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Bid Receiving - PWGSC / Réception des soumissions -  
TPSGC

11 Laurier St. / 11, rue Laurier

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Core 0A1 / Noyau 0A1

Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

## Revision to a Request for a Standing Offer

## Révision à une demande d'offre à commandes

National Master Standing Offer (NMSO)

Offre à commandes principale et nationale (OCPN)

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Offer remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'offre demeurent les mêmes.

## Comments - Commentaires

## Vendor/Firm Name and Address

Raison sociale et adresse du  
fournisseur/de l'entrepreneur

## Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de  
l'approvisionnement en communication  
360 Albert St. / 360, rue Albert  
12th Floor / 12ième étage  
Ottawa  
Ontario  
K1A 0S5

<b>Title - Sujet</b> GRAPHIC DESIGN SERVICES		
<b>Solicitation No. - N° de l'invitation</b> EN578-133360/B		<b>Date</b> 2013-09-19
<b>Client Reference No. - N° de référence du client</b> EN578-13-3360		<b>Amendment No. - N° modif.</b> 001
<b>File No. - N° de dossier</b> cx011.EN578-133360	<b>CCC No./N° CCC - FMS No./N° VME</b>	
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-011-63447		
<b>Date of Original Request for Standing Offer</b>		2013-09-06
<b>Date de la demande de l'offre à commandes originale</b>		
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2013-10-10</b>		<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>Address Enquiries to: - Adresser toutes questions à:</b> Amaral(CX Div.), Paola		<b>Buyer Id - Id de l'acheteur</b> cx011
<b>Telephone No. - N° de téléphone</b> (613) 993-5642 ( )	<b>FAX No. - N° de FAX</b> (613) 993-2581	
<b>Delivery Required - Livraison exigée</b>		
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>		
<b>Security - Sécurité</b> This revision does not change the security requirements of the Offer. Cette révision ne change pas les besoins en matière de sécurité de la présente offre.		

Instructions: See Herein

Instructions: Voir aux présentes

<b>Acknowledgement copy required</b>	<b>Yes - Oui</b>	<b>No - Non</b>
<b>Accusé de réception requis</b>	<input type="checkbox"/>	<input type="checkbox"/>
<b>The Offeror hereby acknowledges this revision to its Offer.</b> <b>Le proposant constate, par la présente, cette révision à son offre.</b>		
<b>Signature</b>	<b>Date</b>	
Name and title of person authorized to sign on behalf of offeror. (type or print) Nom et titre de la personne autorisée à signer au nom du proposant. (taper ou écrire en caractères d'imprimerie)		
<b>For the Minister - Pour le Ministre</b>		

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**AMENDMENT 001**

This solicitation amendment is issued to provide responses to questions received in response to this RFSO, to make changes to the RFSO, and to extend the solicitation closing date to October 10th, 2013.

**QUESTIONS AND ANSWERS:****Question #1:**

***Regarding the web service category: Is programming part of this requirement?***

**Answer #1:**

All activities required to design the layout and appearance of the elements within a website (such as flash for webpages, etc) is included.

Please refer to # 5 in the *Insertions and Deletions* section below.

**Question #2:**

***In M.4 Project Samples:***

- (a) Do we simply show each sample? No request is made for description or specific details about the project sample;***
- (b) We need to put the date of completion of the project, the client name and coordinates – is that it?***
- (c) Can we supply only a PDF version of each sample (soft copies)?***

**Answer #2:**

M.4 - Project Samples has been revised. Please refer to # 3 in the *Insertions and Deletions* section below.

**Question #3:**

***On page 11, under “Offer Preparation Instructions” it states that Offerors are to include 1 soft copy of both the Technical Offer and the Financial offer on USB key. Can the soft copies be on the same USB key or do they need to be on different keys and labelled as such?***

**Answer #3:**

No. The Financial Proposal and Technical Proposal must be separate.

**Question #4:**

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***On page 35, under "A.11.2 Design Considerations" it states that "all final deliverables destined for the Internet must be coded and compiled in a manner compliant with the Government of Canada's Common Look and Feel (CLF) guidelines," does this include accessible PDFs?***

**Answer #4:**

Yes, this includes accessible PDFs.

**Question #5:**

***In M.3 you request a performance resume, we have an HST number, PBN number etc. and numerous projects that prove we have been in providing the service for a minimum of 5 years.***

***The concern is we would not want to lose points because our response did not include a phrase that indicates we have been in business for a minimum of 5 years.***

***Please clarify the expected response to meet this mandatory.***

**Answer #5:**

M.3 - Offeror's Performance Resume has been revised. Please refer to # 2 in the *Insertions and Deletions* section below.

**Question #6:**

***Is the Graphic Design RFP EN578-133360/B the one that we have we have been waiting for?  
It looks more like a qualifier, than a competitive bid?***

**Answer #6:**

Yes. This is the Request for Standing Offer that will result in the new Standing Offer tool for Graphic Design, Web Design, and Exhibit and Display Design Services which will replace the previous one (set to expire on October 31st, 2013).

**Question #7:**

***Part 3 - Offer Preparation Instructions***

***You indicate that an electronic copy is to be provided on a USB key. Can we submit our electronic files (technical offer, financial, certifications and project samples) on a CD or DVD?***

**Answer #7:**

No. You must submit the soft copy of your proposal on a USB key as indicated in the solicitation.

**Question #8:**

***Part 4 - Evaluation Procedures and Basis of Selection***

**M.4 Project Samples**

***It is indicated that the design must have been completed after July 1, 2010. Since you are asking that the firm have five years' experience, could you please revise that date to include projects completed after July 1, 2008?***

**Answer #8:**

The project samples submitted must be recent samples which were completed by the offeror after July 01, 2010, as stated in the solicitation.

**Question #9:****Part 4 - Evaluation Procedures and Basis of Selection****1.2.2 Financial Evaluation Criteria**

***Can you specify the maximum standard deviation allowed to be declared responsive (Range of Acceptable BEV)?***

**Answer #9:**

Please refer to Section 1.2.2 Financial Evaluation Criteria in Part 4 (paragraph 1 and 2 in particular) for direction on how the Bid Evaluation Value (BEV), Standard Deviation, and Range of Acceptable BEV (RAB) will be calculated.

**Question #10:****Part 6 - Standing Offer and Resulting Contract Clauses****8.2 Standing Offer Holders - Internet Site**

***Can you clarify this statement? Are you referring to the available services listed on the Offeror's website?***

***Are we to provide a specific address—our website address?***

***You say that a standing offer holder must maintain an Internet site that is accessible and provides information.... Could you please clarify your expectations in this regard.***

**Answer #10:**

Yes, Offeror's should provide their corporate website address.

Please refer to # 4 in the *Insertions and Deletions* section below.

**Question #11:****Part 6 - Standing Offer and Resulting Contract Clauses****8.3 Call-up Procedures**

***Are we to understand that an identified user can make a sole source selection of the Standing Offer Holder without asking three bidders for a bid?***

**Answer #11:**

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Yes.

**Question #12:**

**Part 4 - Evaluation Procedures and Basis of Selection**

**M.3 Offeror's Performance Resume**

***The Offeror must demonstrate having been in the Graphic Design, Web Design, and or Exhibit and Display Design business, as applicable, for a minimum of five (5) years prior to the closing date of this***

***RFSO by submitting a corporate performance curriculum vitae which demonstrates five (5) years experience for each category submitted.***

***Could you clarify what "corporate performance curriculum vitae" means? Is it a list of contracts obtained, the curriculum vitae (professional experience, training, expertise, etc.) of the company's employees and partners, or the portfolio of projects on which we have worked?***

**Answer #12:**

Please refer to # 2 in the *Insertions and Deletions* section below

**Question #13:**

**Part 4 - Evaluation Procedures and Basis of Selection**

**M.5 References**

***The Offeror must provide a letter of reference that corresponds with each project sample submitted in***

***M.4."***

***Do you want to receive an official letter from the company or from the client (contact) with whom we worked? Must the letter specifically refer to the sample provided?***

**Answer #13:**

The letter of reference must be specific to the sample provided, and must be from the company, or client for whom the work was completed.

**Question #14:**

***Can we submit samples produced for private companies / non-profit organizations, or is it essential that we provide samples that were produced for the federal government?***

**Answer #14:**

Samples do not have to be specific to the federal government.

**Question #15:**

***Given that it is rather unusual to provide two weeks (as opposed to one month) to prepare this offer, will you be extending the time limit?***

**Answer #15:**

The solicitation closing date will be extended, please refer to #1 in the *Insertions and Deletions* section below.

**Question #16:**

***We would like to know if the following information is available:***

- (a) ***The number of call-ups issued against the Standing Offer during the previous contracting period.***
- (b) ***The portion/contract value of call-ups which were "set asides" under the government's PSAB for the same period.***
- (c) ***Anticipated volume of business (specifically set-aside) for the new contracting period (Award to Aug. 15, 2015).***

**Answer #16:**

- (a) There was *approximately* 250 call-ups issued during the last Standing Offer period.
- (b) There were no set-aside call-ups issued under the last Standing Offer period.
- (c) The anticipated business volume is unknown.

**Question #17:**

***Regarding samples of "Website design" can we show e-bulletins or e-blast designs or e-learning products? We have created many xHTML products for the GoC but are concerned that these do not fulfill your mandatory "web design" criteria. We'd like to show only GoC samples but it's rare that we "design" a website for GoC as it s CLF2 templated already ... we can however show many electronic product solutions, following GoC standards. Do "web buttons" ... graphics used in "web design" fall into this category?***

**Answer #17:**

Please refer to Answer #1.

Samples do not have to be specific to the federal government.

## **INSERTIONS AND DELETIONS**

**Insertions and deletions are as follows:**

1. In Part 2 - Offeror Instructions, ***delete*** Article 2. Submission of Offers in its entirety, and ***replace with the following:***

## 2. Submission of Offers

Offers must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated below:

**Bids must be submitted by 2:00 pm Eastern Daylight Savings Time (EDST) on October 10, 2013 to:**

Bid Receiving (HQ)  
Department of Public Works and Government Services  
Bid Receiving Unit  
Portage III, 0A1  
11 Laurier Street  
Gatineau, Quebec  
For couriers: J8X 4A6 For regular mail: K1A 0S5  
Telephone (819) 956-3370  
Fax No.: (819) 997-9776

Due to the nature of the Request for Standing Offers, transmission of offers by facsimile or electronic mail to PWGSC will not be accepted.

2. In Part 4 - Evaluation Procedures and Basis of Selection, **~~delete~~** M.3 Offeror's Performance Resume in its entirety, and ***replace with the following***:

### M.3 Offeror's Performance Resume

The Offeror must demonstrate having been in the Graphic Design, Web Design, and or Exhibit and Display Design business, as applicable, for a minimum of five (5) years prior to the closing date of this RFSO by submitting a corporate performance curriculum vitae which demonstrates five (5) years experience for **each** category submitted.

#### Response Format:

To demonstrate the Offeror's experience, the Offeror must provide the following information as a part of the Corporate Performance Curriculum Vitae:

- A list of projects provided to clients which includes a minimum of one (1) project per year completed within the last five (5) years prior to the closing date of this RFSO. The Offeror must clearly identify which categories the listed projects are being submitted for;
- The completion date of each project listed;
- The client information for each project listed.

3. In Part 4 - Evaluation Procedures and Basis of Selection, **~~delete~~** M.4 Project Samples in its entirety, and ***replace with the following***:

### M.4 Project Samples

For **each** category of service for which the Offeror is submitting, the Offeror must provide a description and a sample of two (2) design projects which were completed by the Offeror after July 01, 2010 that are similar in scope to the items identified in Annex "A" - Statement of Work, as applicable. A project sample may be used to demonstrate the experience for more than one category of service.

The Offeror must clearly identify which categories the project samples are being submitted for.

**Electronic samples must be provided on a USB Key in .pdf file format or Windows Media Player. Screen shots will be acceptable. Samples provided to Canada in a form or format that cannot be opened and viewed from a Government of Canada computer will not be accepted. If an Offeror is uncertain as to whether a particular form or format will be accepted, the Offeror must submit this as a question during the Enquiries period. Samples provided in other formats (ie. hard copy posters, banners, or models) will become the property of Canada and will not be returned to the Offeror unless the Offeror makes arrangements in advance for return packaging and postage, or pick-up. Canada will not be responsible for samples which are damaged, destroyed, or lost during shipping or during the evaluation process.**

4. In Part 6 - Standing Offer and Resulting Contract Clauses, **~~delete~~** 8.2 Standing Offer Holders - Internet Site in its entirety, and ***replace with the following:***

#### **8.2 Standing Offer Holders - Internet Site**

The Standing Offer Holder should maintain an Internet site, accessible by Federal Government Departments, Commissions and Agencies, providing information on the services available on this NMSO and the category the Offeror has qualified under. If the Standing Offer Holder's website specifically refers to products available on its NMSO, the information presented must be accurate. The Standing Offer Holder's web site must not suggest that other services, not offered and/or approved by PWGSC for supply against this NMSO, are available for purchase through Call-ups against the Standing Offer. In the event of any discrepancy between the Standing Offer Holder's website and the NMSO, the NMSO shall prevail. The Standing Offer Holder's website is found at:

\_\_\_\_\_.

5. In Annex "A" Statement of Work, under A.2 Scope of Work, **~~delete~~** Web Design in its entirety, and ***replace with the following:***

#### **Web Design**

For the purpose of this Standing Offer, Web Design is defined as graphic design related to the layout and appearance of the elements within a webpage.

6. **~~Delete~~** Annex "D" Evaluation Grids in its entirety, and ***replace with the following:***

See attached (Evaluation Grids Amendment 001).

**ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED.**



**EVALUATION GRID FOR RFSO FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY  
DESIGN SERVICES  
AMENDMENT 001**

Offeror:

Evaluator's Initials:

<b>EVALUATION SUMMARY FOR RFSO FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY DESIGN SERVICES</b>
<b>MANDATORY REQUIREMENTS:</b> <input type="checkbox"/> MET <input type="checkbox"/> NOT MET
<div style="display: flex; justify-content: space-between;"><span>Mandatories Checked by:</span><span>Date:</span></div>
<b>Overall Comments:</b>

**EVALUATION GRID FOR RFSO FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY  
DESIGN SERVICES  
AMENDMENT 001**

Offeror:

Evaluator's Initials:

EVALUATION TEAM SIGNATURES:

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

**NOTE TO EVALUATORS:** These evaluation grids contain the basic criteria. These grids must be used in conjunction with the RFSO document to ensure the evaluation is being conducted strictly in accordance with the published criteria.

**EVALUATION GRID FOR RFSO FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY  
DESIGN SERVICES  
AMENDMENT 001**

Offeror:

Evaluator's Initials:

**1.1 TECHNICAL EVALUATION**

**1.1.1 MANDATORY REQUIREMENTS**

Evaluation Criteria	Met	Not met
The bid is signed and bid submission requirements of Standard Instructions 2006 are met.		
The certifications in Part 5 have been completed and signed (either upon or following bid submission).		
Comments:		

Evaluation Criteria	Met	Not met
<b>M.1 FINANCIAL PROPOSAL</b>		
The Offeror must provide costing information strictly in accordance with the Basis of Payment stipulated in Annex "B" and Appendix "2".		
Comments:		

Evaluation Criteria	Met	Not met
<b>M.2 OFFEROR'S PROFILE</b>		
The Offeror must complete the Offeror's Profile chart from Part 4 of the bid solicitation document.		
Comments:		

**EVALUATION GRID FOR RFSO FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY  
DESIGN SERVICES  
AMENDMENT 001**

Offeror:

Evaluator's Initials:

Evaluation Criteria	Met	Not met
<b>M.3 OFFEROR'S PERFORMANCE RESUME</b>		
<p>The Offeror must demonstrate having been in the Graphic Design, Web Design, and or Exhibit and Display Design business, as applicable, for a minimum of five (5) years prior to the closing date of this RFSO by submitting a corporate performance resume which demonstrates five (5) years experience for <b>each</b> category submitted.</p> <p><b>Response Format:</b></p> <p>To demonstrate the Offeror's experience, the Offeror must provide the following information as a part of the Corporate Performance Curriculum Vitae:</p> <ul style="list-style-type: none"> <li>• A list of projects provided to clients which includes a minimum of one (1) project per year completed within the last five (5) years prior to the closing date of this RFSO. The Offeror must clearly identify which categories the listed projects are being submitted for;</li> <li>• The completion date of each project listed;</li> <li>• The client information for each project listed.</li> </ul>		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.4 PROJECT SAMPLES</b>		
<p>For <b>each</b> category of service for which the Offeror is submitting, the Offeror must provide a description and a sample of two (2) design projects which were completed by the Offeror after <u>July 01, 2010</u> that are similar in scope to the items identified in Annex "A" - Statement of Work, as applicable. A project sample may be used to demonstrate the experience for more than one category of service.</p> <p>The Offeror must clearly identify which categories the project samples are being submitted for.</p> <p><b>Electronic samples must be provided on a USB Key in .pdf file format or Windows Media Player. Screen shots will be acceptable. Samples provided to Canada in a form or format that cannot be opened and viewed from a Government of Canada computer will not be accepted. If an Offeror is uncertain as to whether a particular form or format will be accepted, the Offeror must submit this as a question during the Enquiries period. Samples provided in other formats (ie. hard copy posters, banners, or models) will</b></p>		

**EVALUATION GRID FOR RFSO FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY  
DESIGN SERVICES  
AMENDMENT 001**

Offeror:

Evaluator's Initials:

become the property of Canada and will not be returned to the Offeror unless the Offeror makes arrangements in advance for return packaging and postage, or pick-up. Canada will not be responsible for samples which are damaged, destroyed, or lost during shipping or during the evaluation process.		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.5 REFERENCES</b>		
The Offeror must provide a letter of reference that corresponds with <b>each</b> project samples submitted in M.4.		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.6 ENVIRONMENTAL CONSIDERATIONS</b>		
The Offeror must provide the following: <ul style="list-style-type: none"> <li>(a) An existing or proposed company-wide environmental statement and mission (including environmental measures undertaken in office operations);</li> <li>(b) An existing or proposed action plan for energy sourcing (measures taken to improve energy efficiency, intended use of alternative fuel power sources if the Offeror's premises is owned); and</li> <li>(c) An existing or proposed proposed action plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy).</li> </ul>		
<b>Comments:</b>		

**EVALUATION GRID FOR RFSO FOR GRAPHIC, WEB, AND EXHIBIT AND DISPLAY  
DESIGN SERVICES  
AMENDMENT 001**

**Offeror:**

**Evaluator's Initials:**

Evaluation Criteria	Met	Not met
<b>M.7 LANGUAGE</b>		
The Offeror must confirm that its firm is capable of providing services in both official languages (English and French). As such, the Offeror must include a duly signed and dated copy of the Certification in the Technical Proposal portion of the offer submission.		
<b>Comments:</b>		