Services Canada, the Contractor personnel MAY NOT HAVE ACCESS to PROTECTED information or assets, and MAY NOT ENTER sites where such information or assets are kept, without an escort.
3. The Contractor MUST NOT utilize its Information Technology systems to electronically process, produce or store PROTECTED information until the CISD/PWGSC has issued written approval. After approval has been granted or approved, these tasks may be performed at the level of PROTECTED B.
4. Subcontracts which contain security requirements are NOT to be awarded without the prior written permission of CISD/PWGSC.
5. The Contractor must comply with the provisions of the:
 - (a) Security Requirements Check List and security guide (if applicable), attached at Annex "C";
 - (b) Industrial Security Manual (Latest Edition)

If the successful bidder does not have the required security level prior to performance of any obligation under any contract resulting from this RFP, Health Canada will sponsor the security screening for the Contractor.

The contract cannot be awarded until such time that these requirements are met.

Note:

It is the Contractor's responsibility to ensure that the Partners/Retailers do not have access to Government of Canada Protected "B" information.

Health Canada would like to advise all Bidders who submit a proposal in compliance with "PART II PROPOSAL REQUIREMENTS" that they will be eligible for sponsorship into the Industrial Security Program CISD/PWGSC.

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.

Any insurance secured is to the benefit and protection of the successful bidder and shall not be deemed

to release or diminish its liability in any manner including as may be referenced elsewhere by the provision of this Contract.

3.9 Travel and Living Expenses

There is travel associated with this requirement. There will be travel expenses related to having trainers travel to up to three locations across Canada (Ontario, Alberta and British Columbia) for the purposes of providing training to the event representatives. Travel will be included in the total contract amount and must comply with the Treasury Board Secretariat guidelines.

<http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>

4.0 Project Schedule

To be determined.

4.1 Expected Start and Completion Dates

The expected contract period will be from contract award to March 27, 2015.

4.2 Schedule and Estimated Level of Effort (Work Breakdown Structure)

The following is an example of the work breakdown over an eight month period.

- Kick off meeting
- RFI Draft completed
- RFI Finalization
- RFI Submitted
- Selection of Retail Partner
- Production of collateral and marketing material
- Production of feedback form and metrics
- Retailer briefing
- Pilot Project initiated
- Staff to be provided and trained
- All events planned and implemented
- Final Report

5.0 Required Resources or Types of Roles to be Performed

Role	Duties to be performed (but not limited to)
Senior Account Advisor:	<p>The Senior Account Advisor (SAA) is required to provide consultation and advice on event marketing in collaboration with a retailer (s). The SAA is required to:</p> <ul style="list-style-type: none"> • Ensure that all procedures have been followed and correct documentation is in place • Attend client briefings and meetings (upon request); provide status reports and cost reports detailing the monitoring of the program; budgets and timetables; advise of budget variances; and facilitate create production. • Manage the strict adherence to budgets and time and staff resources • Deliver all the components as detailed in the Statement of Work. These can include: signage, tip sheets, event schedules
Program or Account Manager:	<p>The Account Manager is required to provide on-going program administrative services. The person assigned to this position will work with the Senior Account Advisor personnel on the day-to-day development and execution of the program and coordination of services.</p> <p>Specifically, the Account Manager will:</p> <ul style="list-style-type: none"> • Adhere to all procedures and ensure that correct documentation is in place. • Manage, on a day-to-day basis, all resources working on the development of event materials for Health Canada, working as a cohesive team in order to deliver good value for dollar to the Government of Canada on a timely basis • Attend client briefings and meetings. • Supervise and report any work produced by approved subcontractors. • Provide project status and contact reports on a regular basis. • Provide monthly interim reports by e-mail to Health Canada detailing the time and resources used to provide the services required by Health Canada.

PART II PROPOSAL REQUIREMENTS

7.0 Administrative Instructions for Completion of the RFP

7.1 General Information

7.1.1 Components, Language and Number of Copies

Canada requests that bidders provide their offer in **separately** bound volumes as follows:

- a) VOLUME 1 - TECHNICAL PROPOSAL (MANDATORY) - four (4) hard copies required; and
- b) VOLUME 2 - FINANCIAL PROPOSAL (MANDATORY) - two (2) hard copies required; and
- c) VOLUME 3 - CERTIFICATIONS (MANDATORY) - one (1) hard copy required

NOTE:

- Proposal(s) can be submitted in either Official Language (English or French).
- The RFP Reference Number and the name of the Contracting Officer must be marked on all documents, binders and respective envelopes.
- Prices **must** appear in the financial proposal only. No prices must be indicated in any other volume of the proposal.

Canada requests that bidders follow the format instructions described below in the preparation of their proposal.

- a) use 8.5 x 11 inch paper;
- b) use a numbering system that corresponds to the bid solicitation.

VOLUME 1: TECHNICAL PROPOSAL

In the technical proposal, bidders should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

VOLUME 2: FINANCIAL PROPOSAL

In the financial proposal, bidders must submit their financial proposal in accordance with "Annex B, Financial Proposal Format". The total amount of the Goods and Services Tax or Harmonized Sales Tax must be shown separately, if applicable.

VOLUME 3: CERTIFICATIONS

Bidders must submit the certifications required under Annex A with their proposal submission.

7.1.2 Bid Validity Period

See Annex "A"

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 are to be returned to the following address: Bid submission envelopes are to be returned to the following address:

Health Canada Bid Receiving Unit
Federal Records Centre Building,
161 Goldenrod Driveway (Loading Dock),
Ottawa, Ontario K1A 0K9
Attention: Donna.Pettit@hc-sc.gc.ca
RFP Reference Number: 1000147802

Hours of Operation: 07h30 to 16h30 (EST)

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

Proposals must be sent to the attention of the representative of the Department at the address as being that of "issuing office" on the cover page of this RFP.

It lies to the bidders to see that bids are received at the address and time specified. The bidder's responsibility to ensure proper and timely delivery of entire submission to the Crown, including all the information and all pages of the proposal necessary.

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

See front page of this RFP

7.5 Time Extension to Closing Date

There will be no extensions to the closing date.

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 (not mandatory)

Not Applicable

7.8 Announcement of Successful Contractor

The name of the successful bidder will be announced on MERX™ 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 the bid solicitation at any time;
- reissue the bid solicitation;
- seek clarification or obtain verification of statements made in a proposal;
- enter into negotiations with Bidders on any or all aspects of their proposal;
- verify any or all information provided by the Bidder with respect to the solicitation including references;
- retain all proposals submitted in response to the solicitation;
- declare a proposal non-responsive if Health Canada determines during the evaluation phase that the Bidder does not have the legal status, the facilities or the technical, financial and/or managerial capabilities to fulfill the requirements stated herein;
- discontinue the evaluation of any proposal which is determined, at any stage of the evaluation process, to be non-responsive.

7.10 Sample 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

See Certifications Annex "A"

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, Buy and Sell.

Visit the Buy and Sell Internet site at <https://buyandsell.gc.ca/> for information and registration procedures.

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 RFP.

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. 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 References (As per 12.2)

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. The Price Proposal should address each of the following, if applicable:

9.1.1 *Per Diem*

For each individual and/or labour category to be employed on the project, including subcontractors, indicate the proposed time rate and the estimated time requirement. Although detailed support for the rates is not requested at this time, you should be prepared to substantiate the proposed rates.

9.1.2 **Travel**

See section 3.9, Part I, Statement of Work

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 five (5) calendar 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 five (5) calendar 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

A Health Canada evaluation team will evaluate all Proposals which have been received by the closing date and time stipulated on the cover page of this RFP. The evaluation will be based on the contents of the Bidder's submitted Proposal, and not on any prior knowledge of, or experience with, the Bidder or the Bidder's work, beyond that which is referred to in the Bidder's Proposal. It is therefore the Bidder's responsibility to ensure its Proposal is complete, clear, and provides sufficient detail to allow the evaluators to evaluate it on the basis of the Bidder's response to the RFP, including the Mandatory and Point Rated Requirements contained therein.

The bid evaluation process has three (3) main components, as follows:

1. assessment of the Proposal against Mandatory Requirements;
2. assessment of the Technical Proposal against Point Rated Requirements; and
3. assessment of the Financial Proposal.

12.0 Mandatory Requirements

12.1 Method of Evaluation

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

Proposers must meet **all** the mandatory requirements described below. This will be evaluated 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 that addresses the requirement identified in the criteria.				
Criteria		Page #	Yes	No
M1	<p>Compliance</p> <p>The Bidder must demonstrate that the firm has a minimum of 4 *years of experience from date of this RFP providing Public Engagement Campaigns and/or Programs.</p> <p>*Years must be indicated in Month and Years</p>			
M2	<p>The Bidders must include within their proposal a detailed curriculum vitae (C.V) for each of the Bidder's proposed resources named in their proposal. The following must be included for each of the proposed resources:</p> <p>Background, experience and skills. Full and complete information (education, experience, etc). Name and contact information of the Project Authority for *reference purposes for projects/work completed by proposed resource(es).</p> <p><i>*Note: Health Canada reserves the right to check references by contacting one or all of the references provided. Health Canada also reserves the right to reject a bidder should one or more of the references provided not be available within one week from completion of bid evaluation and if in checking references they do not confirm the resources work experience, quality of work and information provided by the bidder.</i></p>			

<p>M3</p>	<p>Resource Experience</p> <p>The Bidder must propose the following resources within their Team of Resources:</p> <p>1) A Senior Account Advisor with the following qualifications:</p> <ul style="list-style-type: none"> ➤ A minimum of (5) *years experience from date of this RFP in the area of account executive services with a post secondary degree or diploma in an applicable or related field. <p>Or</p> <ul style="list-style-type: none"> ➤ A minimum of ten (10) *years experience from date of this RFP in the area of account executive services in a marketing agency or similar organizations. <p>2) A Program or Account Manager with the following qualifications:</p> <ul style="list-style-type: none"> ➤ Must have a minimum of two (2) *years experience from date of this RFP as an account administrator combined with a post secondary degree or diploma in an applicable or related field; <p>Or</p> <ul style="list-style-type: none"> ➤ A minimum of five (5) *years experience from date of this RFP in the area of planning, executing, monitoring and reporting on national retail event based initiatives. <p>*Years must be indicated in Month and Years.</p>			
<p>M4</p>	<p>Quality Control</p> <p>The Bidder must provide a Quality Assurance/Control Procedure that they currently have in place within their Company or Organisation.</p>			
<p>M5</p>	<p>Languages</p> <p>The Bidder must propose as a minimum one resource bilingual in both official languages. (English and French).</p>			

M6	<p>Experience & Capacity</p> <p>The Bidder must demonstrate its capacity, capability and experience in providing strategic, creative and production execution of Public Engagement Marketing by providing 2 projects completed by the firm within the last 5 years of the closing date of this RFP that include one or more of the following:</p> <ul style="list-style-type: none"> ➤ experience in planning, executing and managing a national retail-based initiative ➤ experience in building relationships with potential retailers; ➤ experience in building relationships with partners and stakeholders in public engagement marketing within the Federal, Provincial or Municipal level of government. <p>Both examples submitted must have been developed in both official languages or the Supplier must adapt the text into the other official language and integrate this adapted text into the original creative layout, to adequately demonstrate the Supplier's ability to provide creative services in both official languages.</p> <p>and</p> <p>The Bidder must demonstrate its capacity to reach Canadians in specific geographic regions of the country, urban and rural, as determined by the availability of the AQHI online and Weather Network tool.</p>			
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13.0 POINT RATED REQUIREMENTS

13.1 Method of Evaluation

Only those proposals meeting ALL of the Mandatory Requirements shall be deemed responsive and shall be evaluated by HC on the basis of the Point-Rated Requirements. It is the responsibility of the Bidder to ensure the completeness, clarity, and provision of sufficiently detailed evidence to enable the HC Evaluation Committee to evaluate the Bidder's proposal. Proposals which meet all the mandatory technical criteria will be evaluated and scored as specified in the tables inserted below.

Bids which fail to obtain the overall required minimum number of points specified will be declared non-responsive. Each point rated technical criterion should be addressed separately.

13.2 Point Rated Requirements

Req#	Criteria	Points allocated for the criteria	Points received	Page #
R1	<p>Understanding of Requirement The Bidder has provided in their proposal a summary demonstrating a strong understanding of the scope of work for this project as outlined in the Statement of Work and the tasks required to produce a high-quality end product.</p> <p>Demonstration should include the following information:</p> <ul style="list-style-type: none"> ➤ Understanding of the full scope of the project and required elements to most effectively meet the public engagement objectives. ➤ Clear understanding of the challenges of the project ➤ A clear understanding of the target audience and how to most effectively communicate with them. ➤ An understanding of the potential and scope of the retail partnership ➤ Their ability to identify and select a potential retail partner(s) as outlined in the Statement of Work ➤ Clear understanding of the partnership objectives and key promotional messages <p>*5 points for each criteria demonstrated to a maximum of 30 points</p>	30		
R2	<p>Methodology The Bidder has presented a methodology that clearly demonstrates an approach that will lead to a successful completion of the project.</p> <p>Demonstration should include the following information:</p> <ul style="list-style-type: none"> ➤ Scope of the project ➤ Responsibilities assigned to proposed resource ➤ The technologies involved ➤ Start and end dates of the project ➤ Plans, timelines and resources for retail partnership ➤ Any project management included in the resource's responsibilities ➤ Identifying risks and or constraints or potential problem areas ➤ Realistic plan for mitigating risks <p>*5 points for each criteria demonstrated to a maximum of 40 points</p>	40		
R3	<p>Project Plan The Bidder has presented a Project Plan that clearly demonstrates a</p>	25		

	<p>strong understanding of the scope of work and the tasks required.</p> <p>Demonstration should include the following information:</p> <ul style="list-style-type: none"> ➤ Within the project plan the Bidder should demonstrate a plan for adequately engaging stakeholder organizations. ➤ Start and end dates of the proposed resource's involvement ➤ Scheduling of work and provision of realistic and complete time estimates ➤ Control of time and quality ➤ Definition of detailed task list <p>5 points for each bullet to a maximum of 25 points</p>			
R4	<p>Quality Assurance</p> <p>As per M4 the Bidder has demonstrated that they have a Quality Assurance/Control Procedure in place within their Company or Organisation by submitting a brief description of their quality assurance performance measurements process(es) and contingency plans in addition to the proposed reporting mechanisms and management of any issues arising throughout the course of the assigned work.</p> <p>Demonstration should include the following:</p> <ul style="list-style-type: none"> ➤ The tools and processes set in place to manage a budget and/or timeline ➤ Ability to account for contingencies, mitigate potential disruptions or problems affecting the production schedule ➤ Their ability to mitigate logistical problems related to the implementation of the public engagement tactics ➤ The QA systems set in place to track client changes, provide additional estimates on changes and track various approvals. <p>*5 points for each bullet demonstrated to a maximum of 20 points</p>	20		
R5	<p>As per M6 the Bidder has demonstrated their capacity, capability and experience in providing strategic, creative and production execution of Public Engagement Marketing within the two (2) projects submitted. Demonstration should include the following:</p> <p>Strategy</p> <p>The degree to which:</p> <ul style="list-style-type: none"> ➤ The creative approach effectively addressed the objectives of the project, resonated with the target audience and integrated the key messages; ➤ The strategy demonstrates strategic thinking i.e. recommendations focused on results, execution true to the strategy, offers consumer insights; 	60		

	<ul style="list-style-type: none"> ➤ Recommendations went beyond the original brief and task; ➤ The concept including creative and marketing tactics together is appropriate to reach the stated target audience; ➤ The use of both official languages is effective. <p>Creativity The degree to which the creative approach:</p> <ul style="list-style-type: none"> ➤ Is appropriate for the target audience and is clearly aligned with the stated objectives; ➤ Is innovative and has impact; and ➤ Creates synergy across all creative components. <p>Results The degree to which the Bidder:</p> <ul style="list-style-type: none"> ➤ Demonstrates how results achieved stated business objectives; ➤ Demonstrates how the public engagement strategy and rationale contributed to the achievement of the objectives; and ➤ The stated objectives have been met and demonstrated through post-surveys or client's reports, other studies etc. <p>A maximum of 10 points will be allocated for each of the 3 categories above (Strategy, Creativity, Results) for each of the 2 projects</p>			
	Total number of Points	175		

* Please see legend below.

LEGEND

<p>Excellent R1 – R4 (5 points) R5 (10 points)</p>	<p>The Bidder's response to this criterion is in depth and the requirement is exceeded. The knowledge, experience or approach clearly demonstrates a full understanding of this portion of the rated criteria and should ensure a highly effective performance on this aspect of the work. Addresses and exceeds all elements as outlined in the Statement of Work</p>
<p>Very Good R1 – R4 (4 points) R5 (7 – 9 points)</p>	<p>The Bidder's response to this criterion addresses the requirement well. The knowledge, experience or approach demonstrates a very good understanding that is relevant to all areas of this portion of the rated criteria and should ensure a more than adequate performance on this aspect of the work. Addresses all elements as outlined in the Statement of Work.</p>
<p>Good R1 – R4 (3 points) R5 – (4 – 6 points)</p>	<p>The Bidder's response satisfactorily addresses this criterion. The knowledge, experience or approach demonstrated should meet the minimum needed for adequate performance on this aspect of the work. Addresses most elements as outlined in the Statement of Work however is missing some key elements.</p>
<p>Unsatisfactory R1 – R4 (2 points) R5 – (1 – 3 points)</p>	<p>The Bidder's response minimally addresses the criterion. The knowledge, experience or approach demonstrated is insufficient for the effective performance of the work. Addresses some elements as outlined in the Statement of Work missing many key elements.</p>
<p>No Response R1 – R4 (0 points) R5 (0 points)</p>	<p>The Bidder does not address the criterion. Does not address any elements as outlined in the Statement of Work</p>

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 as well as the minimum score identified for the point-rated criteria. 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 70% of the bid and price at 30%.

The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract. In the event two or more responsive bids have the same highest combined rating of technical merit and price, in descending order of the overall scores obtained for all the technical evaluation criteria subject to point rating detailed in Part III Bid Selection Process; the responsive bid obtaining the highest overall score being ranked the highest will be recommended for award of a contract.

The table below illustrates an example where the selection of the contractor is determined by a 70/30 ratio of the technical merit and price, respectively.

Basis of Selection - Highest Combined Rating of Technical Merit (70%) and Price (30%)			
Bidder	Bidder 1	Bidder 2	Bidder 3
Overall Technical Score	88	82	92
Bid Evaluated Price	\$60,000	\$55,000	\$50,000
Calculations	Technical Merit Points	Price Points	Total Score
Bidder 1	$88 / 100 \times 70 = 61.60$	$50,000 / 60,000 \times 30 = 25.00$	86.60
Bidder 2	$82 / 100 \times 70 = 57.40$	$50,000^* / 55,000 \times 30 = 27.27$	84.67
Bidder 3	$92 / 100 \times 70 = 64.40$	$50,000^* / 50,000 \times 30 = 30.00$	94.40

* represents the lowest evaluated price

ANNEX "A"
Certifications

Bidders must provide the required certifications to be awarded a Contract.. Canada will declare a bid non-responsive if the required certifications are not completed and submitted as requested.

Compliance with the certifications Bidders provide to Canada is subject to verification by Canada during the bid evaluation period **(before award of a contract) and after award of a contract**. The Contracting Authority will have the right to ask for additional information to verify Bidders' compliance with the certifications before award of a contract. The bid will be declared non-responsive if any certification made by the Bidder is untrue, whether made knowingly or unknowingly. Failure to comply with the certifications or to comply with the request of the Contracting Authority for additional information will also render the bid non-responsive.

Certifications Precedent to Contract Award

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

1. Compliancy with Terms and Conditions

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.

Signature

Date

In order to confirm the authority of the person or persons signing the certifications or to establish the legal capacity under which the Bidder proposes to enter into Contract, any Bidder who carries on business in other than its own personal name shall, if requested by Health Canada, provide satisfactory proof of:

- (a) such signing authority; and
- (b) the legal capacity under which it carries on business;

prior to contract award. Proof of signing authority may be in the form of a certified copy of a resolution naming the signatory(s) that is (are) authorized to sign this tender on behalf of the corporation or partnership. Proof of legal capacity may be in the form of a copy of the articles of incorporation or the registration of the business name of a sole proprietor or partnership.

2. Legal name and bidder's information (print clearly)

Bidder's Legal Name _____

Bidder's Complete Address _____

Bidder's Phone number (_____) _____

Bidder's Authorized Representative _____

Bidder's Authorized Representative Phone number (_____) _____

Bidder's Authorized Representative e-mail _____

Bidder's Procurement Business Number _____

Bidder's province in which he is incorporated. _____

3. Certification of Education Experience and Language Requirements

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

"The Bidder hereby certifies that all statements made with respect to education, experience and language requirements 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."

The Crown reserves the right to verify the above certification and to declare the proposal 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

Print Name

Date

4. Certification of Availability and Status of Personnel

Availability of Personnel and Facility

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

5. Status of Personnel

If the Bidder has proposed any person in fulfillment 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 fulfillment 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 ailure to comply with such a request may lead to disqualification of the Bidder's offer from further consideration.

Signature

Date

Print Name

Date

6. Federal Contractors Program - over \$25,000 and below \$200,000

Suppliers who are subject to the Federal Contractors Program for Employment Equity (FCP) and have been declared ineligible contractors by Human Resources and Social 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 Contract 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 permanent full time, part-time or temporary employees in Canada. Any bids from ineligible contractors will not be considered for award of a contract. Any bids from ineligible contractors 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 permanent full time, part-time or temporary employees in Canada,

- (b) () is not subject to the FCP, being a regulated employer under the Employment Equity Act, S.C. 1995, c.44 (<http://laws-lois.justice.gc.ca/eng/acts/E-5.401>);

- (c) () is subject to the requirements of the FCP, having a workforce of 100 or more permanent full time, part-time or temporary employees 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: _____.

Further information on the FCP is available on the following HRSDC Website.<http://www.hrsdc.gc.ca/eng/labour/equality/fcp/index.shtml>

7. Proposal Validity Period

The Bidder hereby signing certifies that all pricing identified in his/her Cost/Price Proposal shall be valid for a period of one hundred and twenty (120) days from closing date of this RFP.

Signature

Date

Print Name

Date

ANNEX "B"
Financial Proposal Format

*****This Cost/Price Proposal is to be submitted separately.**

Bidders meeting ALL Mandatory Requirements and achieving at least the required minimum score on the Point Rated Requirements will be evaluated on the basis of their Financial Proposal.

The Financial Evaluation will be carried out by the Contracting Authority independent of the Evaluation Committee responsible for evaluating the Technical Proposal. Financial Proposals will be evaluated based on the methodology detailed below.

All of the information required in this section MUST appear in the Bidder's Financial Proposal ONLY. The Bidder's Financial Proposal MUST be submitted in a sealed envelope, separate from the Bidder's Technical Proposal if sending it in by mail or a separate document if sending it electronically. The Bidder's failure to comply with this condition could result in the Bidder's Proposal being declared non-compliant and being given no further consideration.

Failure on the part of the Bidder to provide the information required within the Financial Proposal Table(s) will result in HC deeming the Bidder's Proposal to be non-compliant, with the Proposal being given no further consideration by HC.

Rates provided by Bidders should not include such things as travel and administration for evaluation of the Cost/Price Proposal. Similarly, per diems should be exclusive of the Goods and Services Tax (GST) and/or the Harmonized Sales Tax (HST). All Bidder rates/per diems are to be exclusive of the Goods and Services Tax (GST) and/or the Harmonized Sales Tax (HST).

Resource Category Per Diems

Using Table "A" below, for each Resource Category, the Bidder **MUST** provide a firm, all-inclusive per diem rate (CAD) for which their resources have been proposed for the term of the Contract(s). The per diem rate is inclusive of all costs and profits required for the proposed individual to complete the work (note: per diem rates are not to be quoted as ranges).

The firm, all-inclusive per diem rate is to be exclusive of the Goods and Services Tax (GST) and/or the Harmonized Sales Tax (HST). Such amounts will be added upon Award by HC.

The Financial Proposal will be used to calculate 30% of the overall score.
Bidders should indicate the proposed per diem rate for all members of the proposed project team.

The rates and prices specified below, when quoted by the Bidder, include any of the following expenses that may need to be incurred to satisfy the terms of any contract that may result from its bid:

- a. **all travel and living expenses for work performed within the National Capital Region (NCR). The NCR is defined in the National Capital Act, R.S.C. 1985, c. N-4, S.2. The National Capital Act is available on the Justice Website: <http://laws-lois.justice.gc.ca/eng/acts/N-4/>;**
- b. **any travel expenses for travel between the Contractor's place of business and the NCR; and**
- c. **any travel and living expenses for the relocation of resources to satisfy the terms of any resulting contract. These expenses cannot be charged directly and separately from the professional fees to any contract that may result from the bid solicitation.**

The inclusion of volumetric data in this document does not represent a commitment by Canada that Canada's future usage of the services described in the bid solicitation will be consistent with this data.

Professional Fees:
Table "A1" – Contract award to March 27, 2015

A	B	C	D (BxC)
Category of Personnel Insert rows as required	Per Diem Rate(s)	Level of Effort/Number of Days Required	Total Costs for Professional Fees TAXES NOT INCLUDED
1.	\$		\$
2.	\$		\$
3.	\$		\$
4.	\$		\$
Sub-Total 1:			\$

Travel and Living Expenses *(if applicable and requires Health Canada pre-authorization):*
Table "A2" - Contract award to March 27, 2015

Destination	Accommodation	Meals & Incidentals	Transportation	Total Estimated Travel Costs
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
	\$	\$	\$	
Sub-Total 2:				\$

Miscellaneous Expenses (all other expenses) *(if applicable and requires Health Canada pre-authorization):*
Table "A3" - Contract award to March 27, 2015

Item	Description	Total Estimated Miscellaneous Expense Cost
1		\$
2		\$
3		\$
4		\$
Sub-Total 3:		\$

For evaluation purposes only, the financial proposal will be weighed out of 30% as follows"

Professional fees will be weighed at 10%

Miscellaneous fees will be weighed at 18%

Travel expenses will be weighed at 2%

Bidder total tendered price to perform the work from contract award to March 27, 2015 (Total of Tables A1, A2, and A3 above).	\$
Bidder total tendered price inclusive of optional periods	\$
Bidder Total Tendered Price	

ANNEX "C"

SECURITY REQUIREMENT CHECKLIST (SRCL)

Government of Canada / Gouvernement du Canada

Contract Number / Numéro du contrat 1000147802
Security Classification / Classification de sécurité

SECURITY REQUIREMENTS CHECK LIST (SRCL)
LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)

PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE		
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine Health Canada	2. Branch or Directorate / Direction générale ou Direction WACCB	
3. a) Subcontract Number / Numéro du contrat de sous-traitance	3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant	
4. Brief Description of Work / Brève description du travail Initiate on RFP to contract a company to plan, design & manage local, Regional & national field marketing initiatives for in-person engagement opportunities & point of purchase distribution to engage & educate consumers on the ADMP.		
5. a) Will the supplier require access to Controlled Goods? / Le fournisseur aura-t-il accès à des marchandises contrôlées?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? / Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. Indicate the type of access required / Indiquer le type d'accès requis		
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? / Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) / (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c)	<input type="checkbox"/> No / Non <input checked="" type="checkbox"/> Yes / Oui 6/3	
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? / Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? / L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé.	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
6. c) Is this a commercial courier or delivery requirement with no overnight storage? / S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit?	<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui	
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès		
Canada <input checked="" type="checkbox"/>	NATO / OTAN <input type="checkbox"/>	Foreign / Étranger <input type="checkbox"/>
7. b) Release restrictions / Restrictions relatives à la diffusion		
No release restrictions / Aucune restriction relative à la diffusion: <input checked="" type="checkbox"/>	All NATO countries / Tous les pays de l'OTAN: <input type="checkbox"/>	No release restrictions / Aucune restriction relative à la diffusion: <input type="checkbox"/>
Not releasable / À ne pas diffuser: <input type="checkbox"/>		
Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>
Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:
7. c) Level of information / Niveau d'information		
PROTECTED A / PROTÉGÉ A: <input type="checkbox"/>	NATO UNCLASSIFIED / NATO NON CLASSIFIÉ: <input type="checkbox"/>	PROTECTED A / PROTÉGÉ A: <input type="checkbox"/>
PROTECTED B / PROTÉGÉ B: <input checked="" type="checkbox"/>	NATO RESTRICTED / NATO DIFFUSION RESTREINTE: <input type="checkbox"/>	PROTECTED B / PROTÉGÉ B: <input type="checkbox"/>
PROTECTED C / PROTÉGÉ C: <input type="checkbox"/>	NATO CONFIDENTIAL / NATO CONFIDENTIEL: <input type="checkbox"/>	PROTECTED C / PROTÉGÉ C: <input type="checkbox"/>
CONFIDENTIAL / CONFIDENTIEL: <input type="checkbox"/>	NATO SECRET / NATO SECRET: <input type="checkbox"/>	CONFIDENTIAL / CONFIDENTIEL: <input type="checkbox"/>
SECRET / SECRET: <input type="checkbox"/>	COSMIC TOP SECRET / COSMIC TRÈS SECRET: <input type="checkbox"/>	SECRET / SECRET: <input type="checkbox"/>
TOP SECRET / TRÈS SECRET: <input type="checkbox"/>		TOP SECRET / TRÈS SECRET: <input type="checkbox"/>
TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT): <input type="checkbox"/>		TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT): <input type="checkbox"/>

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité



Government of Canada / Gouvernement du Canada

Contract Number / Numéro du contrat 1000147802
Security Classification / Classification de sécurité

PART A (continued) / PARTIE A (suite)

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets?
Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS?
If Yes, indicate the level of sensitivity:
Dans l'affirmative, indiquer le niveau de sensibilité: No / Non Yes / Oui

9. Will the supplier require access to extremely sensitive INFOSEC information or assets?
Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate? No / Non Yes / Oui

Short Title(s) of material / Titre(s) abrégé(s) du matériel:
Document Number / Numéro du document:

PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)

10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis

<input checked="" type="checkbox"/> RELIABILITY STATUS COTE DE FIABILITÉ	<input type="checkbox"/> CONFIDENTIAL CONFIDENTIEL	<input type="checkbox"/> SECRET SECRET	<input type="checkbox"/> TOP SECRET TRÈS SECRET
<input type="checkbox"/> TOP SECRET - SIGINT TRÈS SECRET - SIGINT	<input type="checkbox"/> NATO CONFIDENTIAL NATO CONFIDENTIEL	<input type="checkbox"/> NATO SECRET NATO SECRET	<input type="checkbox"/> COSMIC TOP SECRET COSMIC TRÈS SECRET
<input type="checkbox"/> SITE ACCESS ACCÈS AUX EMPLACEMENTS			

Special comments:
Commentaires spéciaux: _____

NOTE: If multiple levels of screening are identified, a Security Classification Guide must be provided.
REMARQUE: Si plusieurs niveaux de contrôle de sécurité sont requis, un guide de classification de la sécurité doit être fourni.

10. b) May unscreened personnel be used for portions of the work?
Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail? No / Non Yes / Oui
If Yes, will unscreened personnel be escorted?
Dans l'affirmative, le personnel en question sera-t-il escorté? No / Non Yes / Oui

PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)

INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS

11. a) Will the supplier be required to receive and store PROTECTED and/or CLASSIFIED information or assets on its site or premises?
Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui

11. b) Will the supplier be required to safeguard COMSEC information or assets?
Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC? No / Non Yes / Oui

PRODUCTION

11. c) Will the production (manufacture, and/or repair and/or modification) of PROTECTED and/or CLASSIFIED material or equipment occur at the supplier's site or premises?
Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ? No / Non Yes / Oui

INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)

11. d) Will the supplier be required to use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data?
Le fournisseur sera-t-il tenu d'utiliser ses propres systèmes informatiques pour traiter, produire ou stocker électroniquement des renseignements ou des données PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui

11. e) Will there be an electronic link between the supplier's IT systems and the government department or agency?
Disposera-t-on d'un lien électronique entre le système informatique du fournisseur et celui du ministère ou de l'agence gouvernementale? No / Non Yes / Oui

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité



Contract Number / Numéro du contrat 1000147802
Security Classification / Classification de sécurité

PART C - (continued) / PARTIE C - (suite)

For users completing the form **manually** use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.
Les utilisateurs qui remplissent le formulaire **manuellement** doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

For users completing the form **online** (via the Internet), the summary chart is automatically populated by your responses to previous questions.
Dans le cas des utilisateurs qui remplissent le formulaire **en ligne** (par Internet), les réponses aux questions précédentes sont automatiquement saisies dans le tableau récapitulatif.

SUMMARY CHART / TABLEAU RÉCAPITULATIF

Category / Catégorie	PROTECTED / PROTÉGÉ			CLASSIFIED / CLASSIFIÉ			NATO				COMSEC					
	A	B	C	CONFIDENTIAL / CONFIDENTIEL	SECRET	TOP SECRET / TRÈS SECRET	NATO RESTRICTED / NATO DIFFUSION RESTREINTE	NATO CONFIDENTIAL / NATO CONFIDENTIEL	NATO SECRET	COSMIC TOP SECRET / COSMIC TRÈS SECRET	PROTECTED / PROTÉGÉ			CONFIDENTIAL	SECRET	TOP SECRET / TRÈS SECRET
											A	B	C			
Information / Assets / Renseignements / Biens / Production		<input checked="" type="checkbox"/>														
IT Media / Support TI		<input checked="" type="checkbox"/>														
IT Link / Lien électronique																

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?
La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui



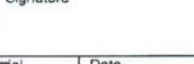
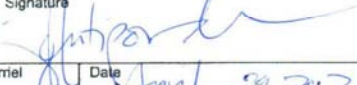
If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".
Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.

12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?
La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).
Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquez qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).

Government of Canada / Gouvernement du Canada

Contract Number / Numéro du contrat 1000147802
Security Classification / Classification de sécurité

PART D - AUTHORIZATION / PARTIE D - AUTORISATION			
13. Organization Project Authority / Chargé de projet de l'organisme			
Name (print) - Nom (en lettres moulées) Christina Daly	Title - Titre AI/Section Head	Signature 	
Telephone No. - N° de téléphone 613-941-1192	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel christina.daly@hc-sc.gc.ca	Date
14. Organization Security Authority / Responsable de la sécurité de l'organisme			
Name (print) - Nom (en lettres moulées) CURTIS BLAIR	Title - Titre SR. TRAINING OFFICER	Signature 	
Telephone No. - N° de téléphone 613-946-7752	Facsimile No. - N° de télécopieur 613-941-2396	E-mail address - Adresse courriel curtis.blair@hc-sc.gc.ca	Date 2013 Apr. 15
15. Are there additional instructions (e.g. Security Guide, Security Classification Guide) attached? Des instructions supplémentaires (p. ex. Guide de sécurité, Guide de classification de la sécurité) sont-elles jointes?			
			<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui
16. Procurement Officer / Agent d'approvisionnement			
Name (print) - Nom (en lettres moulées) DONNA PETTIT	Title - Titre SR. PROCUREMENT CONTRACTING OFFICER	Signature 	
Telephone No. - N° de téléphone 613-954-2584	Facsimile No. - N° de télécopieur 613-954-0737	E-mail address - Adresse courriel donna.pettit@hc-sc.gc.ca	Date
17. Contracting Security Authority / Autorité contractante en matière de sécurité			
Name (print) - Nom (en lettres moulées)	Title - Titre	Signature 	
Telephone No. - N° de téléphone	Facsimile No. - N° de télécopieur	E-mail address - Adresse courriel	Date April 29, 2013

Julie Antiporda
 Contract Security Officer, Contract Security Division
 Julie.Antiporda@tpsgc-pwgsc.gc.ca
 Tel/Tél - 613-960-6342 / Fax/Téléc - 613-954-4171