



*Green Alert - Duplex printing of this document will save paper*

## REQUEST FOR PROPOSAL (RFP)

Reference Number: 1000149691

**CLOSING DATE:** July 16, 2013

**CLOSING TIME and TIME ZONE:** 2:00 PM EDT

**PROJECT TITLE** Radon Video PSA Production and Health Promotion Campaign

**Branch/ Directorate** Healthy Environments and Consumer Safety Branch  
**Health Canada** Environmental and Radiation Health Sciences Directorate  
Radiation Protection Bureau  
Radiation Education and Awareness

**FOR ADDITIONAL INFORMATION PLEASE CONTACT:**

Cheryl Moss  
**(Departmental Representative)**

Cheryl.moss@hc-sc.gc.ca  
**(E-mail address)**

**RFP Issue Date:** June 26, 2013

---

## 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
  - 2.5 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 Security Requirements
  - 3.7 Insurance Requirements
  - 3.8 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

**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**

**APPENDIX "A" Certifications**

---

**PART I****STATEMENT of WORK****1.0 Scope****1.1 Title**

Radon Video PSA Production and Health Promotion Campaign

**1.2 Introduction**

The development and delivery of a radon health promotion campaign in the fall of 2013 targeting women, mothers and families using a combination of traditional and onlinemarketing, including public service announcements on national television

**1.3 Estimated Value**

The total estimated value of the proposed contract, from Date of Contract award to March 31, 2014, shall not exceed \$60,000.00, including all applicable taxes and travel (if applicable).

**1.4 Objectives of the Requirement**

To develop and deliver a national radon health promotion campaign in the fall of 2013 targeting women and families and promoted by a recognized and respected 'spokesperson' from the Canadian health industry. Included in the campaign should be the development of radon public service announcements (PSAs) that can be promoted on national television as well as online. The video PSAs will be provided to Health Canada without copyright restrictions to use for future outreach efforts. The radon health campaign will be promoted and communicated to the target audience across Canada to maximize reach.

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

Radon is the second leading cause of lung cancer after smoking. It is estimated that 16% of lung cancers, more than 3000 deaths in 2011, are caused by residential radon exposure. Health Canada (HC) leads an on-going National Radon Program (NRP) with the goal of reducing the health risks associated with radon exposure. A key component of the Program is outreach activities which inform Canadians of the increased risk of developing lung cancer associated with radon exposure and encourages them to take action to reduce those risks at home and in their workplaces. To date Health Canada's National Radon Program has successfully engaged nationally with key stakeholders in the building, healthcare, provincial and other levels of government but would like to better target women, mother's and young families because of their heightened receptivity to health promotion messaging on environmental health risks to children. The requirements of this contract include the promotion of radon awareness and action to reduce exposure directly targeted at women and young families through the use of a credible and recognized 'spokesperson' from the health industry, public service announcements on national television and targeted social media activities that direct the audience to key information resources, including Health Canada's website, and to take action to reduce their radon exposure. All of the requirements should be positioned to drive radon information and promote action to women and families across Canada.

**2.0 Requirements**

## 2.1 Tasks, Activities, Deliverables and Milestones

### Development of video segments and B-Roll

- Produce two radon public service announcements (PSAs), both in English and French (voiceover):
  - One longer 3-5 minute broadcast quality video vignette in high definition and BetacamSP to be used as a PSA segment on appropriate national television broadcasts aimed at the target audience and;
  - One shorter 15-60 second web video vignette that can be more effectively used online .
- Produce broadcast quality footage (B-Roll) in high definition and BetacamSP with slates and a detailed shot list ->>>> Optional, and only put in because many times the footage taped for the videos can be repurposed
  - 5-10 minute package, no sound.
  - Divided in sections (with one second of black) to include radon testing procedures, product shots with various angles, mitigation measures, homeowners, internal shots of employees working, external office shots with Health Canada signage, and other.
  - The tail end of the B-Roll is to contain a story background, suggested script, and contact info.
- Production is to include:
  - Pre-production (including, but not limited to project planning, research, concept development, briefs, scriptwriting, translation, location scouting, casting of “contributors”)
  - Production (lighting, audio capture, filming)
  - Post-production (including, but not limited to video editing, graphics and animation, sound mixing, rough cuts, reformatting, digitizing, encoding)
- The PSAs messaging must be focused on the health risk and promotion of action to reduce radon exposure - test and mitigate if levels are high and communicate how these actions can be easily done at a reasonable price.
- All related talent and copyright fees, if required, are to cover a three year period. Release waivers are to be obtained for individuals appearing in the videos.

### Product Dissemination/Deployment

- The broadcast segment s must be broadcasted without charge on a *fixed timeslot* on English national television networks a minimum of 3 times during the fall / winter of 2013/14 and a minimum of 1 time on a French national television network.
- Proactive public relations to promote the clip to broadcasters, TV producers, news editors, newscasters, major website portals, online influencers (e.g. bloggers) and partners for no-charge PSA broadcasting
- Distribution to above parties in preferred format
- Monitor uptake and provide report on audience figures, run dates and times, and channels on which the vignettes appeared
- All products must be made available for unconditional re-use by Health Canada in all media formats (web, broadcast, CD/DVD distribution, etc).
- Both videos are to be rendered in a format which meets Government of Canada video requirements: MP4 and Flash (flv) in high (broadcast quality) and low (web quality) versions; with captions in .xml format; metadata for search engine optimization, and full descriptive

- transcripts as well as closed captions.
- Videos and masters are to be delivered on DVD and made available for download using aHealth Canada accessible FTP or file-sharing site.
  - Proactive public relations to promote the clip to broadcasters, news editors, major website portals, and partners.

#### Fall 2013 Health Promotion Campaign

- Develop and deliver a radon health promotion social marketing campaign which may include, but is not limited to; Facebook, online banners, Youtube, blogs and targeted email. The purpose is to promote the videos and related campaign material.
- Develop and publish a dedicated web landing page on the contractor's website for the radon health promotion campaign that includes key information and resources and links back to Health Canada that will remain active for a minimum of 6 months. The campaign is to have prominent placement and visibility on various media/platforms owned by the contractor.
- Outreach activities must be targeted at women and young families and supported / promoted by a recognized and credible Canadian health industry spokesperson and the campaign must launch in the fall timeframe (ideally October or November 2013)
- Create and deliver a supporting public relations and media campaign to draw attention to the radon health promotion campaign and materials produced for the campaign, in the fall of 2013
- Provide a report following the completion of the radon health promotion campaign detailing the campaign activities, reach, media pick-up, online, social media and web analytics. Provide a second report following the end of the time period for the radon the online resources including web analytics and continued viewing / use of radon PSAs and other social media resources. Reports should be provided in word format.

All deliverables listed above are to be available in English and French.

## 2.2 Specifications and Standards

When developing concepts and materials, the Contractor:

- Ensure that materials with Government of Canada branding are Federal Identity Program Policy (FIP) compliant.
- Make every effort (or endeavor) 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> and <http://www.w3.org/TR/WCAG-TECHS/G69.html>
- Make every effort to develop web products that respect the privacy and security regulations of the Government of Canada.

The Health Canada Project Authority will review, comment on and approve all of the deliverables and draft reports, and provide revisions / feedback within one (1) week of receipt.

Approval Milestones:

- Concepts
- Briefs

- Scripts
- Rough cuts
- Outreach and PR material (website, communications, online banners, etc)

Upon completion of the revisions, the Contractor will submit the final 'products' within one (1) week of receiving the Project Authority's comments.

### **2.3 Technical, Operational and Organizational Environment**

All work related to this contract will be completed at the contractor's facilities utilizing the equipment of the contractor.

### **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.

### **2.5 Reporting Requirements**

In addition to the timely submission of all deliverables and the fulfillment of all obligations, it is the responsibility of the Contractor to facilitate and maintain regular communications 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, emails 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.

At a minimum, monthly updates will be required in the form of an email project status report or updated project schedule.

In additions, the contractor is required to provide a report following the completion of the radon health promotion campaign detailing the campaign activities, reach, media pick-up and social media and web analytics. A second report is required following the end of the time period for the posting of the radon campaign online resources (that continue past the fall 2013 campaign timeframe) including web analytics and continued viewing / use of radon PSAs and other social media resources. Reports should be provided in Microsoft Word format.

### **2.6 Contractor 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 monthly 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 and provide any policies, procedures and materials required to ensure all final products meet with Health Canada specifications .

### **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.

## **2.8 Ownership of Intellectual Property**

“Intellectual Property” (IP) includes patents, copyright, industrial design, integrated circuit design, topography, plant breeders’ rights, or any rights subject to protection under the law as trade secrets and confidential information. Current Treasury Board [“Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts”](#) states that IP ownership developed under government contracts will remain with the Contractor.

**The Contractor will own IP** - intended for normal use where a contractor will be building on a substantial body of the contractor’s background, but is not creating what amounts to a completely new product for the Crown. An alternative, broader background is available for use in appropriate circumstances

## **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. 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.  
TBD

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.  
TBD

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

### **3.2 Health Canada’s Obligations**

The Project Authority shall provide to the Contractor:

- expertise on radon
- access to Health Canada radon outreach materials and resources
- provide comments and approvals on outreach materials (PSAs, banners, web content etc..) and reports within 1 week
- provide other assistance or support as needed.

### **3.3 Contractor's Obligations**

As per section 2.0

### **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).

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

Due to existing workload and deadlines, all personnel assigned to any contract resulting from this RFP must be ready to work in close and frequent contact with the Project Authority..

### **3.5 Language of Work**

All outreach materials developed to support the radon health promotion campaign much be available in English and French. Reports and updates can be provided in English only.

### **3.6 Security Requirements**

Not applicable for this requirement.

### **3.7 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 Contractor and shall not be deemed to release or diminish its liability in any manner including as may be referenced elsewhere by the provisions of this Contract.

### **3.8 Travel and Living Expenses**

Travel and Living expenses are considered in Appendix "F" of the Long Form Contract. Further to Section 1.3 above, which identified the estimated value of the overall requirement, you must specify if travel and living expenses will be considered. How it will be handled and which travel and living reconciliation forms will be used? Who will provide advance approval of the contractor's travel to be undertaken in association with the requirement? Travel and Living expenses incurred by the Contractor are entirely subject to the

content of the [Treasury Board Secretariat Special Travel Authorities](#), Section 7, “Persons on contract” and the current [Treasury Board Travel Directive](#).

#### **4.0 Project Schedule**

##### **4.1 Expected Start and Completion Dates**

The services of the Contractor will be required for a period of approximately 8 months upon contract award. The expected completion date of this project is March 15, 2014.

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

The Contractor is required to provide consultation and expert advice on the development and execution of a radon health promotion campaign. Their responsibilities will include but are not limited to what is specified in Section 2.0. It is expected that the majority of time and effort will be spent on the development of the creative components for the health promotion campaign including but not limited to: PSAs, social media activities and content and public relations and media activities to support the radon campaign.

#### **5.0 Required Resources or Types of Roles to be Performed**

The Contractor is required to provide outreach and health promotion expertise and access to the desired target audience of women and young families. The radon health promotion activities must be supported / promoted by a recognized and credible Canadian health industry spokesperson. It is expected that the Contractor will develop unique outreach products and messaging for the target audience of women and young families and have the distribution mechanisms and resources to maximize the reach to the target audience.

#### **6.0 Applicable Documents and Glossary**

##### **6.1 Applicable Documents**

Health Canada’s radon outreach materials, including but not limited to:  
 Radon section of the Health Canada website : [www.healthcanada.gc.ca/radon](http://www.healthcanada.gc.ca/radon)  
 Radon: Is it in your Home consumer brochure - [http://www.hc-sc.gc.ca/ewh-semt/pubs/radiation/radon\\_brochure/index-eng.php](http://www.hc-sc.gc.ca/ewh-semt/pubs/radiation/radon_brochure/index-eng.php)  
 Radon It’s your Health brochure - <http://www.hc-sc.gc.ca/hl-vs/iyh-vsv/environ/radon-eng.php>  
 Radon: Another Reason to Quit factsheet - [http://www.hc-sc.gc.ca/ewh-semt/pubs/radiation/radon\\_smokers-fumeurs/index-eng.php](http://www.hc-sc.gc.ca/ewh-semt/pubs/radiation/radon_smokers-fumeurs/index-eng.php)

##### **6.2 Relevant Terms, Acronyms and Glossaries**

HC	Health Canada
NRP	National Radon Program
SOW	Statement of Work
IP	Intellectual Property
RFP	Request for Proposal

## **PART II PROPOSAL REQUIREMENTS**

---

## 7.0 Administrative Instructions for Completion of the RFP

### 7.0 Administrative Information

#### 7.1 General Information

##### 7.1.1 Components, Language and Number of Copies

You are invited to submit electronic copies in either official language (English or French) of both the Technical and Cost Proposals. The RFP Reference Number and the name of the Requirement must be in the subject line Your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm;
- *one electronic* copy of the Technical Proposal; and
- *one electronic* copy of the Cost/Price Proposal, contained in a *separate document*.

If the proposal is **greater than 20mb** then the bid submission must be returned to the address below and an email shall be sent to the Departmental Representative (found on page 1) stating it has been sent by courier. You **must** send an email to the Departmental Representative to ensure your bid will be included for this requirement. The RFP Reference Number and the name of the Departmental Representative must be marked on all documents, binders and respective envelopes. Your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm;
- four (4) copies of the Technical Proposal; and
- two (2) copies of the Cost/Price Proposal, contained in a ***separate sealed envelope***.

##### To the following Address

Health Canada Bid Receiving Unit  
Federal Records Centre Building,  
161 Goldenrod Driveway (Loading Dock),  
Ottawa, Ontario K1A 0K9  
**Attention: Cheryl Moss**  
**RFP Reference Number: 1000149691**

**Hours of Operation:** 07h30 to 16h30 (EST) Monday to Friday

##### 7.1.2 Bid Validity Period

See Appendix "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 Non-Acceptance of Proposal by Facsimile

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

#### **7.4 Closing Date and Time**

All proposals must be received at the specified location as per page 1 of this RFP. Proposals received after this time will be returned unopened.

#### **7.5 Time Extension to Closing Date**

A request for a time extension to the closing date will be considered only in exceptional circumstances. Any requests for extension must be received in writing by the identified Departmental Representative.

#### **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 Applicable

#### **7.8 Announcement of Successful Contractor**

The name of the successful bidder will be announced on the Government tendering Buy and Sell website only upon contract award and sign-off.

#### **7.9 Rights of the Crown**

The Crown reserves the right to:

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

#### **7.10 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**

Refer to Appendix 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 Government electronic tendering service.

Visit the Contracts Canada Internet site at <http://ssi-iss.tpsgc-pwgsc.gc.ca/pa-ap/nea-pbn-eng.html> for information and registration procedures. Alternatively, you may contact a Supplier Registration Agent at: 1-800-811-1148 or, in the National Capital Region, at 956-3440.

### 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**

If references for a firm or proposed resource are requested, identify the number of referenced; the criteria against which they will be applied; and the specific details which the reference will have to address. Caution should be taken when using references: they are not criteria in themselves but are instead ways of verifying compliance with a specific criteria. Further care should be taken to ensure that the person providing the reference is able to provide objective, useful and valid information.

## 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

Estimate the cost of travel using the current Treasury Board Travel Directive.

#### 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.

## 10.0 Enquiries

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

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

- any information with respect to significant enquiries received, and
- the replies to such enquiries without revealing their sources,

**provided that such enquiries are received no less than seven working (7) 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

There is a need to have separate mandatory and point-rated criteria against which the bidder must demonstrate that they met the requirements. It is important that the information contained in this section is clear and specific about how and where the bidder is to demonstrate that they met the requirement. It is to be written in a manner that it can be understood by the “average” bidder.

There can be no burden on the bidder to require additional or specialized information in order to understand how Health Canada will apply the specific criteria; or in the case of the point-rated, how the various points will be assigned. Consideration should be given to identifying mandatory and point-rated criteria in all three traditional categories being proposed.

- Company / Firm Experience;
- Approach; and
- Resources Experience

### 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

<b>Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal which addresses the requirement identified in the criteria.</b>			
<b>Criteria</b>	<b>Page #</b>	<b>Yes</b>	<b>No</b>
<b>M1</b> The bidder must provide two examples of national health promotion campaigns in Canada targeting women and families in Canada			
<b>M2</b> The bidder must have a recognized Canadian health professional spokesperson involved in the promotion of their health promotion programming and campaigns			
<b>M3</b> The bidder must be able to deliver campaigns targeting women and families using a combination of national Canadian television programming and social media in the fall of 2013			

### 13.0 Point Rated Requirements

#### 13.1 Method of Evaluation

State that a proposal with a score less than 60% for technical compliance in each section and/or as a

whole will be considered **non responsive**, and eliminated from the competition.

### 13.2 Point Rated Requirements

Criteria	Page #	Points allocated for the criteria	Score
<p>The rated criteria should be based on the SOW, in sufficient detail.</p> <p><b>R1</b> The bidder must demonstrate experience in delivering national health promotion campaigns in Canada.</p> <p>Provide a minimum of 2 examples of national health promotion campaigns using a combination of national television programming and social media including details regarding reach and impact.</p> <p>0-5 – Poor (Provides no summary of required experience, or summaries are not relevant)          6-10 – Fair (Provides limited summary of required experience or project summaries are partially relevant)          11-15 – Good (Provides detailed summary of required experience and project summaries are relevant)          15-20 – Excellent (Provides detailed summary and clearly outlines the examples of relevant/required experience)</p>		20	
<p><b>R2</b> The bidder must demonstrate experience in the effective use of a recognized and credible Canadian health professional spokesperson and provide examples of the benefits for health promotion campaigns realized from the use of the spokesperson.</p> <p>0-5 – Poor (Provides no summary of required experience, or summaries are not relevant)          6-10 – Fair (Provides limited summary of required experience or project summaries are partially relevant)          11-15 – Good (Provides detailed summary of required experience and project summaries are relevant)          15-20 – Excellent (Provides detailed summary and clearly outlines the examples of relevant/required experience)</p>		20	
<p><b>R3</b> The bidder must demonstrate an understanding of Government of Canada web and video requirements and demonstrate how they will be able to incorporate these requirements into the radon health promotion campaign.</p> <p>0-2 – Poor (Does not understand requirements)          3-4 – Fair (Demonstrates a limited understanding of the requirements)          5-6 – Average (Demonstrates an acceptable level of</p>		10	

understanding of the requirements 7-9 – Above Average (Demonstrates a good understanding of the requirements) 10 – Excellent (Demonstrates a comprehensive understanding of requirements/objectives)			
--	--	--	--

**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 a minimum score of 60% for technical compliance as a whole will be considered **non responsive**, and eliminated from the competition. 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%.

**Contractor Ranking**

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

**Technical: 70%**

**Price: 30%**

$$\text{Technical Score} = \frac{\text{Bidder's Points}}{\text{Maximum Points}} \times 70\% \quad \text{Cost Score} = \frac{\text{Lowest Bid}}{\text{Bidder's Cost}} \times 30\%$$

$$\text{Total Score} = \text{Technical Score} + \text{Cost Score}$$

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

**BIDDER'S INFORMATION AND CERTIFICATIONS**

The following information/certifications are required with each copy of your technical proposal. Failure to provide a copy of the information/certifications document with each technical proposal may render your bid non responsive.

**1.0 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 (if available) \_\_\_\_\_

Bidder's Province in which he/she is incorporated. \_\_\_\_\_

Bidder's email address \_\_\_\_\_

**2.0 Compliance 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 of the Authorized Representative

\_\_\_\_\_  
Date

### 3.0 Certification of Education, Experience and Qualifications

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

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

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

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

\_\_\_\_\_  
Signature of the Authorized Representative

\_\_\_\_\_  
Date

### 4.0 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 RFP, the persons and facility proposed in its offer will be available to commence performance of the work within a reasonable time from Issuance of the Task Authorization Contract, and will remain available to perform the work in relation to the fulfillment of this requirement.

#### 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 person's résumé to the Contracting Authority.

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

\_\_\_\_\_  
Signature of the Authorized Representative

\_\_\_\_\_  
Date

**5.0 Bid Validity Period**

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

\_\_\_\_\_  
Signature of the Authorized Representative

\_\_\_\_\_  
Date

**6.0 Employment Equity**

The Federal Contractors Program for Employment Equity requires that some organizations bidding for federal government contracts make a formal commitment to implement employment equity, as a pre condition to the validation of their bids. All Bidders must check the applicable box(es) below. Failure to do so may render the bid non responsive.

Program requirements do not apply for the following reason(s):

- this organization has fewer than 100 permanent part time and/or full time employees across Canada;
- this organization is a federally regulated employer;

or, program requirements do apply:

- copy of signed Certificate of Commitment is enclosed; or
- Certificate number is \_\_\_\_\_

NOTE: The Federal Contractors Program for Employment Equity applies to Canadian based bidders only. The Certificate of Commitment criteria and other information about the Federal Contractors Program for Employment Equity are available in the PWGSC Standard Acquisition Clauses and Conditions (SACC) Manual, Section 2, and on the Government Electronic Tendering Service.

\_\_\_\_\_  
Signature of the Authorized Representative

\_\_\_\_\_  
Date

**7.0 Normal Hours of Operation**

Monday to Friday \_\_\_\_\_ to \_\_\_\_\_

Saturday \_\_\_\_\_ to \_\_\_\_\_

Sunday \_\_\_\_\_ to \_\_\_\_\_

**8.0 Conflict of interest**

The Bidder certifies that it has no ACTUAL, APPARENT or POTENTIAL conflict of interest in submitting a proposal on this RFP.

\_\_\_\_\_  
Signature of the Authorized Representative

\_\_\_\_\_  
Date

**9.0 Joint Venture/Partnership/Aboriginal business**

A joint venture is not considered a "person" for registration purposes, whereas a partnership is. Therefore, a partnership can have a PBN; a joint venture cannot. A joint venture is limited in scope; a partnership is generally an ongoing business relationship that exists between persons carrying on common business.

A joint venture is an arrangement where two or more persons (participants) work together in a limited and defined business undertaking. Ordinarily, all participants of the joint venture contribute assets, share risks, and have mutual liability.

The Bidder certified that his bid is submitted to the Crown as a: (please choose one)

Individual

A company

A Joint Venture (bidder must provide detail)

Partnership (bidder must provide detail)

\_\_\_\_\_  
Signature of the Authorized Representative

\_\_\_\_\_  
Date