

RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:
Public Works and Government Services Canada
Telus Plaza North/Plaza Telus Nord
10025 Jasper Ave./10025 ave. Jaspe
5th floor/5e étage
Edmonton
Alberta
T5J 1S6
Bid Fax: (780) 497-3510

REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

Title - Sujet Animated Senarios - Route Clearance	
Solicitation No. - N° de l'invitation W7702-135600/B	Date 2013-07-19
Client Reference No. - N° de référence du client DND	
GETS Reference No. - N° de référence de SEAG PW-\$EDM-002-9891	
File No. - N° de dossier EDM-2-35404 (002)	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2013-08-06	Time Zone Fuseau horaire Mountain Daylight Saving Time MDT
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Scott, Jasmine	Buyer Id - Id de l'acheteur edm002
Telephone No. - N° de téléphone (780) 497-3578 ()	FAX No. - N° de FAX (780) 497-3510
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF NATIONAL DEFENCE Defence R&D Canada Suffield Bldg 560 Receiving Ralston Alberta T0J 2N0 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address

**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

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

Issuing Office - Bureau de distribution

Public Works and Government Services Canada
Telus Plaza North/Plaza Telus Nord
10025 Jasper Ave./10025 ave Jasper
5th floor/5e étage
Edmonton
Alberta
T5J 1S6

This bid solicitation cancels and supersedes previous bid solicitation number W7702-135600/A dated 2013-05-07 with a closing of 2013-06-04 at 02:00 PM Mountain Daylight Saving Time MDT. A debriefing or feedback session will be provided upon request to bidders/offerors/suppliers who bid on the previous solicitation.

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PART 1 - GENERAL INFORMATION

1. Introduction

The bid solicitation is divided into six parts and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment and the Mandatory Criteria, Evaluation Criteria and Selection Method.

2. Summary

Defence Research and Development Canada (DRDC) - Suffield, Medicine Hat, Alberta has a requirement for a contractor to provide technical expertise and production capabilities to storyboard, animate, and produce animated video segments describing possible concepts of operation and the resulting military impact of the next-generation Thermal Neutron Activation sensor, known as TNA2, used for buried landmine and IED detection in military route clearance operations, all in accordance with the Statement of Work, Annex "A".

The Contract period is from contract award to March 31, 2014 inclusive. There is one (1) option period from April 1, 2014 to June 30, 2014.

For services requirements, Bidders in receipt of a pension or a lump sum payment must provide the required information as detailed in article 3 of Part 2 of the bid solicitation.

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

3. Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days of receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

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 (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2013-06-01) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

2. Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

3. Former Public Servant

3.1 Former Public Servant - Competitive Requirements

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 the spending of public funds. In order to comply with Treasury Board policies and directives on contracts with FPS, bidders 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 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 size of 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, 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

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes ()** **No ()**

If so, the Bidder must provide the following information, for all FPS in receipt of a pension, as applicable:

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

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Reduction Program

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of a work force reduction program? **Yes ()** **No ()**

If so, the Bidder 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 Applicable Taxes.

4. Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than five (5) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders 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 such 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 Bidder do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all bidders. Enquiries not submitted in a form

that can be distributed to all bidders may not be answered by Canada.

5. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Alberta.

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

6. Basis for Canadas Ownership of Intellectual Property

Defence Research and Development Canada (DRDC) has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada.

PART 3 - BID PREPARATION INSTRUCTIONS

1. Bid Preparation Instructions

Section I: Technical Bid (2 hard copies and 2 soft copies on DVD)
 Section II: Financial Bid (1 hard copy)
 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.

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Canada requests that bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, bidders should :

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid

duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B". The total amount of Applicable Taxes must be shown separately, if applicable.

Section III: Certifications

Bidders must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical, financial and evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

1.1 Technical Evaluation

Mandatory and point rated technical criteria are included in Annex "C".

1.2 Financial Evaluation

1.2.1 Financial evaluation will be based on the total limitation of expenditure proposed in Annex "B". The costs for the items in Annex "B" will be added together to obtain the total limitation of expenditure.

1.2.2 SACC Manual Clause A0220T (2013-04-25), Evaluation of Price

2. Basis of Selection

Basis of selection is included in Annex "C".

PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and documentation to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default, if any certification made by the Bidder is found to be untrue whether during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with this request will also render the bid non-responsive or will constitute a default under the Contract.

1. Mandatory Certifications Required Precedent to Contract Award

1.1 Code of Conduct and Certifications - Related documentation

By submitting a bid, the Bidder certifies that the Bidder and its affiliates are in compliance with the provisions as stated in Section 01 Code of Conduct and Certifications - Bid of Standard Instructions 2003. The related documentation therein required will assist Canada in confirming that the certifications are true.

1.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list (http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml) available from Human Resources and Skills Development Canada (HRSDC) - Labour's website

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of contract award.

2. Additional Certifications Precedent to Contract Award

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

2.1 Canadian Content Certification

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

2.1.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

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

2.2 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her rsum to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability.

2.3 Education and Experience

2.3.1 SACC Manual clause A3010T (2010-08-16), Education and Experience

PART 6 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

1. Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

2. Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

2.1 General Conditions

2035 (2013-06-27), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

2.2 Supplemental General Conditions

4007 (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information, apply to and form part of the Contract.

3. Term of Contract

3.1 Period of the Contract

The period of the Contract is from contract award to March 31, 2014 inclusive.

3.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to one (1) additional period from April 1, 2014 to June 30, 2014, under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least ten (10) calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

4. Authorities

4.1 Contracting Authority

The Contracting Authority for the Contract is:

Jasmine Scott
Supply Specialist
Acquisitions, Western Region
Department of Public Works and Government Services
Telus Plaza North,
10025 Jasper Avenue, 5th Floor

Edmonton, AB T5J 1S6

Telephone: (780) 497-3578

Facsimile: (780) 497-3510

E-mail address: jasmine.scott@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

4.2 Technical Authority

(To be provided at Contract Award)

The Technical Authority for the Contract is:

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: ____-____-_____

Facsimile: ____-____-_____

E-mail address: _____

The Technical Authority named above is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Technical Authority, however the Technical Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

4.3 Administrative Authority

(To be provided at Contract Award)

The Administrative Authority for the Contract is:

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: ____-____-_____

Facsimile: ____-____-_____

E-mail address: _____

4.4 Contractor's Representative

(To be filled out by Bidder)

Name: _____

Title: _____

Telephone: ____-____-_____

Facsimile: ____-____-_____

E-mail address: _____

5. Proactive Disclosure of Contracts with Former Public Servants

SACC Manual Clauses A3025C (2012-11-19), Proactive Disclosure of Contracts with Former Public Servants

6. Payment

6.1 Basis of Payment - Limitation of Expenditure

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, as determined in accordance with the Basis of Payment in Annex "B", to a limitation of expenditure of \$___to be determined at contract award___. Customs duties are included and Applicable Taxes are extra.

6.2 Limitation of Expenditure

1. Canada's total liability to the Contractor under the Contract must not exceed \$___to be determined at contract award___. Customs duties are included and Goods and Services Tax or Harmonized Sales Tax is extra, if applicable.

2. No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

- (a) when it is 75 percent committed, or
- (b) four (4) months before the contract expiry date, or
- (c) as soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work,

whichever comes first.

3. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

6.3 SACC Manual Clauses

A9117C (2007-11-30), T1204 - Direct Request by Customer Department
C0705C (2010-01-11), Discretionary Audit

7. Invoicing Instructions

7.1 Invoice Instructions - Progress Payment Claim

7.1.1 The Contractor must submit a claim for payment using form PWGSC-WR01, Claim for Progress Payment.

Each claim must show:

- (a) all information required on form PWGSC-WR01;
- (b) all applicable information detailed under the section entitled "Invoice Submission" of the general conditions;
- (c) a list of all expenses;
- (d) expenditures plus pro-rated profit or fee;
- (e) the description and value of the milestone claimed as detailed in the Contract.

Each claim must be supported by:

- (a) a copy of time sheets to support the time claimed;
- (b) two (2) sets of copies of the invoices, receipts, vouchers for all direct expenses, travel and living expenses;
- (c) a copy of the monthly progress report.

7.1.2 The Goods and Services Tax or Harmonized Sales Tax (GST/HST), as applicable, must be calculated on the total amount of the claim before the holdback is applied. At the time the holdback is claimed, there will be no GST/HST payable as it was claimed and payable under the previous claims for progress payments.

7.1.3 The Contractor must prepare and certify one original and two (2) copies of the claim on form PWGSC-WR01, and forward it to the Administrative Authority identified under the section entitled "Authorities" of the Contract for appropriate certification after inspection and acceptance of the Work takes place.

7.1.4 The Contractor must not submit claims until all work identified in the claim is completed.

8. Certifications

8.1 Compliance

Compliance with the certifications and related documentation provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the term of the Contract. If the Contractor does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

8.2 SACC Manual Clauses

A3060C (2008-05-12), Canadian Content Certification

9. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Alberta.

10. Priority of Documents

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

- (a) the Articles of Agreement;
- (b) the supplemental general conditions 4007 (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information;

- (c) the general conditions 2035 (2013-06-27), General Conditions - Higher Complexity - Services;
- (d) Annex "A", Statement of Work;
- (e) Annex "B", Basis of Payment;
- (f) the Contractor's bid dated .

11. Defence Contract

SACC Manual clause A9006C (2012-07-16), Defence Contract

12. Foreign Nationals

SACC Manual clause A2000C (2006-06-16), Foreign Nationals (Canadian Contractor)

13. SACC Manual Clauses

A9062C (2011-05-16), Canadian Forces Site Regulations

B6800C (2007-11-30), List of Non-consumable Equipment and Material

G1005C (2008-05-12), Insurance

ANNEX "A" STATEMENT OF WORK

1. Title: Video Animation of Route Clearance Scenarios

2. Background:

DRDC Suffield has proposed additional threat detection capabilities that would impact the way route clearance operations are conducted by Canadian Military Engineers. In order to better describe the envisioned concept of operations (CONOPS) and resulting military impact of this new technology to both military and DRDC stakeholders, a collection of descriptive computer animations would be very helpful.

A series of at least eight (8) x 60 second animations will be required, demonstrating coordinated multi-vehicle activities in order demonstrate a procedural concept to an audience of Combat Engineer doctrine experts. Beginning with an animation depicting route clearance operations as they are currently conducted, each subsequent animation will build upon the previous segment by adding a new vehicle or procedural concept.

3. Objective:

The purpose of this contract is to provide technical expertise and production capabilities to storyboard, animate, and produce animated video segments describing possible concepts of operation and the resulting military impact of the next-generation Thermal Neutron Activation sensor, known as TNA2, used for buried landmine and IED detection in military route clearance operations.

4. Scope of Work:

The Technical Authority will rely on the Contractor's expertise to fully manage the design and production of these animated vignettes.

It is anticipated that the project will involve the following tasks:

- a. Meet with DRDC personnel to storyboard the animations;
- b. Develop computer animations of the TNA2, and five (5) military vehicles involved in route clearance operations Husky (cf. Expedient Route Opening Capability (EROC) (<http://www.casr.ca/101-army-eroc-route-openers.htm>) :
 - (1) Cougar;
 - (2) Buffalo;
 - (3) Husky;
 - (4) conceptualized ground autonomous sensor platforms (for example, a mid-sized version of an Explosive Ordnance Disposal (EOD) vehicle); and,
 - (5) conceptualized airborne autonomous sensor platforms (for example, a mid-sized uninhabited helicopter such as the SAAB Skeldar http://en.wikipedia.org/wiki/Saab_Skeldar).
- c. Produce at least eight (8) concept animations:
 - (1) Thermal Neutron Activation (TNA) for buried explosives detection (simple depiction of the principal components and physical principals underlying the operation of TNA, including: fast neutron production using an electronic neutron generator, neutron thermalization, prompt gamma-ray production, and gamma-ray detection leading to material characterization. Details to be provided);
 - (2) EROC as currently used, low false alarm rate;
 - (3) EROC as currently used, high false alarm rate;
 - (4) EROC with TNA2 on the Husky;

-
- (5) EROC with TNA2 on the Buffalo;
 - (6) EROC with TNA2 on a conceptualized autonomous sensor platform;
 - (7) EROC with multiple TNA2; and,
 - (8) New concepts for Route Clearance including additional sensors and platforms. This segment may be longer than 1 minute.

Additional information regarding the animations:

- a. There is no requirement for voice acting.
- b. DVD-Video 480p (720x480) using MPEG-2 at 9.8 Mb/s (29.97 frames per second), 16:9. From this format, the animations can easily be converted to a lower quality for use as required.
- c. The Contractor will be expected to design the animated vehicle models from open-source information. They will not be provided any vehicle plans. While they will aim to be as accurate as practical, the models need only portray in general the vehicles and their functions.
- d. Details in the animations should be sufficient to establish context. Depictions of subtle vehicle movements (vibrations, exhaust, differential axle translations, vehicle twisting traversing of obstacles, etc) would be beyond expectation.
- e. The fidelity of the terrain is intended to be sufficient to set the context of the activities, but need not be highly realistic. Trees and foliage may be used as visual enhancements, but are not critical to the intent on the animations. The EROC vehicle fleet is intended for use on non-urban gravel roads and, at the worst, rough trails such as logging roads and cross-country vehicle trails. Terrain features will include road verges of 1 -3 m and subsurface drainage culverts crossing the roadway.
- f. Animation content will be based on vehicle activities. While dismounted personnel may add context to the depicted tasks, they are not required.

To better clarify the scope of a required animated segment, as an example consider,

"A large Buffalo armoured vehicle with a body-mounted extendable tool/grappling arm (<http://www.casr.ca/101-army-eroc-buffalo.htm>). The Buffalo follows 50 m behind a Husky that is driving along an arid, gravel route at 5 km/h. The Buffalo stops at location alongside the road near a pile of debris that was previously marked as a suspicious location by the slowly advancing Husky. It extends and retracts its manipulator arm as it investigates the rubble pile for threats. It then moves off to another task as it leads vehicles following in a convoy."

Generate presentation-quality still images from the content of the animation segments. These still images may not be simple screen-grabs from the animation segments. Rather, they may require additional editing to ensure that they succinctly depict the core concept being presented in each of the animated segments.

Interim delivery is required of full length wire-frame only animations (or a low resolution, low framerate versions) of those animations described in 4.c above. This will provide the Technical Authority a final opportunity to make changes before the contractor fully commits to creating the final version. The approval cycle should allow time for review and input from a small group of stakeholders, otherwise, the Technical Authority retains local, single level approval for content and technical aspects.

Information required to finalize certain aspects of the animations will need to be coordinated with the results of a concurrent operational analysis effort. The basics of the animations can be tackled directly, while details pertaining to times/distances between actions may be delayed. The Contractor must be willing to accept a flexible project schedule to permit this coordination.

If the contract option is exercised, and in coordination with the Technical Authority and DRDC staff, acquire live video segments of autonomous vehicles at DRDC Suffield describing:

-
- a. Follow-the leader;
 - b. Task-based autonomy;
 - c. Multiple agent tasking; and,
 - d. Target localization in GPS-denied environments.

These live video segments of robotic vehicles conducting specified mobility tasks at DRDC Suffield will be 10-30 s long and will not incorporate personnel. They will be used to demonstrate that an engineering requirement or milestone previously described in an animation sequence is in fact achievable.

Improvements or modifications to the anticipated approach are welcome and encouraged. If the Contractor has such ideas, they will be followed upon mutual agreement by the Contractor and the Technical Authority and providing that there is sufficient time and resources remaining.

5. Meetings:

Initial meeting will be held at DRDC Suffield. Subsequent meetings will be scheduled as required, at times and locations mutually agreeable to Contractor and Technical Authority, preferably at the Contractor site when possible.

The option period will allow for the possible costs of an additional Contractor visit to DRDC Suffield to film required live video segments as outlined in the scope of work, and/or to produce additional or expanded animations.

6. Reports and Deliverables:

Short (1/2 page) monthly progress reports will be submitted to Technical Authority.

Interim delivery of full length wire-frame only animations (or a low resolution, low framerate versions) of those animations described in 4.3 above. This will provide the Technical Authority a final opportunity to make changes before the contractor fully commits to creating the final version.

Final deliverables include:

- a. original source files compatible with Maya 3D animation software (available to DRDC Suffield), with the intent that the Technical Authority would be able to use these products in follow-on animation work free of Contractor encumbrances;
- b. stand-alone animated and live video segments; and,
- c. presentation-quality still images depicting the core concept of each animation segment.

Animation segments should be provided in a number of useful formats (to be defined) such as DVD and both proprietary and open-source video formats in order to ensure maximum compatibility with all possible viewing platforms.

FOB DRDC Suffield.

7. Government Furnished Support/Equipment/Information:

Unclassified and unlimited live video of autonomous vehicle demonstrations will be made available.

8. Special Considerations:

Escorted access to DRDC Suffield and support to stage live vehicle demonstrations will be available, as required.

9. Acceptance Criteria:

The work will be monitored regularly through monthly updates submitted by the Contractor for adherence to the work plan and to approve any modifications which may be required.

Acceptance will be determined following examination, satisfactory completion and acceptance of the final report by the Technical Authority.

10. DRDC-Suffield General Contract Safety & Security Requirements

(1) GENERAL EXPERIMENTAL PROVING GROUNDS (EPG) SAFETY AND ACCESS INFORMATION

In accordance with DRDC Suffield regulations, all Contractor employees and subcontractors participating in Experimental Proving Ground (EPG) activities that are not escorted by DRDC Suffield personnel or the DRDC-authorized Contract principal will attend a general EPG safety briefing lasting approximately one (1) hour at the Field Operations Section (FOS). This briefing will take place annually for long standing Contracts and new or additional Contractor employees or subcontractors will be required to take the briefing before beginning work.

An access permit is required for non-DND vehicles travelling on the EPG. In addition, a two-way radio, compatible with the DRDC Suffield communication system, will be supplied for safety reasons. Other forms/briefings related to safety and security may be required.

(2) WORK-SPECIFIC SAFETY BRIEFING

Contractors employees or subcontractors supporting DRDC Suffield personnel on specific Field Trial Plans (FTP's), Standing Operating Procedures (SOP's), Study Approval Form (SAF), or other procedure will attend work-specific briefings by the DRDC Technical Authority (TA) lasting approximately one (1) hour relating to health, safety, environmental and emergency response procedures. Documentation including FTP's, SOP's, SAF or other procedures, safety standards and EPG regulations will be cited or made available to the Contractor employees or subcontractors on a loan basis for reference, as applicable.

(3) OBSERVANCE OF ON-SITE SAFETY, HEALTH AND ENVIRONMENTAL STANDARDS ON PROTECTION OF PROPERTY

The Contractor, their employees and subcontractors must comply with all DND/DRDC Suffield regulations in force at the worksite, including the observance of all safety, health and environmental standards and those in place to preserve and protect DND property from loss or damage from all causes including fire.

(4) COMPLIANCE

The Contractor is responsible to ensure that all employees and subcontractors that will be working on the site are fully briefed and have completed and signed the Safety Checklist prior to the start of any portion of the on site work. A copy of the signed checklist must be provided by the Contractor to the DRDC Suffield Technical Authority. No payments will be issued until all documentation is in place.

Solicitation No. - N° de l'invitation

W7702-135600/B

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

edm002

Client Ref. No. - N° de réf. du client

File No. - N° du dossier

CCC No./N° CCC - FMS No/ N° VME

DND

EDM-2-35404

11. Estimated Expenditure

FY 13/14 \$30K GST extra

FY 14/15 \$20K GST extra (option year)

ANNEX "B" BASIS OF PAYMENT

Firm Contract Period:

Payment will be made for time expended and other costs reasonably and properly incurred from the date of contract to contract completion in accordance with the following:

1. Labour at firm (daily/hourly) rates. One day consists of 7.5 hours. The rates will be prorated for any period of more or less than one day.
 - a) Title, name
(est) ____ days @ \$---./day (est.) \$000,000.00
 - b) title, name
(est) ---- days @ \$---./day (est.) \$000,000.00

Total Estimated Labour: \$000,000.00
2. Material and supplies at actual cost without mark-up, including (list items). (est.) \$000,000.00
3. Purchased equipment at laid down cost without mark-up, including (list items). (est.) \$000,000.00
4. Subcontracting at actual cost incurred without mark-up, (subcontractor name) (est.) \$000,000.00
5. Authorized travel and living expenses at actual cost incurred, except for meals and private vehicle mileage, which are not to exceed the rates given in the Treasury Board Travel and Living Guidelines in effect at the time of travel. A copy of the current Travel Directive Policy is available at: http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/TBM_113/td-dv_e.asp
Travel costs are not to include a mark-up. (est.) \$000,000.00
6. Other direct charges at actual cost incurred without mark-up, including (list items). (est.) \$000,000.00
7. Profit at a firm --% of items -, -, -, above (\$----.-), not to exceed (max.) \$000,000.00

TOTAL LIMITATION OF EXPENDITURE: \$000,000.00

With the exception of the firm elements above, the amounts shown in the respective categories of the above Basis of Payment are estimates and it is the intention that changes from item to item will be accepted for billing purposes as the work proceeds, provided that the total cost of the Contract does not exceed \$000,000.00.

Solicitation No. - N° de l'invitation

W7702-135600/B

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

edm002

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DND

File No. - N° du dossier

EDM-2-35404

CCC No./N° CCC - FMS No/ N° VME

GOODS AND SERVICES TAX:

The Total Estimated Goods and Services Tax (GST), is not included in the amounts above. The GST is to be shown as a completely separate item on each invoice.

F.O.B. Point: Defence Research and Development Canada - Suffield, Ralston, AB

BASIS OF PAYMENT**Option Year Period:**

Payment will be made for time expended and other costs reasonably and properly incurred from the date of contract to contract completion in accordance with the following:

1. Labour at firm (daily/hourly) rates. One day consists of 7.5 hours. The rates will be prorated for any period of more or less than one day.
 - a) Title, name
(est) ____ days @ \$---./day (est.) \$000,000.00
 - b) title, name
(est) ---- days @ \$---./day (est.) \$000,000.00
- Total Estimated Labour: \$000,000.00
2. Material and supplies at actual cost without mark-up, including (list items). (est.) \$000,000.00
3. Purchased equipment at laid down cost without mark-up, including (list items). (est.) \$000,000.00
4. Subcontracting at actual cost incurred without mark-up, (subcontractor name) (est.) \$000,000.00
5. Authorized travel and living expenses at actual cost incurred, except for meals and private vehicle mileage, which are not to exceed the rates given in the Treasury Board Travel and Living Guidelines in effect at the time of travel. A copy of the current Travel Directive Policy is available at: http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/TBM_113/td-dv_e.asp
Travel costs are not to include a mark-up. (est.) \$000,000.00
6. Other direct charges at actual cost incurred without mark-up, including (list items). (est.) \$000,000.00
7. Profit at a firm --% of items -, -, above (\$----.), not to exceed (max.) \$000,000.00

TOTAL LIMITATION OF EXPENDITURE: \$000,000.00

With the exception of the firm elements above, the amounts shown in the respective categories of the above Basis of Payment are estimates and it is the intention that changes from item to item will be accepted for billing purposes as the work proceeds, provided that the total cost of the Contract does not exceed \$000,000.00.

Solicitation No. - N° de l'invitation

W7702-135600/B

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

edm002

Client Ref. No. - N° de réf. du client

DND

File No. - N° du dossier

EDM-2-35404

CCC No./N° CCC - FMS No/ N° VME

GOODS AND SERVICES TAX:

The Total Estimated Goods and Services Tax (GST), is not included in the amounts above. The GST is to be shown as a completely separate item on each invoice.

F.O.B. Point: Defence Research and Development Canada - Suffield, Ralston, AB

ANNEX C**MANDATORY CRITERIA, EVALUATION CRITERIA AND SELECTION METHOD****I. MANDATORY CRITERIA****Mandatory Criteria at Solicitation Closing**

Failure to meet any of the following mandatory criteria at solicitation closing will render your bid non-responsive it will be given no further consideration.

1. The Bidder **MUST** demonstrate their experience by submitting one (1) DVD or one (1) Blu-ray demo with three (3) samples of video animation produced and completed within the last five (5) years. The total running time of the samples **MUST** not exceed fifteen (15) minutes in length. The productions **MUST** have been completed entirely by the Bidder in its original language under a contract with the public sector or private industry.

- One (1) of the samples **MUST** demonstrate the Bidder's ability to produce an animated production. This sample should demonstrate the Bidder's ability to interleave audio and animation.
- One (1) of the samples **MUST** demonstrate the Bidder's ability to produce a high-fidelity computer animation depicting multiple military or industrial vehicles engaged in a coordinated task or operation. This animation should demonstrate the Bidder's ability to utilize multiple agent activity within a production intended to relay a description of a complex scenario.

II. EVALUATION CRITERIA

Please refer to Appendix 1 to Annex "C" for further information regarding the additional information that should be addressed in the Bidder's Technical proposal.

Point Rated Technical Criteria:

To be considered compliant, bidders who meet all Mandatory Requirements specified above, must obtain the required minimum points specified for each criterion for the technical evaluation below. The rating is performed on a scale of 200 points. Bids scoring less than the required minimum points specified for each criterion will not be given further consideration.

If the bid obtains the required minimum points specified for each criterion, the points awarded for each criterion will be added together to determine the technical merit score (the total number of points obtained overall).

Bids will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. Percentage **factors** will be the basis used to allocate points for all rated requirements. The number of points will be calculated depending on the total value given for each criterion. For example, Criterion 1.1 is assessed at a percentage factor of 0.7, this is equal to 70% of the total value given for that criterion (60 points (Value) X 0.7 (Percentage Factor) = 42 Points). There will be no deviation from the established scoring grid, e.g. half scores. For example, a percentage factor of 0.75 (75%) will not be used; a percentage factor of 0.7 or 0.8 (70% or 80%) would be given.

1. EXPERIENCE OF THE FIRM AND QUALITY OF SAMPLES PROVIDED (MAXIMUM : 100 points)

The Bidder will be assessed against the demo samples provided in accordance with **mandatory criteria #2**.

1.1: Demo samples demonstrate creative and technical excellence. (maximum 60 points - minimum 42 points)

At a minimum, the Bidder should demonstrate: the approach (is it attractive, creative, innovative or appropriate); the quality of images; quality and effectiveness of cinematography, the use of special effects and graphics; use of camera angles; lighting; editing; and effective use of music or sound.

Demo samples demonstrate creative and technical excellence - Up to a maximum of 60 points			
	Percentage Factor	Value (maximum points)	Points
Assessment of Criterion:		60	

Not acceptable (0): The information provided was unsuitable or insufficient.

Limited (0.5): Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.

Acceptable (0.7): **This is the established minimum.** All of the above mentioned criteria are acceptable. Meets the minimum for technical standards. Demo demonstrates some creativity and innovation.

Good (0.8): Slightly exceeds the established minimum, with one or two criteria that are very good. Approach demonstrates creativity and innovation.

Very Good (0.9): The majority of the criteria are very good. One or two criteria may be excellent. Approach demonstrates very good creativity and innovation without being outstanding.

Outstanding (1): Very unique, bold, and creative approach. Has excellent quality and use of images. Outstanding animation. Demo demonstrates excellent use of special effects and graphics and lighting. Has very appropriate use of music and sound.

COMMENTS:

1.2: The effective use of treatment, script, and visual techniques to communicate the themes and messages. (maximum 40 points - minimum 28 points)

At a minimum, the Bidder should demonstrate: complete storyline, clear script, effective communication of content and messages, and use of other techniques to get the message across.

The effective use of treatment, script, language and visual techniques to communicate the themes and messages - Up to a maximum of 40 points			
	Percentage Factor	Value (maximum points)	Points
Assessment of Criterion:		40	
<p><u>Not acceptable (0)</u>: The information provided was unsuitable or insufficient.</p> <p><u>Limited (0.5)</u>: Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.</p> <p><u>Acceptable (0.7)</u>: This is the established minimum. All of the above mentioned criteria are acceptable, and meets the established minimum. The treatment, script, and technique adequately help convey themes and messages.</p> <p><u>Good (0.8)</u>: Slightly exceeds the established minimum, with one or two criteria that are very good. Treatment, script, and technique help convey the themes and messages.</p> <p><u>Very Good (0.9)</u>: The majority of the criteria are very good. One or two criteria may be excellent. Treatment, script, and techniques effectively communicate themes and messages without being outstanding.</p> <p><u>Outstanding (1)</u>: Outstanding delivery of content, themes and messages. Treatment, script, and techniques are communicated very well. Appropriate techniques were used.</p>			
COMMENTS:			

TOTAL POINTS (1.1 + 1.2) : _____ / 100

2. CREATIVE APPROACH AND TECHNICAL METHODOLOGY (MAXIMUM : 70 POINTS)

At a minimum, the Bidder should provide a detailed creative approach and technical methodology based on the requirements given in this RFP. This should demonstrate an understanding of the nature, scope and purpose of this production, the challenges associated with this project and how they might be overcome and the Bidders capacity to deliver a program that will fulfill the communications objectives specified in this RFP.

As part of the creative approach the Bidder should provide an outline of a draft treatment for the following example animated segment:

A large Buffalo armoured vehicle with a body-mounted extendable tool/grappling arm (<http://www.casr.ca/101-army-eroc-buffalo.htm>). The Buffalo follows 50 m behind a Husky that is driving along an arid, gravel route at 5 km/h. The Buffalo stops at location alongside the road near a pile of debris that was previously marked as a suspicious location by the slowly advancing Husky. It extends and retracts its manipulator arm as it investigates the rubble pile for threats. It then moves off to another task as it leads vehicles following in a convoy.

2.1: Understanding of the scope and challenges of project and degree to which these are addressed. (Maximum 40 points - Minimum 28 points)

At a minimum, the Bidder should provide: details and examples of how you demonstrate your understanding of the projects scope and challenges; how your understanding of the scope and the challenges are reflected in the approach.

Understanding of the scope and challenges - Up to a maximum of 40 points			
	Percentage Factor	Value (maximum points)	Points
Assessment of Criterion:		40	

Not acceptable (0): The information provided was unsuitable or insufficient.

Limited (0.5): Criterion addressed, but not enough information provided and/or technically not acceptable and/or the proposal did not demonstrate an understanding of the scope and/or most of the information was transcribed from the Statement of Work (SOW) without providing additional information. Less than established minimum.

Acceptable (0.7): **This is the established minimum.** Acceptable understanding of the projects scope and challenges. The approach outlines challenges of project. Methodology addresses the objectives.

Good (0.8): Slightly exceeds the established minimum. Good understanding of the projects scope and challenges. The approach provides a good outline of challenges with some solutions. Methodology stands a good chance of achieving the objectives.

Very Good (0.9): Very good understanding of the projects scope and challenges. The approach is good and provides analysis of challenges with solutions. Approach and methodology stands a very good chance of achieving the objectives.

Outstanding (1): Outstanding understanding of the projects scope and challenges. The approach is outstanding and provides excellent analysis of challenges with well thought out solutions. Approach and methodology will effectively achieve the objectives.

COMMENTS:

2.2: The outline of the proposed production treatment is easy to visualize. (Maximum 30 points - Minimum 21 points)

At a minimum, the Bidder should demonstrate: clear visualization of both the structure and the creative approach of the production treatment.

The outline is easy to visualize - Up to a maximum of 30 points			
	Percentage Factor	Value (maximum points)	Points
Assessment of Criterion:		30	
<p>Not acceptable (0): The information provided was unsuitable or insufficient.</p> <p>Limited (0.5): Criterion addressed, but not enough information provided and/or technically not acceptable and/or the story idea is average and/or not appropriate and/or it is unlikely to achieve the goal(s) of the project. Less than established minimum.</p> <p>Acceptable (0.7): This is the established minimum. It is easy to visualize the structure of the story and the creative approach of the production treatment. The overall structure is fine without being perfect. The story idea is average.</p> <p>Good (0.8): Slightly exceeds the established minimum. It is easy to visualize the structure of the story and the creative approach of the treatment. The story idea is good. Content is accurate or mostly accurate.</p> <p>Very Good (0.9): It is very easy to visualize the story and the creative approach of the production treatment. The overall structure holds very well from the beginning to the end. The story idea is strong. Content is accurate or mostly accurate. The look-and-feel of this production is obvious. A good script may also be provided.</p> <p>Outstanding (1): Visualization of the video is crystal clear throughout and the creative approach of the production treatment. The overall structure holds very well from the beginning to the end. The story idea is very strong. Content is accurate. Other means are used to help visualize the content/look-and-feel of the video such as mock-ups and/or illustrated storyboards. A strong script may also be provided.</p>			
COMMENTS:			

TOTAL POINTS (2.1 + 2.2) : _____ / 70 points

3. PROJECT MANAGEMENT APPROACH (MAXIMUM : 30 POINTS)

The Bidder should propose a preliminary project management approach that provides flexibility and considers client needs as described in this RFP.

It should reflect how the Bidder proposes to work in collaboration with the Project Authority on the development of the treatment and production and outline the key areas that require input from the Client.

It should recognize that the certain aspects of the animations will need to be coordinated with the results of a concurrent operational concept development effort and as such the Bidder should be willing to accept a flexible project schedule to permit this coordination.

It should illustrate how the Bidder will ensure that performance, quality, scheduled goals are achieved, and illustrate a detailed work plan and schedule that identifies the significant milestones and deliverables within the development process.

3.1: Project Management Approach (Maximum 30 points - Minimum 21 points)

Explain why your project plan will ensure smooth delivery of your proposed approach and methodology.

At a minimum, the Bid should demonstrate: Project management approach that provides sufficient details on process, processes for working with the Project Authority, schedule controls, timelines suitable and realistic; risk mitigation, planning tools and techniques that will be put in place and used to plan, organize, direct and control the project.

Provide a detailed description of the proposed project management approach and procedures, schedule controls, risk mitigation, as well as the tools and techniques that will be used to plan, organize, direct and control the Project including the milestones and deliverables. The project management approach should also outline how the Bidder proposes to work in collaboration with the Project Authority to insure sufficient time for review and Government approval process.

Project Management Approach - Up to a maximum of 30 points

	Percentage Factor	Value (maximum points)	Points
Assessment of Criterion:		30	

Not acceptable (0): The information provided was unsuitable or insufficient.

Limited (0.5): Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.

Acceptable (0.7): **This is the established minimum.** Details on process; schedule controls; planning tools techniques are minimal. Good techniques to be put in place and used to plan, organize, direct and control the project. Correctly identifies risk areas and provided some mitigation strategies. Timelines are mostly realistic, and include client involvement in plan and approach.

Good (0.8): Project management approach has sufficient details on process; schedule controls; planning tools and techniques. Good techniques to be put in place and used to plan, organize, direct and control the project. Correctly identifies risk areas and provides good mitigation strategies. Timelines are realistic, and include client involvement in plan and approach. Approach for working with Project Authority is good.

Very Good (0.9): Project management approach has complete details on process; schedule controls; planning tools and techniques. Very efficient techniques to be put in place and used to plan, organize, direct and control the project. Correctly identifies risk areas and provides very good mitigation strategies. Timelines are suitable and realistic, and include good level of client involvement in plan and approach. Approach for working with Project Authority is very good.

Outstanding (1): Project management approach has the most complete details on process; schedule controls; and planning tools and techniques. Very efficient and innovative techniques to be put in place and used to plan, organize, direct and control the project. Correctly identifies risk areas and provides clear and valid mitigation strategies. Timelines are suitable and very realistic while offering flexibility and include excellent client involvement in plan and approach. Approach for working with the Project Authority is flexible.

COMMENTS:

TOTAL POINTS (3.1) : _____ / 30 points

SUMMARY OF POINTS AWARDED TO BIDDER			
Point Rated Criteria	Maximum Points Available	Minimum Points Acceptable	Points Awarded to Bidder
1. EXPERIENCE OF THE FIRM AND QUALITY OF SAMPLES PROVIDED			
1.1 Demo samples demonstrate creative and technical excellence	60	42	
1.2 The effective use of treatment, script, language and visual techniques to communicate the themes and messages.	40	28	
TOTAL	100	70	
2. CREATIVE APPROACH AND TECHNICAL METHODOLOGY			
2.1 Understanding of the scope and challenges of project and degree to which these are addressed	40	28	
2.2. The outline of the proposed production treatment is easy to visualize	30	21	
TOTAL	70	49	
3. PROJECT MANAGEMENT APPROACH			
3.1 Project Management Approach	30	21	
TOTAL	30	21	
OVERALL TOTAL	200	140	
CONTRACTOR SELECTION - ASSESSED BEST VALUE			
MERIT: Proponent's Overall Total Point Score/Total Point Available X 60			
COST : Lowest Total Estimated Cost/Proponent's Total Estimated Cost X 40			
ASSESSED BEST VALUE (MERIT + COST)			

SELECTION METHOD:

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation; and
 - b. meet all mandatory criteria; and
 - c. obtain the required minimum points specified for each criterion for the technical evaluation.
2. Bids not meeting (a), (b) and (c) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 60% for the technical merit and 40% for the price.
4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60%.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40%.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

Basis of Selection - Highest Combined Rating Technical Merit (60%) and Price (40%)

		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$115/135 \times 60 = 51.11$	$89/135 \times 60 = 39.56$	$92/135 \times 60 = 40.89$
	Pricing Score	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
Combined Rating		83.84	75.56	80.89
Overall Rating		1st	3rd	2nd

APPENDIX 1 TO ANNEX "C"

PROPOSED PROJECT FACT SHEET

In order to ensure that the evaluation team has the information needed to evaluate the supplied demos with an understanding of the context and level of effort they represent, bidders should but are not required to provide the following information on a "per demo" basis.

Client:	Company, department or agency name.
Client Contact:	Name and contact information for company/department/agency representative that managed the project.
Description and purpose of production:	Brief description of the production. What was the communications or training challenge? What was the primary goal?
Target Audience(s):	Who was or were the target audience(s)?
Creative Approach:	What creative devices were used? How did these contribute to meeting the stated goal?
Production Dates	How long did this production take? From project initiation to close-out.
Production Budget:	What was the total production cost? (If the program was produced in both English and French, please provide the total cost of both programs).
Project Outcomes	Was the program successfully received by the target audience(s)? Did it achieve its goal?