



Solicitation No. - N° de l'invitation

EN578-113216/D

Amd. No. - N° de la modif.

File No. - N° du dossier

cx026EN578-113216

Buyer ID - Id de l'acheteur

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CCC No./N° CCC - FMS No/ N° VME

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***THIS IS A REFRESH OF SUPPLY ARRANGEMENT # EN578-113216/000/CX.***

***Security requirements may be associated with the Supply Arrangement. For additional information, see Part 4 - Evaluation Procedures and Basis of Selection and Part 6 - Supply Arrangement and Resulting Contract Clauses.***

***Enquiries on the Request for Supply Arrangement document were addressed during the original solicitation period in 2011. The Contracting Authority will not respond to new enquiries. For your information and to assist you in preparing your arrangement, copies of the Questions and Answers released during the original solicitation period are available through Access to Information.***

***This refresh permits new suppliers to submit arrangements and potentially become Supply Arrangement Holders for Strategic Communication Services.***

***New fully compliant suppliers will be issued Supply Arrangements and their names will be added to the existing Supply Arrangement Holder lists on the condition that they meet all of the requirements of the original Request for Supply Arrangements, which are included in this document.***

**REQUEST FOR SUPPLY ARRANGEMENT (RFSA)  
STRATEGIC COMMUNICATION SERVICES**

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## PART 1 GENERAL INFORMATION

### 1.1 INTRODUCTION

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

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

Part 1: General Information: provides a general description of the requirement;

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

Part 3: Arrangement Preparation Instructions: provides suppliers with instructions on how to prepare their response to this RFSA;

Part 4: Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the arrangement and the basis of selection;

Part 5: Certifications: includes the certifications to be provided; and

Part 6: Supply Arrangement and Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting Supply Arrangement.

### 1.2 SUMMARY

The Government of Canada requires the provision of a full range of strategic communication services on an "as and when requested basis". The scope of the services are detailed in Annex A, Statement of Work.

These services will be provided to the Communication Procurement Directorate (CPD) of Public Works and Government Services Canada (PWGSC) on behalf of Government of Canada departments, agencies and/or Crown Corporations listed under Schedules I, I.1, II and III of the *Financial Administration Act*, R.S., 1985, c.F-11.

### 1.3 SECURITY REQUIREMENT

Security requirements may be associated with the Supply Arrangement. For additional information, see Part 4 - Evaluation Procedures and Basis of Selection and Part 6 - Supply Arrangement and Resulting Contract Clauses.

### 1.4 CANADIAN CONTENT

The goods and/or services covered by the Supply Arrangement are limited to Canadian goods and/or services as defined in SACC Manual Clause A3050T (2010/01/11), Canadian Content Definition.

### 1.5 DEBRIEFINGS

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After issuance of a Supply Arrangement, suppliers may request a debriefing on the results of the RFSA. Suppliers should make the request to the Supply Arrangement Authority within 15 working days of receipt of notification that their arrangement was unsuccessful. The debriefing may be provided in writing or by telephone.

## 1.6 SUPPLY ARRANGEMENT (SA)

Supply Arrangements as defined in the SACC clause 2008 (2011/05/16) "Standard Instructions - Request for Supply Arrangements - Goods or Services (2010-10-07)" are non-binding agreements between Public Works and Government Services Canada (PWGSC) and suppliers to provide a range of services on an "as and when requested" basis. Suppliers who are issued a Supply Arrangement will form a list of qualified suppliers from which PWGSC can solicit bids based on the specific requirements of the Government of Canada. Supply arrangements include a set of predetermined terms and conditions that will apply to any subsequent contract. Individual contracts awarded under the Supply Arrangement must not exceed **\$400,000.00**, GST and HST included.

Up to 3 lists of qualified suppliers will be established for the provision of strategic communication services, as follows:

- i. One list of qualified **English** language suppliers that meet the mandatory requirements of this RFSA;
- ii. One list of qualified **French** language suppliers that meet the mandatory requirements of this RFSA;
- iii. One list of qualified **English AND French (bilingual)** language suppliers that meet the mandatory requirements of this RFSA.

Suppliers will be requested to self-identify for which list they consider themselves qualified. Suppliers may be identified on more than one list by complying with the language certification requirements contained in Part 5.

The period for issuing solicitations and awarding contracts under the Supply Arrangements will be from date of Supply Arrangement issue to 30 June 2013. If the Supply Arrangement is authorized for use beyond this initial period, the Supplier offers to extend its arrangement for up to a second two year period, from 1 July 2013 to 30 June 2015.

If the Supply Arrangement is authorized for use beyond the initial period, a Notice will be posted on the Government Electronic Tendering Service (GETS) to allow new suppliers to become qualified. A Supplier submitting an arrangement for the Supply Arrangement refresh will be required to comply with the mandatory requirements of the SA refresh document.

Existing qualified suppliers who have been issued a Supply Arrangement will not be required to submit a new arrangement.

## PART 2 SUPPLIER INSTRUCTIONS

### 2.1 STANDARD INSTRUCTIONS, CLAUSES AND CONDITIONS

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual issued by Public Works and Government Services Canada (PWGSC).

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

The 2008 (2013/06/01) Standard Instructions - Request for Supply Arrangements - Goods or Services are incorporated by reference into and form part of the RFSA. If there is a conflict between the provisions of 2008 and this document, this document prevails.

Subsection 5.4 of Standard Instructions 2008 is amended as follows:

- i. Delete: sixty (60) days
- ii. Insert: 120 days

### 2.2 SUBMISSION OF ARRANGEMENT

***Important Note: Suppliers should submit only one arrangement in response to this RFSA.***

Arrangements must be submitted only to Public Works and Government Services Canada Bid by the date, time and place as indicated:

Receiving Unit by the date, time and place indicated:

Bid Receiving (HQ)  
Public Works and Government Services Canada  
Bid Receiving Unit  
Portage III, 0A1  
11 Laurier Street  
Gatineau, Quebec  
For Courriers: J8X 4A6 For regular mail: K1A 0S5  
Telephone: 819-956-3370

Due to the nature of the RFSA, arrangements transmitted by facsimile or electronic mail to Public Works and Government Services Canada will not be accepted.

### 2.3 ENQUIRIES - REQUEST FOR SUPPLY ARRANGEMENTS

All enquiries must be submitted in writing to the Supply Arrangement Authority ***no later than 8 working days before the bid closing date.*** Enquiries received after that time may not be answered.

Suppliers should reference as accurately as possible the numbered item of the RFSA to which the enquiry relates. Care should be taken by suppliers to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a "proprietary" nature must be clearly marked "proprietary" at each relevant item. Items identified as proprietary will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the questions or may request that the Supplier do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies

to all suppliers. Enquiries not submitted in a form that can be distributed to all suppliers may not be answered by Canada.

## 2.4 APPLICABLE LAWS

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

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

**Note to Suppliers:** Suppliers may indicate the Canadian province or territory they wish in their Arrangement Submission Form if this differs from the above.

## 2.5 ENVIRONMENTAL CONSIDERATIONS - GREEN PLAN

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

Environmentally preferable goods and services are those that have a lesser or reduced impact on the environment over the life cycle of the good or service, when compared with competing goods or services serving the same purpose. Environmental performance considerations include, among other things:

- i. The reduction of greenhouse gas emissions and air contaminants;
- ii. Improved energy and water efficiency;
- iii. Reduced waste and support reuse and recycling;
- iv. The use of renewable resources;
- v. Reduced hazardous waste; and
- vi. Reduced toxic and hazardous substances.

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

- i. Suppliers are encouraged to offer or suggest green solutions, and submit a "Green Plan" with their arrangement;
- ii. Suppliers are requested to provide all correspondence (including but not limited to) documents, reports and invoices in electronic format unless otherwise specified by the Supply Arrangement Authority or Project Authority, thereby reducing printed material.
- iii. The paper format of the arrangement should be certified as originating from a sustainable managed forest and/or with a minimum 30% recycled content;
- iv. Suppliers should recycle (shred) unneeded copies of non-classified/non-secure documents, taking into consideration the Security requirements; and
- v. Product components used in performing the services should be recyclable and/or reusable, whenever possible.

### PART 3 ARRANGEMENT PREPARATION INSTRUCTIONS

#### 3.1 ARRANGEMENT PREPARATION INSTRUCTIONS

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

- i. Section I, Technical Arrangement: 2 hard copies and 1 soft copy on CD, DVD or USB key;
- ii. Section II, Green Plan: 2 hard copies and 1 soft copy on CD, DVD or USB key;
- iii. Section III, Certifications: 1 hard copy

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

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

- i. use 8.5 x 11 inch (216 mm x 279 mm) paper;
- ii. use a numbering system that corresponds to the RFSA;
- iii. include a title page at the front of each volume of the arrangement that includes the title, date, RFSA number, bidder's name and address and contact information of its representative; and
- iv. include a table of contents.

#### 3.2 SECTION I: TECHNICAL ARRANGEMENT - MANDATORY REQUIREMENTS

In their technical arrangement, suppliers must submit the following information in response to this RFSA:

- M.1 **Experience of the Supplier:** The Supplier MUST provide the number of years it has been in business, including the number of years specializing in the provision of strategic communication services.

Suppliers MUST also have a minimum number of 3 years of experience in providing services in the strategic communications field.

- M.2 **Project Samples and Corresponding Letters of Reference - Strategic Communication Services:**

The supplier MUST provide 3 strategic communications projects with corresponding letters of reference for **each** project. The projects MUST be completed within the last 5 years, and these services MUST be similar to the scope of and nature of the work identified in Annex A. Project samples for private or public sector clients will be accepted. The following information MUST be provided for each project sample submitted:

- a. Project name and detailed description of the project;
- b. Objective of the project;
- c. Overall approach;
- d. Language of services provided;
- e. Deliverables;
- f. Results obtained and lessons learned;
- g. Name of assigned personnel;
- h. Start and end dates of the project;
- i. Dollar value of the project;
- j. Client name, contact and telephone number for whom the work was performed; and
- k. A letter of reference from the client.

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**3.3 SECTION II: GREEN PLAN**

As per Article 2.5 Environmental Considerations - Green Plan, Suppliers MUST submit a Green Plan with their arrangement.

**3.4 SECTION III: CERTIFICATIONS**

Suppliers MUST submit the certifications required under Part 5.

## PART 4 EVALUATION PROCEDURES AND BASIS OF SELECTION

### 4.1 EVALUATION PROCEDURES

- i. Arrangements will be assessed in accordance with the entire requirement of the RFSA including the evaluated technical criteria.
- ii. An evaluation team composed of representatives of Canada will evaluate the Arrangements.
- iii. In addition to any other time periods established in the RFSA:

**Requests for Clarifications:** If Canada seeks clarification or verification from the Supplier about its Arrangement, the Supplier will have **2 working days** (or a longer period if specified in writing by the Supply Arrangement Authority) to provide the necessary information to Canada. Failure to meet this deadline will result in the Arrangement being declared non-responsive.

**Extension of Time:** If additional time is required by the Supplier, the Supply Arrangement Authority may grant an extension in his or her sole discretion.

### 4.2 TECHNICAL EVALUATION - MANDATORY TECHNICAL CRITERIA

Each arrangement will be reviewed for compliance with the mandatory requirements of the RFSA as identified in Part 3. All elements of the Arrangement that are mandatory requirements are identified specifically with the words "must" or "mandatory". Arrangements that do not comply with each and every mandatory requirement will be considered non-responsive and be disqualified.

### 4.3 BASIS OF SELECTION

To be considered responsive, a bid must:

- a. Comply with all the requirements of the RFSA; and
- b. Meet all mandatory technical evaluation criteria.

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

All fully responsive Suppliers will be recommended for Supply Arrangement authorization.

### 4.4 SECURITY REQUIREMENT

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

#### 4.5 FINANCIAL VIABILITY REQUIREMENT

The Supplier must be financially viable to enter into this Supply Arrangement. To determine the Supplier's financial viability, the Supply Arrangement Authority may, by written notice to the Supplier, require the submission of some or all of the financial information detailed below during the evaluation of arrangements. The Supplier must provide the following information to the Supply Arrangement Authority within fifteen (15) working days of the request or as specified by the Supply Arrangement Authority in the notice:

- i. Audited financial statements, if available, or the unaudited financial statements (prepared by the Supplier's outside accounting firm, if available, or prepared in-house if no external statements have been prepared) for the Supplier's last three fiscal years, or for the years that the Supplier has been in business if this is less than three years (including, as a minimum, the Balance Sheet, the Statement of Retained Earnings, the Income Statement and any notes to the statements).
- ii. If the date of the financial statements in (a) above is more than five months before the date of the request for information by the Supply Arrangement Authority, the Supplier must also provide, unless this is prohibited by legislation for public companies, the last quarterly financial statements (consisting of a Balance Sheet and a year-to-date Income Statement), as of two months before the date on which the Supply Arrangement Authority requests this information.
- iii. If the Supplier has not been in business for at least one full fiscal year, the following must be provided:
  - a. the opening Balance Sheet on commencement of business (in the case of a corporation, the date of incorporation); and
  - b. the last quarterly financial statements (consisting of a Balance Sheet and a year-to-date Income Statement) as of two months before the date on which the Supply Arrangement Authority requests this information.
- iv. A certification from the Chief Financial Officer or an authorized signing officer of the Supplier that the financial information provided is complete and accurate.

If the Supplier is a joint venture, the financial information required by the Supply Arrangement Authority must be provided by each member of the joint venture.

If the Supplier is a subsidiary of another company, then any financial information in (a)(i) to (a)(iv) above required by the Supply Arrangement Authority must be provided by the ultimate parent company.

Financial Information Already Provided to Public Works and Government Services Canada (PWGSC): The Supplier is not required to resubmit any financial information requested by the Supply Arrangement Authority that is already on file at PWGSC with the Contract Cost Analysis, Audit and Policy Services in the Policy, Risk, Integrity and Strategic Management Sector, provided that within the above-noted time frame:

- i. the Supplier identifies to the Supply Arrangement Authority in writing the specific information that is on file and the requirement for which this information was provided; and
- ii. the Supplier authorizes the use of the information for this requirement.

It is the Supplier's responsibility to confirm with the Supply Arrangement Authority that this information is still on file with PWGSC.

Other Information: Canada reserves the right to request from the Supplier any other information that Canada requires to conduct a complete financial capability assessment of the Supplier. The

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Supplier also understands that a complete financial capability review of the Supplier may also be conducted at the time individual bid solicitations are issued under the supply arrangement.

Confidentiality: If the Supplier provides the information required above to Canada in confidence while indicating that the disclosed information is confidential, then Canada will treat the information in a confidential manner as permitted by the Access to Information Act, R.S., 1985, c. A-1, Section 20(1) (b) and (c).

#### **4.6 BASIS FOR CANADA'S OWNERSHIP OF INTELLECTUAL PROPERTY**

Canada has determined that any intellectual property rights arising from the performance of the Work under the any contract resulting from solicitations issued against the Supply Arrangement(s) will belong to Canada, on the following grounds: the main purpose of the any contract is to generate knowledge and information for public dissemination.

## PART 5 CERTIFICATIONS

Suppliers must provide the required certifications to be issued a supply arrangement. Canada will declare the arrangement non-responsive if the required certifications are not completed and submitted in accordance with the articles below.

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

### 5.1 MANDATORY CERTIFICATIONS REQUIRED PRECEDENT TO ISSUANCE OF A SUPPLY ARRANGEMENT

#### 5.1.1 CODE OF CONDUCT AND CERTIFICATIONS - RELATED DOCUMENTATION

By submitting an arrangement, the Supplier certifies that the Supplier and its affiliates are to be in compliance with the Code of Conduct and Certifications - Arrangement in Section 01 of Standard Instructions 2008. The related documentation therein required will assist Canada in confirming that the certifications are true.

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**SIGNATURE**

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**DATE**

### 5.2 CERTIFICATIONS PRECEDENT TO ISSUANCE OF A SUPPLY ARRANGEMENT

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

#### 5.2.1 FEDERAL CONTRACTORS PROGRAM - CERTIFICATION

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

Suppliers who have been declared ineligible contractors by Human Resources and Skills Development Canada (HRSDC) are no longer eligible to receive government contracts over

- the threshold for solicitation of bids as set out in the Government Contracts Regulations. Suppliers may be declared ineligible contractors either as a result of a finding of non-compliance by HRSDC, or following their voluntary withdrawal from the FCP for a reason other than the reduction of their workforce to less than 100 employees. Any arrangements from ineligible contractors, including an arrangement from a joint venture that has a member who is an ineligible contractor, will be declared non-responsive.
2. If the Supplier does not fall within the exceptions enumerated in 3.(a) or (b) below, or does not have a valid certificate number confirming its adherence to the FCP, the Supplier must fax (819-953-8768) a copy of the signed form LAB 1168, Certificate of Commitment to Implement Employment Equity, to the Labour Branch of HRSDC.
  3. The Supplier, or, if the Supplier is a joint venture the member of the joint venture, certifies its status with the FCP, as follows:
    4. The Supplier or the member of the joint venture:
      - a) ( ) is not subject to the FCP, having a workforce of less than 100 permanent full time or part-time permanent employees, or temporary employees having worked 12 weeks or more in Canada;
      - b) ( ) is not subject to the FCP, being a regulated employer under the Employment Equity Act, S.C. 1995, c.44;
      - c) ( ) is subject to the requirements of FCP, having a workforce of 100 or more full-time or part-time permanent employees, or temporary employees having worked 12 weeks or more in Canada, but has not previously obtained a certificate number from HRSDC, (having not bid on requirements of \$200,000 or more), in which case a duly signed certificate of commitment is attached;
      - d) ( ) is subject to FCP, and has a valid certificate number as follows: \_\_\_\_\_ (e.g. has not been declared ineligible contractor by HRSDC).

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

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**SIGNATURE**

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**DATE**

## 5.2.2 FORMER PUBLIC SERVANT CERTIFICATION

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

### Definitions

For the purposes of this clause,

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

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

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

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

### Former Public Servant in Receipt of a Pension

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

YES ( ) NO ( )

If so, the Supplier must provide the following information:

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

### Work Force Reduction Program

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

**YES ( ) NO ( )**

If so, the Supplier must provide the following information:

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

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

**Certification**

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

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**SIGNATURE**

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### 5.2.3 LANGUAGE CERTIFICATION

The Supplier must confirm that it is capable of providing services in the official language(s) of Canada, as follows):

The Supplier hereby certifies that its firm is capable of providing services in **ENGLISH ONLY**:

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

The Supplier hereby certifies that its firm is capable of providing services in **FRENCH ONLY**:

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

The Supplier hereby certifies that its firm is capable of providing services in both official languages (**BILINGUAL - ENGLISH AND FRENCH**):

\_\_\_\_\_  
**SIGNATURE**

\_\_\_\_\_  
**DATE**

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#### **5.2.4 CANADIAN CONTENT CERTIFICATION**

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

This procurement is limited to Canadian services.

The Supplier certifies that:

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

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**SIGNATURE**

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**DATE**

## PART 6 SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES

*The following clauses apply to and form part of any Supply Arrangement resulting from the RFSA:*

### ACQUISITION FEE

This Supply Arrangement is managed by the Communications Procurement Directorate (CPD) of Public Works and Government Services Canada (PWGSC). CPD is a revenue dependent organization within PWGSC and therefore will charge all federal government departments and agencies a 3% acquisition fee based on the value of the resulting contract (including positive value contract amendments) plus GST/HST, if applicable.

#### **6.1 ARRANGEMENT**

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

#### **6.2 SECURITY REQUIREMENT**

There may be security requirements associated with contracts issued against the Supply Arrangement.

#### **6.3 STANDARD CLAUSES AND CONDITIONS**

All clauses and conditions identified in the Supply Arrangement and resulting contract(s) by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual <http://ccua-sacc.tpsgc-pwgsc.gc.ca/pub/acho-eng.jsp> issued by Public Works and Government Services Canada.

#### **6.4 GENERAL CONDITIONS**

General Conditions 2020 (2013/04/25), General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

#### **6.5 SUPPLEMENTARY GENERAL CONDITIONS**

4007 (2010/08/16) Canada to Own Intellectual Property rights in Foreground Information, applies to and forms part of the Supply Arrangement.

#### **6.6 PERIOD OF THE SUPPLY ARRANGEMENT**

The period for issuing bid solicitations and awarding contracts under the Supply Arrangement (SA) is from date of issuance of the SA to June 30th 2013.

#### **6.7 EXTENSION OF SUPPLY ARRANGEMENT**

If the SA is authorized for use beyond the initial period, the SA Holder offers to extend its arrangement for two additional years, from July 1st 2013 to June 30th 2015, under the same conditions.

The SA Holder will be advised of the decision to authorize the use of the SA for an extended period by the SA Authority 30 days before the expiry date of the SA. A revision to the SA will be issued by the SA Authority.

#### **6.8 SUPPLY ARRANGEMENT AUTHORITY**

The Supply Arrangement Authority is:

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Cassandra Andruchow  
Supply Specialist  
Public Works and Government Services Canada  
Acquisitions Branch  
Communications Procurement Directorate  
360 Albert Street, 12th floor  
Ottawa, ON K1A 7X7

Telephone: 613-993-7846  
Facsimile: 613-993-2581  
E-mail: cassandra.andruchow@pwgsc-tpsgc.gc.ca

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

**6.9 SUPPLIER'S REPRESENTATIVE**

The Supplier's Representative for the Supply Arrangement (SA) will be identified in the resulting SA.

**6.10 IDENTIFIED USER**

The Identified User is Public Works and Government Services Canada (PWGSC) - Communications Procurement Directorate (CPD).

**6.11 BASIS OF PAYMENT**

The SA Holder will be paid its costs reasonably and properly incurred in the performance of a contract resulting from the Supply Arrangement as determined in accordance with the Basis of Payment detailed in the Mini Request for Proposals (Mini-RFP) issued to the SA Holder. The Goods and Services Tax or Harmonized Sales Tax is extra, if applicable.

Direct Expenses: In certain cases and at the sole discretion of Canada, where services outside of normal overhead expenses are required to complete the Work, such expenses may be allowable as direct expenses given the service(s) is/are documented in the approved contract resulting from solicitations issued against the Supply Arrangement. All such direct expenses must have prior authorization by Canada and will be invoiced at cost, with no allowance for overhead or profit.

Travel and Living Expenses: No travel expenses (including local travel) will be paid under any contract resulting from solicitations issued against the Supply Arrangement unless travel is deemed necessary by Canada. The Supplier will be paid for authorized reasonable and proper travel and living expenses incurred in the performance of the Work, without any allowance for overhead or profit. These costs shall be reimbursed in accordance with the Treasury Board Travel Directive ( <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=13856>) in effect at time of travel. All travel must have prior authorization by Canada, and all payments are subject to government audit.

**6.12 ONGOING OPPORTUNITY FOR QUALIFICATION**

In the event that the period of the Supply Arrangement is extended, a Notice will be posted on the Government Electronic Tendering Service (GETS) to allow new suppliers to become qualified.

Existing qualified suppliers who have been issued a Supply Arrangement will not be required to submit a new arrangement.

**6.13 NOTIFICATION OF WITHDRAWAL FROM THE SUPPLY ARRANGEMENT**

In the event that the SA Holder wishes to withdraw from this SA, the SA Holder will advise the PWGSC SA Authority, in writing, of its desire to be removed from the SA Holders list and withdraw

the SA. After receipt of such notice, the SA Authority will remove the SA Holder from the SA Holders list and consider the SA no longer valid. The SA Holder acknowledges that its withdrawal from the SA Holders list and SA will not affect any contracts entered into prior to the receipt by the PWGSC SA Authority of such notice.

If, during the course of the SA, the PWGSC SA Authority becomes aware that the SA Holder is in violation of the terms and conditions of this SA or any resulting Contract, Canada may withdraw the SA Holder from the SA Holders list and remove authorization to use the SA, in the manner set out below, or take other appropriate action.

Canada may, by giving 30 days written notice to the SA Holder, withdraw the SA Holder from the SA Holders list. Canada acknowledges that withdrawal of the SA Holder from the SA Holders list and removal of authorization to use the SA will not, through this action alone, affect any Contracts awarded prior to the issuance of such notice.

Conditions which may result in withdrawal of authorization to use the SA include, but are not limited to, the following:

- i. Documented history of chronic, poor, contract performance: the PWGSC SA Authority will meet with the SA Holder within 30 days after reported instances of poor service performance. If, after meeting with the SA Holder the performance is not improved within the next 30 days, the SA Holder may be removed from the SA Holders list and usage of the SA will cease; or
- ii. Documented history of chronic, late Contract performance: The PWGSC SA Authority will meet with the SA Holder within 30 days after reported instances of late Contract performance. If, after meeting with the SA Holder the performance is not improved within the next 30 days, the SA Holder may be removed from the SA Holders list and usage of the SA will cease;
- iii. Documented history of chronic violation of any of the specific terms and conditions detailed in the SA: The PWGSC SA Authority will meet with the SA Holder within 30 days after reported instances of any such violation. If, after meeting with the SA Holder, the situation is not improved within 30 days, the SA Holder may be removed from the SA Holders list and usage of the SA will cease.

Each reported instance of violation will be investigated by the PWGSC SA Authority to confirm that the SA Holder is indeed in violation of the terms and conditions of the SA or Contract(s).

Removal of the SA Holder from the SA Holder list, for whatever reason, does not remove the rights of the PWGSC SA Authority to pursue other remedies that may be available.

#### **6.14 PRIORITY OF DOCUMENTS**

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

- a. The articles of the Supply Arrangement;
- b. The general conditions 2020 (2013/04/25) - General Conditions - Supply Arrangement - Goods or Services;
- c. The supplementary general conditions 4007 (2010/08/16), Canada to own Intellectual Property Rights in the Foreground Information;
- d. Annex A, Statement of Work;
- e. Annex B, Bid Solicitation - Documents and Process; and
- f. The Supplier's arrangement dated \_\_\_\_\_.

#### **6.15 COMPLIANCE TO CERTIFICATIONS**

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

**6.16 APPLICABLE LAWS**

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

**6.17 SACC CLAUSES**

G2001C (2008/05/12), Commercial General Liability Insurance

**6.18 SUBSEQUENT MINI-REQUESTS FOR PROPOSAL (MINI-RFP) AND RESULTING CONTRACT CLAUSES**

Mini-RFP's issued to SA Holders shall include the following information:

- i. General Information;
- ii. Bidder Instructions;
- iii. Bid Preparation Instructions;
- iv. Evaluation Procedures & Basis of Selection; and
- v. Resulting Contract Clauses

In accordance with PWGSC Template "Medium Complexity Bid Solicitation and Resulting Contract Template" 2T-MED1. This template is set out in the Standard Acquisitions Clauses and Conditions Manual (<http://ccua-sacc.tpsgc-pwgsc.gc.ca/pub/acho-eng.jsp>), issued by PWGSC.

Specific instructions and conditions that will be included in the medium complexity template shall be as follows:

- i. 2003 Standard Instructions, Goods or Services - Competitive Requirements (latest issue YY/MM/DD); and
- ii. 2010B General Conditions - Professional Services (Medium Complexity) (latest issue YY/MM/DD).

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## ANNEX A STATEMENT OF WORK (SOW)

### A.1 REQUIREMENT

To provide strategic communication services to the Government of Canada on an "as and when requested basis" as identified herein.

The requirements included in this Statement of Work are to be performed **without** using techniques or methodologies that could be considered public opinion research and/or advertising services as described in "Communications Policy of the Government of Canada". For more information, this policy can be found at the following web site:

[http://www.tbs-sct.gc.ca/pubs\\_pol/sipubs/comm/comm\\_e.asp](http://www.tbs-sct.gc.ca/pubs_pol/sipubs/comm/comm_e.asp)

**Advertising** is currently defined as any message, conveyed in Canada or abroad, and *paid* for by the government for placement in media such as newspapers, television, radio, Internet, cinema and out-of-home.

**Public Opinion Research** is currently defined as the planned gathering, by or for a government institution of opinions, attitudes, perceptions, judgments, feelings, ideas, reactions, or views that are intended to be used for any government purpose, whether that information is collected from persons (including employees of government institutions), businesses, institutions or other entities, through quantitative or qualitative methods, irrespective of size or cost.

### A.2 SCOPE OF WORK - STRATEGIC COMMUNICATIONS SERVICES

Suppliers may be required to provide the following strategic communications services in English and/or in French in support of Government of Canada communications requirements on an "as and when requested basis" as follows:

- a. Develop short or long term strategic communications;
- b. Develop short or long term marketing planning related to a specific program, campaign or activity;
- c. Provide strategic advice to senior executives on internal and external communications strategies and tools;
- d. Prepare presentation decks for the Minister and senior officials;
- e. Prepare and facilitate consultations with senior management, key individuals, committees, networks, stakeholders and other audiences including regions and other Federal government departments and other levels of government;
- f. Utilize input from public environment analysis sources;
- g. Provide advice on how to react to issues and/or crisis management;
- h. Develop communications and/or marketing objectives;
- i. Determine target audiences;
- j. Develop messages;
- k. Identify communications impediments and barriers;
- l. Determine communications and marketing activities and products;
- m. Produce calendar of events;
- n. Evaluate impacts and benchmark data;
- o. Supply costs analysis;
- p. Provide ongoing assessment and/or final evaluation of strategic communications and/or marketing planning implementation;
- q. Develop communications evaluation framework and action plan;
- r. Assess major corporate issues and initiatives from the perspectives of both internal and external environments;

- s. Participate in meetings with departmental officials and ministerial staff and provide advice on matters relating to policy/program development approaches/options, and communications planning alternatives (internal and external);
- t. Develop communications plans including assessing the need for communications plans, plans for special events, media relations and crises communications;
- u. Review and advise on the content (logical flow) and style (format, clarity, grammar, etc.) of draft internal and external communications products, such as but not limited to Qs and As, news releases, speeches, backgrounds, fact sheets, publications, brochures, exhibits, kits and Web sites; and.
- v. Develop internal and external communications products, such as but not limited to Qs and As, news releases, speeches, news releases, backgrounds, fact sheets, publications, brochures, exhibits, kits and web sites.

### A.3 LANGUAGE REQUIREMENTS

The SA holder must be able to provide the services described herein in the following official language(s): *(to be identified at issue of the SA)*.

### A.4 LOCATION OF WORK

Occasionally the SA Holder's personnel may be required to work on-site (client facilities) for specific projects when time frames or client needs require that the SA holder do so. Otherwise, the Supplier's personnel will be expected to work at the SA Holder's facilities.

### A.5 FORMAT OF MATERIALS

- a. The SA holder must be able to provide hard copy and/or electronic copies of any materials they produce as specified by the Project Authority.
- b. The SA holder should have the capability to receive and transmit information electronically, and have Internet access for research purposes.
- c. All research information and end products must not be divulged to any other party other than the Project Authority.
- d. The SA holder must be prepared to work according to the Project Authority instructions and must adhere to the policies, guidelines, style and format of the client organization. These standards can be obtained from the Project Authority at the time of the contract.
- e. The SA holder must be familiar with rules and recommendations specified in "The Canadian Style" (published by Dundurn Press Limited in co-operation with Public Works and Government Services Canada Translation Bureau). For more information on the above text please see:  
[http://translationbureau.gc.ca/pwgsc\\_extranet/en/publications/alpha/gui\\_can\\_sty\\_e.htm](http://translationbureau.gc.ca/pwgsc_extranet/en/publications/alpha/gui_can_sty_e.htm)
- f. Documents must be written/edited to a high professional standard.

### A.6 TIME FRAMES

Due to the nature of the work, the SA holder may be requested to provide services outlined herein on an urgent basis. Contracts may reflect a requirement to provide services under tight deadlines, possibly at night, during weekends and/or on statutory holidays (i.e. minimum of two (2) hours notice).

### A.7 RESPONSIBILITIES OF THE SUPPLY ARRANGEMENT HOLDER

The Supply Arrangement Authority as identified by the SA will maintain communications with the Project Authority and his or her designate, either in person, by telephone or by e-mail as requested.

To ensure the integrity and efficiency of Government of Canada communications, the SA holder must provide services and produce materials in compliance with the laws, policies and directives

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of the Government of Canada issued by the Treasury Board and the Department of Justice, including, but not exclusive to the following:

Communications Policy of the Government of Canada available for review at:  
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316>.

The Federal Identity Program Policy available for review at:  
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12314>

The Contracting Policy available for review at:  
<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>.

The Official Languages Act available for review at:  
<http://laws-lois.justice.gc.ca/eng/acts/O-3.01/index.html>.

Common Look and Feel for the Internet 2.0 available for review at:  
<http://www.tbs-sct.gc.ca/clf2-nsi2/index-eng.asp>

#### **A.8 RESPONSABILITIES OF THE PROJECT AUTHORITY**

The Project Authority is responsible for the following:

- a. Provide to the Offeror a description of the work to be performed in the contract;
- b. All matters concerning the technical aspects of the work;
- c. Arranging for access to their facilities and equipment when required;
- d. Reviewing communications pieces with the offeror;
- e. Providing comments on deliverables within the agreed upon time frame(s);
- f. Providing access to any necessary documents, reports, government and departmental policies and procedures, as required;
- g. Reviewing and accepting all work performed; and
- h. Reviewing and approving all invoices submitted.

#### **A.9 TRAVEL**

It is important to note that no travel expenses (including local travel) will be paid against a contract resulting from the Supply Arrangement unless travel is deemed necessary by the Identified User and/or Project Authority. Where travel is deemed necessary, the SA holder will submit a cost estimate to the Identified User and/or Project Authority.

If travel is deemed necessary, the SA holder will be paid for authorized reasonable and proper travel and living expenses incurred in the performance of the work, without any allowance therein for overhead or profit, and these costs will be reimbursed in accordance with the Treasury Board Travel Directive in effect at time of travel. The web link to the TB Travel Directive is now hosted at the National Joint Council's website, at the following address:

**<http://www.njc-cnm.gc.ca/directive/index.php?did=10&lang=eng>**

All travel must have prior authorization of the Identified User and/or Project Authority.

All payments are subject to government audit.

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## ANNEX B BID SOLICITATION DOCUMENTS AND PROCESS

*This Annex provides information on the requirements contained in Mini-RFP's that would be issued for individual strategic communications services requirements solicited against the SA. Note that the Mini-RFPs will be customized based on the nature and scope of each individual requirement.*

### B.1 STATEMENT OF WORK (SOW) - DEFINING THE REQUIREMENT

The first step for Canada is to determine the requirement and the Security Clearances if any, and prepare a SOW for a specific work requirement. The information in the SOW shall be in sufficient detail to enable the SA Holders to provide accurate estimates of cost/price, required level of effort, other direct costs, schedules for milestones and deliverables with completion dates and the total price.

Canada will clearly define the specific requirements being procured in the SOW. When defining requirements, clients, to the maximum extent practicable, shall consider the use of performance-based work statements with measurable performance standards. A performance-based work statement defines the requirements in terms of the objective and measurable outputs. The performance standards shall establish the required performance levels. Performance standards shall clearly express the outputs in clear, concise, commonly used, easily understood, measurable terms. Detailed procedures that dictate how the work is to be accomplished shall be avoided where possible. The requirement shall carefully establish the quality level at which performance standards are set in the performance work statement.

### B.2 EVALUATION CRITERIA

The evaluation criteria shall be identified in the Mini-RFP and their relative order of importance shall be stipulated. Evaluation criteria shall be categorized either as mandatory and/or as rated evaluation criteria. Associated weighting factors with regard to rated requirements shall be identified in the Mini-RFP. Evaluation criteria can be subject to both a mandatory and a point rated evaluation system. For example, it could be mandatory for a supplier to have previous experience in a specific area of expertise and then, the level of experience that exceeds the minimum mandatory criteria can be subject to point rating.

**Mandatory Evaluation Criteria :** Mandatory evaluation criteria identify the minimum requirements for bids to be considered. Mandatory evaluation criteria are evaluated on a simple pass/fail basis. When mandatory evaluation criteria are used, the Mini-RFP shall clearly indicate that failure to meet any of the mandatory criteria will render the bid non-compliant and that it will be given no further consideration. Mandatory criteria are normally expressed by using imperative verbs such as "shall", "must" and "will". Combinations of the following sample mandatory criteria may be used for Mini-RFP's issued to the SA Holders (*note: the following list is not exhaustive - additional criteria may be included, at the discretion of the SA Authority, based on the nature and scope of the individual requirement*):

**Proposed Personnel Experience:**

The bidder's proposal will be required to demonstrate that the proposed personnel meet the minimum experience requirements detailed in the Mini-RFP for the category of personnel identified.

In order to demonstrate that the proposed personnel possess the qualifications specified in the Mini-RFP, bidders will be required to provide detailed résumés for each person proposed,

stating the individual's work experience and other relevant details, which clearly indicate that the individual meets the requisite qualifications. Failure to provide sufficient details would result in the Bidder's proposal being declared non-responsive.

**Language Requirements:** Language requirements will be identified as either English, French, or both English and French. Personnel proposed by the bidder must be fluent with the language requirements identified in the Mini-RFP in order to be considered. Fluent is interpreted as meaning that the individual is capable of communicating orally and in writing in the language specified, without assistance, and with a minimal number of errors.

**Security Requirements:** If there are any security requirements, the requirements and the full details will be identified in the Mini-RFP issued against the SA.

**Budgetary Restrictions (if applicable):** Based on the individual requirement, budgetary restrictions may be stipulated in the Mini-RFP, as follows: "The budget for this requirement has been set at \$\_\_\_\_\_. Any proposal that exceeds this budget will be considered non-compliant."

**Point Rated Evaluation Criteria:** Where applicable, the Mini-RFP shall clearly state all point-rated evaluation factors and their relative importance. Point rated evaluation criteria can be used to establish the minimum requirements (by setting a passing mark) that a bid must meet to be considered a valid and responsive proposal. The evaluation can be set to include an overall pass mark for proposals or pass mark for each individual evaluation criterion, and/or a group of criteria. Point rated criteria identify those elements that can be evaluated on a variety of characteristics to determine the relative technical merit of each proposal. Combinations of the following point rated evaluation criteria can be used for competed requirements:

**Project plan:** The Supplier may be asked to present a project plan for the tasks to be undertaken. This plan should identify all the tasks, their duration, the relationships and interdependencies between them and the resources allocated to them.

**Experience and Expertise of the Supplier:** Since the SA Holders have been pre-qualified based on their experience, this should not form part of the Mini-RFP unless specific project experience is required. In this section, details should be provided regarding the relevant experience and expertise of the SA Holder in relation to the requirement. This experience must be clearly identified by providing a summary/description of the previous projects worked on, and indicating when the work was carried out, the dollar value and the client.

**Experience and Expertise of the Proposed Resources:** In this section, Canada would identify experience and expertise of the resources proposed with the corresponding point rating. Bidders would then be requested to provide details regarding the qualifications, relevant experience and expertise, and linguistic capabilities, if applicable, of the proposed personnel. The experience of the proposed resources should be clearly identified by providing a summary/description of the previous projects worked on, and indicating when the work was carried out, the dollar value and the client. Curriculum vitae of the proposed resources will be required.

### B.3 BASIS OF SELECTION

Below are sample bases of selection that will be identified in each Mini-RFP to determine the winning bidder (Note: only one basis of selection is included in the Mini-RFP):

**Lowest Priced Responsive Proposal:** With this method, price is the governing factor in the selection of the Contractor. This means that the lowest priced responsive bid will be

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recommended for award of the contract. A proposal is declared responsive if it complies with all of the mandatory requirements specified in the bid solicitation document.

**Best Value:** The best value approach is appropriate when it may be in the best interests of Canada to consider award to other than the lowest priced bidder or other than the highest technically rated proposal. This can be assessed as follows:

- i. **Lowest responsive cost-per-point proposal:** With this selection method, the total proposal price is divided by the corresponding total points achieved by the bidder for its technical response, to determine each bidder's cost-per-point. The compliant proposal with the lowest cost-per-point will be recommended for the contract.
- ii. **Highest Rated Responsive Proposal within a Stipulated Maximum Budget:** With this contractor selection method, the responsive bid with the highest technical score within a stipulated maximum budget is recommended for contract award.

NOTE: Regardless of the approach selected, each process must be properly defined before the procurement process begins.

#### **B.4 BASIS OF PAYMENT**

The Firm Price (FP) contract includes reasonably well-defined requirements. This type of contract must be used as often as possible. FP contracts include specific acceptance criteria and firm prices. Contractor invoices are certified for payment upon completion and acceptance of deliverables.

#### **B.5 STEPS IN THE MINI-RFP PROCESS**

The Mini-RFP as issued by the PWGSC Contracting Authority (CA) shall include a basis of payment, due date for the proposal, SOW (including categories of personnel required, where applicable), evaluation criteria and basis of selection.

The Mini-RFP shall be sent electronically to all SA Holders.

As indicated in the Mini-RFP, the SA Holder shall submit a proposal within the specified time frame. The time frame shall be determined based on the complexity of the requirement.

As requested, the SA Holder shall submit a proposal to the PWGSC Bid Receiving Unit by the date and time indicated in the Mini-RFP. The bidders' proposal is not intended to duplicate the SOW, but rather to offer a description of how and when the bidder proposes to satisfy the requirement, along with the proposed prices for doing so.

Bidders may request written clarification of Mini-RFP requirements. Such requests for clarification shall be sent to the PWGSC CA through electronic means by the date indicated in the Mini-RFP.

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

#### **B6. STEPS IN THE MINI-RFP PROCESS FOR DIRECTED REQUIREMENTS**

*Note: this process will only be used in exceptional circumstances and must be justified by a Senior Government Executive*

The Mini-RFP as issued by the PWGSC CA shall include a basis of payment (i.e. firm price), due date for the proposal and SOW (including categories of personnel required, where applicable).

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The Mini-RFP shall be sent electronically to a specific SA Holder.

As indicated in the Mini-RFP, the SA Holder shall submit a proposal within the applicable time frame.

As requested, the SA Holder shall submit a proposal to the PWGSC Bid receiving Unit by the date indicated in the Mini-RFP. The bidders' proposal is not intended to duplicate the SOW, but rather to offer a description of how and when the bidder proposes to satisfy the requirement, along with the proposed prices for doing so. Price/rate support must be submitted by the SA Holder in conjunction with the proposal. Acceptable price/rate support is one or more of the following:

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

#### **B7. EVALUATION OF PROPOSALS**

The proposal shall be evaluated consistent with the evaluation factors identified in the Mini-RFP.

#### **B8. CONTRACT AWARD**

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

#### **B9. DEBRIEFS**

At contract award, the PWGSC Contracting Authority will notify all bidders that have proposed their services for a specific project, which SA Holder is being awarded the contract.

If a bidder has questions as to why their proposal was not selected, the bidder may direct written or verbal questions to the PWGSC Contracting Authority. The PWGSC Contracting Authority shall debrief the bidder as to why it was not selected.

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

#### **B.10 CONTRACT AMENDMENTS**

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



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cx026EN578-113216

Buyer ID - Id de l'acheteur

cx026

CCC No./N° CCC - FMS No/ N° VME

## 1.1 TECHNICAL EVALUATION

### 1.1.1 MANDATORY REQUIREMENTS

Evaluation Criteria	Met	Not met
<b>The bid submission requirements of Standard Instructions 2020 are met.</b>		
<b>The Supplier has provided a Green Plan with their Arrangement.</b>		
<b>The certifications in Part 5 have been completed and signed (either upon or following bid submission).</b>		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.1. Experience of the Supplier</b>		
<p>The Supplier MUST provide the number of years it has been in business, including the number of years specializing in the provision of strategic communication services.</p> <p>Suppliers MUST have a minimum number of 3 years of experience in providing services in the strategic communications field.</p>		
<b>Comments:</b>		

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EN578-113216

File No. - N° du dossier  
cx026EN578-113216

CCC No./N° CCC - FMS No/ N° VME

Evaluation Criteria	Met	Not met																									
<b>M.2 Project Samples and Corresponding Letters of Reference</b>																											
<p>The supplier MUST provide 3 strategic communications projects with corresponding letters of reference for <b><i>each</i></b> project.</p> <p>The projects MUST be completed within the last 5 years, and these services MUST be similar to the scope of and nature of the work identified in Annex A.</p> <p>Project samples for private or public sector clients will be accepted.</p> <p>The following information MUST be provided for each project sample submitted:</p> <ol style="list-style-type: none"> <li>Project name and detailed description of the project;</li> <li>Objective of the project;</li> <li>Overall approach;</li> <li>Language of services provided;</li> <li>Deliverables;</li> <li>Results obtained and lessons learned;</li> <li>Name of assigned personnel;</li> <li>Start and end dates of the project;</li> <li>Dollar value of the project;</li> <li>Client name, contact and telephone number for whom the work was performed; and</li> <li>A letter of reference from the client.</li> </ol> <table border="0" data-bbox="240 1260 966 1470"> <thead> <tr> <th></th> <th colspan="2"><u>Acceptable</u></th> <th colspan="2"><u>Letter of Reference</u></th> </tr> <tr> <th></th> <th>Yes</th> <th>No</th> <th>Yes</th> <th>No</th> </tr> </thead> <tbody> <tr> <td>Sample 1</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Sample 2</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Sample 3</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>		<u>Acceptable</u>		<u>Letter of Reference</u>			Yes	No	Yes	No	Sample 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sample 2	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sample 3	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
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<b>Comments:</b>																											

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**APPENDIX 1**  
**SECURITY REQUIREMENTS**  
**CONTRACTS ISSUED UNDER THE SUPPLY ARRANGEMENT**

1. The Department or Agency will identify any security requirements necessary for any contract under the Supply Arrangements by completing a Security Requirements Check List (SRCL) and forwarding the forms to their Security Office. This SRCL will include one signature in Block Officer. The Supply Arrangement Authority should then confirm the security status of the Supply Arrangement Holder with the Industrial Security Requirements section (ISR) of the Canadian Industrial Security Directorate (CISD).
  - a) If the Supply Arrangement Holder meets the security requirements specified in the SRCL, the Security Officer should return to the Supply Arrangement Authority a copy of the SRCL, and a copy of the security clauses received from CISD, for inclusion into the Contract issued under the Supply Arrangements.
  - b) If the Supply Arrangement Holder DOES NOT MEET the specified security options, the User has two (2) options:
    - i. Request ISR/CISD to process the Supply Arrangement Holder in order to meet the security requirements of the SRCL; or
    - ii. Undertake the security screening of the Supply Arrangement Holder themselves, following instructions outlined in the Government Security Policy, Chapter 2-5, section 1.2. Block #22 of the SRCL will be signed by the User's Security Office, once the necessary screenings have been completed.
2. Contracts under the resulting Supply Arrangements MAY ONLY BE AWARDED to those Supply Arrangement Holders that meet ALL THE STATED SECURITY REQUIREMENTS, in accordance with the standard set by:
  - a. The CISD of Public Works and Government Services of Canada (PWGSC) for those Contracts where PWGSC is the User; or
  - b. The User's Security Office for those Contracts where the User's Security Office has opted to be responsible for the security requirements.
3. The Supply Arrangement Authority, through their Security Office, will confirm IN EVERY CASE with the CISD, PWGSC, that the Supply Arrangement Holder holds the required level of Facility and Personnel Security Clearances BEFORE the award of the Contract.
4. It is the responsibility of THE OFFEROR to approach the Supply Arrangement Authority of PWGSC in order to be sponsored to apply for Facility and Personnel Security Clearances screenings for non-screened Supply Arrangement Holders to be able to become involved in work that requires access to different levels of screening.