Gouvernement du

Canada - Défense

nationale

# REQUEST FOR PROPOSAL (RFP)

DND Reference Number: DND-13/0008377

Senior Communications Specialist

**CLOSING DATE: 17 December-2013** 

THIS DOCUMENT CONTAINS A SECURITY REQUIREMENT

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#### PART I – INTRODUCTION

#### 1 Introduction

- 1.1 The Department of National Defence (DND) has a requirement for a Senior Communication Specialist for the Chemical Biological Radiological and Nuclear (CBRN) Defence Omnibus Project. Details of the requirements are outlined in Annex A Statement of Work (SOW).
- 1.2 The contract period will be from the date of contract award to two years later, and will include one additional 1-year option period.
- 1.3 Work is currently being done by the incumbent Contractor Altis Human Resources.

## 2 Terms and Conditions of the Resulting Contract

The following terms and conditions will form part of the resulting Contract.

- 2.1 The "General Conditions Higher Complexity Services" used by Public Works and Government Services Canada, Clause ID 2035 (2013-06-27) will form part of any resulting contract, with the following modifications:
  - 2.1.1 The definition of "Minister" will be the Minister of National Defence.
  - 2.1.2 2035 41 (2012-11-09) Code of Conduct and Certifications Contract is hereby deleted and replaced with the following:

#### **Code of Conduct for Procurement**

The Contractor certifies that it has read the <u>Code of Conduct for Procurement</u> and agrees to be bound by its terms.

- 2.2 The "Former Public Servants Competitive Requirements" Clause ID A3025T (2013/07/10), will form part of this RFP and any contract resulting from the RFP.
- 2.3 The "Proactive Disclosure of Contracts with Former Public Servants" Clause ID A3025C (2013/03/21), will form part of any resulting contract.
- 2.4 The documents can be found in the Standard Acquisitions Clauses and Conditions (SACC) Manual at: <a href="https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual">https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual</a>.
- 2.5 Basis for Canada's Ownership of Intellectual Property

The Department of National Defence has determined that any intellectual property rights arising from the performance of the Work under the resulting Contract will belong to Canada for the following ground:

'the main purpose of the contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination'.

The document 4007 (2010-08-16) found at Internet site <a href="https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/4/4007/3">https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/4/4007/3</a> entitled "Canada to Own Intellectual Property Rights in Foreground Information".

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#### PART II – INSTRUCTIONS FOR SUBMITTING PROPOSALS

#### 3 Number of Proposals

3.1 The Bidder is to submit three (3) hard copies (i.e. paper) of their Technical Proposal and one (1) hard copy of their Financial Proposal and one (1) hard copy of certificates as required in Article 12-Requirements of Award of a Contract. The Technical Proposal and the Financial Proposal shall be submitted as separate documents and no financial information should appear in the Technical Proposal.

#### 4 Identification of Bidder's Contact

4.1 The contact information of the Bidder's representative (including name, address, telephone number and email address) is to be included and clearly identified in the Proposal to facilitate any communication during the evaluation process.

#### 5 Delivery Instructions for Proposals

- 5.1 Proposals SHALL be mailed via Canada Post only and be POST MARKED by Canada Post on or before the closing Date 17 December 2013 or for proposals mailed outside Canada, by a recognized national postal service only. Proposals hand-delivered or delivered by courier, including Purolator, will be deemed NON-RESPONSIVE and will be returned unopened. Responses postmarked after the Closing Date will be returned unopened.
- 5.2 Bidders SHALL send their Technical and Financial Proposals to the Contracting Authority at the following address:

Director Services Contracting (D Svcs C) National Defence Headquarters (NDHQ) 101 Colonel by Drive Ottawa, ON K1A 0K2

ATTN: Sarada Dutta, D Svcs C 4-3-3

Solicitation Number: DND-13/0008377 Closing Date: 17 December 2013

- 5.3 Bidders are to ensure that the Solicitation Number (**DND-13/0008377**) and Closing Date (**17 December 2013**) are clearly marked on all correspondence.
- 5.4 Proposals may be submitted in either English or French.
- 5.5 Proposals will not be returned.
- 5.6 No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP.

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#### **Communications Regarding the Bid Solicitation** 6

- 6.1 To ensure the integrity of the competitive bid process, enquiries and other communications regarding this solicitation are to be directed **only** to the D Svcs C Contracting Officer by email at sarada.dutta@forces.gc.ca.
- 6.2 Enquiries and other communications are not to be directed to any other government official(s) or person having access to government buildings or information. Enquiries are to be directed only as detailed above, in sub-paragraph 6.1. Non-compliance with this condition during the solicitation period may, for that reason alone, result in the disqualification of the Proposal.
- 6.3 Enquiries shall be in writing and received by the D Svcs C Contracting Officer at least fourteen (14) <u>calendar days</u> prior to the bid closing date to allow sufficient time to provide a response. Enquiries received after that time may not be answered.
- 6.4 It is the responsibility of the Bidder to obtain clarification of any terms, conditions or technical requirements contained in the RFP. During the RFP posting period, potential Bidders are encouraged to submit questions or requests for clarification regarding the content of the RFP. This is the only opportunity prior to bid closing for Bidders to address issues or raise any concerns related to RFP content.
- 6.5 To ensure consistency and quality of information provided to Bidders, relevant enquiries received, and the replies to such enquiries, will be provided via Canada's Government Electronic Tendering Service (GETS), without revealing the source(s) of the enquiries.

#### 7 Validity of Bids

- 7.1 Any Proposal submitted shall remain open for acceptance of a period of not less than ninety (90) days after the closing of the RFP. Amendments to the Bidders' bid/Proposal response will not be accepted after bid closing.
- 7.2 All Bidders submitting Proposals will receive written notification of the results of the evaluation as soon as the process is complete. Bidders should allow at least forty-five (45) days after bid closing for results to be known. Responses to requests for information on the status of the evaluation will not normally be provided until all evaluations are complete.

#### 8 **Rights**

- 8.1 DND reserves the right to:
  - a. reject any or all Proposals received in response to this RFP
  - b. cancel this RFP at any time
  - reissue the RFP
  - seek clarification and verify any or all information provided with respect to this RFP, and
  - negotiate with the sole responsive Bidder to ensure Best Value to the Crown.

#### 9 **Pricing Support/Review**

- 9.1 In the event that the Bidder's Proposal is the sole responsive proposal received, the Bidder shall provide, upon DND's request, acceptable forms of price support.
- 9.2 Bidders are advised that a review of the proposed pricing may be required. Detailed supporting information may be requested by DND to validate the rates and other charges proposed.

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#### PART III - REQUIREMENTS AND CONDITIONS OF AWARD OF A CONTRACT

#### 10 Applicable Laws

- 10.1 Any resulting contract shall be interpreted and governed, and the relations between the Parties determined, by the laws in force in the Province of Ontario, Canada.
- 10.2 The Bidder may, at its discretion, substitute the applicable laws of a Canadian province or territory of its choice without affecting the validity of its bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of its choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidder.

#### 11 Terms of Payment

- 11.1 <u>Basis of Payment:</u> The Basis of Payment will be firm fixed per diem pricing, based on the rates of the successful Bidder's Financial Proposal.
- 11.2 <u>Method of Payment</u>: Monthly payment by Her Majesty to the Contractor for the work shall be made within thirty (30) days following the delivery and acceptance of all deliverables or the date of receipt of a duly completed invoice, whichever date is later.

#### 12 Requirements of Award of a Contract

- One (1) copy of the following document must be provided to the Contracting Authority prior to the award of any resulting contract.
- 12.1 <u>Authorization and Availability Certification for Resources Who are not Employees of the Bidder</u>: The Bidder must obtain the completed and signed Certification in Appendix '1' from his/her subcontractor(s).
  - <u>Information to Bidders</u>: It is highly recommended that the completed and signed Authorization and Availability Certification (Appendix '1') be provided with the technical proposal at the time of bid closing.
- 12.2 <u>Former Public Servant Certification</u>: The Bidder must obtain the completed and signed Former Public Servant Certification in Appendix '2' from his/her employee(s) or subcontractor(s).
  - <u>Information to Bidders</u>: It is highly recommended that the completed and signed Former Public Servant Certification (Appendix '2') be provided with the technical proposal at the time of bid closing.
- 12.3 <u>Non-Disclosure Agreement:</u> The Bidder must obtain the completed and signed non-disclosure agreement in Appendix "3" from his/her employee(s) or subcontractor(s) before they are given access to information by or on behalf of Canada in connection with the Work.
  - <u>Information to Bidders</u>: It is highly recommended that the completed and signed Non-Disclosure Agreement (Appendix '3') be provided with the technical proposal at the time of bid closing.

#### 13 Security – Secret:

13.1 The Contractor/Offeror must, at all times during the performance of the Contract/Standing Offer, hold a valid **Facility Security Clearance** at the level of **SECRET**, issued by the Canadian Industrial Security Directorate (CISD), Public Works and Government Services Canada (PWGSC).

- 13.2 The Contractor/Offeror personnel requiring access to **PROTECTED/CLASSIFIED** information, assets or sensitive work site(s) must **EACH** hold a valid personnel security screening at the level of **SECRET**, granted or approved by CISD/PWGSC.
  - This contract includes access to **controlled goods.** Prior to access, the contractor must be registered in the Controlled Goods Program of Public Works and Government Services Canada.
- 13.3 The Contractor/Offeror **MUST NOT** remove any **PROTECTED/CLASSIFIED** information from the identified work site(s), and the Contractor/Offeror must ensure that its personnel are made aware of and comply with this restriction.
- 13.4 Subcontracts which contain security requirements are **NOT** to be awarded without the prior written permission of CISD/PWGSC
- 13.5 The Contractor must comply with the provisions of the:
  - (a) Security Requirements Check List and security guide (if applicable), attached at Annex C;
  - (b) *Industrial Security Manual* (Latest Edition).

#### 14 Controlled Goods Requirement

- 14.1 Access to Controlled Goods is limited to the Defence Information Network (DIN) and/or Defence Wide Area Network (DWAN) only.
- As the Contract requires production of or access to controlled goods that are subject to the *Defence Production Act*, R.S. 1985, c.D-1, the Contractor and any subContractor are advised that, within Canada, only persons who are registered, exempt or excluded under the Controlled Goods Program (CGP) are lawfully entitled to examine, possess or transfer controlled goods. Details on how to register under the CGP are available at: <a href="https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/5/A/A9131C/6">https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual/5/A/A9131C/6</a>, and the registration is carried out as follows:
  - a. When the bid solicitation includes controlled goods information or technology, the Bidder must be registered, exempt or excluded under the CGP before receiving the bid solicitation. Requests for technical data packages or specifications related to controlled goods should be made in writing to the Contracting Authority identified in the bid solicitation and must contain the CGP registration number or written proof of exemption or exclusion of the Bidder and of any other person to whom the Bidder will give access to the controlled goods.
  - b. When the bid solicitation does not include controlled goods information or technology but the resulting Contract requires the production of or access to controlled goods, the successful Bidder and any subContractor who will be producing or accessing controlled goods must be registered, exempt or excluded under the CGP before examining, possessing or transferring controlled goods.
  - c. When the successful Bidder and any subContractor proposed to examine, possess or transfer controlled goods are not registered, exempt or excluded under the CGP at time of Contract award, the successful Bidder and any subContractor must, within seven (7) working days from receipt of written notification of Contract award, ensure that the required application(s) for registration or exemption are submitted to the CGP. No examination, possession or transfer of controlled goods must be performed until the successful Bidder has provided proof, satisfactory to the Contracting Authority, that the successful Bidder and any subContractor are registered, exempt, or excluded under the CGP.
- 14.3 Failure to provide proof, satisfactory to the Contracting Authority, that the successful Bidder and any

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subContractor are registered, exempt or excluded under the CGP, within thirty (30) days from receipt of written notification of Contract award, will be considered a default under the resulting Contract except to the extent that Canada is responsible for the failure due to delay in processing the application.

- 14.4 Bidders are advised that all information on the Application for Registration (or exemption) Form will be verified and errors or inaccuracies may cause significant delays and/or result in denial of registration or exemption.
- 14.5 SACC Manual clause A9131C (2011/05/16) Controlled Goods Program will be applied and it can be found at <a href="https://buyandsell.gc.ca/policy-and-guidelines/?lang=eng&id=A9131C&date=2011-05-16&eid=807">https://buyandsell.gc.ca/policy-and-guidelines/?lang=eng&id=A9131C&date=2011-05-16&eid=807</a>.

#### 15 Travel

- 15.1 In the case of pre-authorized travel and living expenses, the Contractor will be paid for reasonable and proper travel and living expenses, supported by original receipts, incurred by personnel directly engaged in the performance of the Work, calculated in accordance with the then-current Treasury Board Guidelines on Travel and Living Expenses.
- 15.1 The estimated Travel Cost of \$10,000.00 per year is included in the total estimated cost. All travel must be pre-approved by the Technical Authority.
- 15.2 All payments are subject to government audit.
- 15.3 All information relating to Treasury Board Travel and Living Directives can be accessed through the following web site: <a href="http://www.tbs-sct.gc.ca/pubs\_pol/hrpubs/TBM\_113/menu-travel-voyage\_e.asp">http://www.tbs-sct.gc.ca/pubs\_pol/hrpubs/TBM\_113/menu-travel-voyage\_e.asp</a>.

#### Senior Communications Specialist DND-13/0008377- Annex A Statement of Work

#### ANNEX A -STATEMENT OF WORK

#### 1.0 GENERAL

- 1.1 <u>Purpose:</u> The purpose of this Statement of Work (SOW) is to define the scope and level of effort provided by the Senior Communications Specialist that apply to the Canadian Forces (CF) Chemical Biological Radiological and Nuclear (CBRN) Defence Omnibus (CBRN Defence Omnibus) project and CBRN Defence sub-projects, and to define DND services requirement for this initiative.
- 1.2 <u>Background:</u> The CBRN Defence Omnibus and CBRN Defence sub-projects are independent stand-alone projects with their respective organizational structure, project team, funding, mandate, project charter and spending authority. There is currently a total of five separate CBRN Defence projects requiring support services from a contractor provided personnel. The number of CBRN Defence projects may increase or decrease during the duration of this SOW.

#### 1.3 **ACRONYMS**

- ADM (PA) Assistant Deputy Minister (Public Affairs)
- CBRN Chemical Biological Radiological and Nuclear
- CF Canadian Forces
- DCSEM Director Combat Support Equipment Management
- DIN- DND Internal Network
- DND Department of National Defence
- EDP Electronic Data processing
- NCR National Capital Region
- RDIMS Records, Document and Information Management System
- TA Technical Authority

#### 2.0 APPLICABLE DOCUMENTS.

- As a minimum, the following documents of the exact issue and revision form a part of this SOW. In the event of conflict between these documents and the contents of the SOW, the contents of the SOW shall apply.
  - DAOD 2008-6 Internet Publishing
  - Public Affairs Handbook, March 1999

#### 3.0 TASKS AND DELIVERABLES

- 3.1 The Senior Communications Specialist shall perform following tasks and deliverables, in English, in a format acceptable to the Technical Authority (TA):
  - a. Develop and provide a coordinated and integrated strategic communications plan for the CBRN Defence Omnibus project and the Directorate of CBRN Defence;
  - b. Develop and provide, in consultation with the Director, CBRN Defence and Operational Support, mission and visions statements to guide the work of the Directorate incorporating the Omnibus project and the change driven by it;
  - c. Liaise with staff at the Assistant Deputy Minister (Public Affairs) to ensure that the Directorate's communications approach is consistent with DND public affairs policies and procedures;



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- Support staff at the ADM(PA) as a subject matter expert in CBRN Defence to ensure accurate messaging for any public affairs matter relating to the CBRN Defence Directorate's work;
- Advise on/edit for Canadian Forces internal and external communications products related to CBRN Defence and operational support but produced by other CF organizations;
- Work with public affairs and communications specialists in CBRN defence-related federal, provincial and municipal government departments, mission partners, international organizations and industry to keep CF members and Canadian Public informed of the progress of CBRN Defence projects;
- Advise the Director, CBRN Defence, and senior staff at the Directorate and Director Combat Support Equipment Management, on matters related to internal and external communications and media relations specific to CBRN defence and operational support;
- h. Assist in the preparation and content of speeches for Members of Parliament on matters related to CBRN Defence;
- Prepare and provide briefing notes for ADM(PA) for CBRN public affairs and internal communications issues requiring chain-of-command and ministerial approval;
- Review and/or prepare and provide news releases about issues related to Canadian Forces CBRN Defence and operational capability development as requested by ADM(PA);
- k. Write, design, develop and provide CBRN Defence capability development Power Point presentations;
- Write, design, develop, code, and maintain a web-based CBRN Defence Information Portal to keep staff of both the Directorate CBRN Defence and the Director Combat Support Equipment Management (DCSEM) informed about internal and external information related to CBRN Defence:
- m. Write, edit, design, publish and provide the Directorate's online CBRN Defence newsletter, The Dragon's Din, aimed at the Canadian Forces, mission partners, industry and other government departments;
- Research, write, design, publish and provide, with appropriate approvals, a series of backgrounders and fact sheets about CBRN Defence and operational support capability development projects;
- o. Develop, provide and maintain a lexicon, including glossary and acronym listing, for terms frequently used in CBRN Defence, operational support and project management;
- Write and provide journalistic articles about CBRN Defence and operational support for internal and external publications such as The Maple Leaf, Frontline, CBRNe World, the internal (DIN) and external (web) sites of the Vice-Chief of the Defence Staff, Assistant Deputy Manager (Material), Chief of Force Development and Director Combat Support Equipment Management;
- Participate in, prepare and provide meeting minutes as and when required.



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#### 4.0 MONTHLY PROGRESS REPORTS

- 4.1 The Contractor shall submit monthly progress reports of the work performed in a format acceptable to the TA, to be attached to each Progress Claim. As a minimum, each monthly progress report shall include the following information:
  - i) All significant activities performed by the contractor personnel during the period covered by the Progress Claim;
  - ii) Status of all action/decision items as well as a list of outstanding activities;
  - iii) A description of any problems encountered which are likely to required attention by the DND TA;
  - Any recommendations relating to the tasks and deliverables identified in article 3.0; iv)
  - v) Total number of days worked during the month; and
  - vii) Travel costs incurred including all applicable receipts.

Monthly reports are not required for any month in which services were not provided.

#### 5.0 LIMITATIONS AND CONSTRAINTS.

- 5.1 Decisions concerning revision or definition of policy, budgets, as well as contractual obligations and requirements, are excluded from the Contractor services. Contractor personnel shall limit themselves to provide comments and recommendations only to the Technical Authority (TA) on these issues.
- 5.2 Contractor personnel providing the services shall be independent of direct control by servants of Canada and are not in any respect employees or servants of Canada.
- 5.3 During the performance of the Contract, the Contractor or his personnel shall not direct any departmental organizations, or any personnel of any third parties with whom Canada has or intends to contract, to perform any action.
- 5.4 At all times during the provision of the required services, the Contractor personnel are not to have access to any proprietary information including but not limited to financial information (including unit prices or rates) or technical information concerning any third parties with whom Canada has contracted or intends to contract, other than information that is in the public domain, (e.g. total value of contract(s) awarded)...
- 5.5 All drawings, software codes, reports, data, documents, or materials, provided to the Contractor by Canada or produced by the Contractor personnel in providing services under the Contract, remains the property of Canada and shall be used solely in support of this requirement. The Contractor shall be required to safeguard the preceding information and materials from unauthorized use and shall not release them to any third party, person or agency external to DND without the express written permission of the TA. Such information and material shall be returned to the TA on completion of the services or when requested by the TA.
- 5.6 All correspondence, either initiated by the Contractor personnel or by any section of DND, shall be submitted to the TA. Correspondence is defined as records of conversation or decisions as well as any written correspondence in any format.
- 5.7 The TA or other authorized departmental government representative shall have access at all times to the work and to the plant or facility where any part of the work is being performed.
- 5.8 The Contractor shall ensure that their personnel do not use Government of Canada or DND designations, logos or insignia on any business cards, cubicle/office signs or written/electronic correspondence that in any manner lead others to perceive Contractor personnel as being an employee of Canada.



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5.9 The resources may be required to work outside of normal working hours. Any work performed outside of normal working hours must be pre-approved by the Technical Authority in writing. No overtime will be paid.

#### 6.0 DND SUPPORT AND TRAINING

- To aid the Contractor in the provision of the required services, the following information, materials, and 6.1 assistance will be provided if available and considered appropriate by the TA:
  - All available data and documents such as CBRN Defence project files and other data considered necessary by a TA for the provision of services under this SOW;
  - b. Consultation with the TA and other Crown specialists as may be arranged by the TA; and
  - Other information, data and assistance available and requested by the Contractor subject to c. concurrence by the TA.
- 6.2 The estimated number of days for training (such as Records, Document and Information Management System – RDIMS) is 2 days annually. Canada will not incur per diem charges from the Contractor for time while the Contractor personnel is being trained. On completion of the training provided by Canada to the incumbent Contractor trained personnel, should the trained incumbent personnel leave or need to be replaced during the life of the Contract, the Contractor shall pay all expenses to train the replacement personnel. Should unforeseen training requirements be presented after contract award, Canada will provide special training to the Contractor personnel and the per diem charges will be incurred by Canada.
- 6.3 The Contractor is advised that the above does not represent a commitment by Canada and that it is the Contractor's sole responsibility to provide all services required to perform the Contract. The Contractor personnel shall be able to work independently on all aspects of the required services.

#### 7.0 **MEETINGS**

- 7.1 All meetings will be conducted at facilities to be provided by DND or any third party, unless otherwise requested by the TA. In the later case, the meeting shall be conducted at the Contractor's facility and the Contractor shall provide all facilities, resources, etc. required at no additional cost to Canada.
- 7.2 When and as required by the TA, the Contractor personnel shall prepare minutes of all discussions and/or record of decisions of the meeting(s) and shall provide them to the TA, for review and approval, no later than 5 working days after each meeting.

#### 8.0 TRAVEL AND LIVING

- 8.1 There may be a requirement to travel to various locations, outside the National Capital Region (NCR), to support CBRN Defence projects.
- 8.2 The requirement for any travel and trip report (content and format) will be identified in advance. All travel will require prior approval of the TA or the authorized representative.
- 8.3 If required by the TA, the Contractor personnel shall prepare a trip report and provide it to the TA, for review and approval, no later than 30 working days after return from the trip.

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#### 9.0 LOCATION FOR PROVISION OF REQUIRED SERVICES

9.1 Work shall be carried out primarily within DND premises located at the National Defence Headquarters, 101 Colonel By Drive, Ottawa ON. Work may be required at other DND location(s) within or outside the NCR.

#### 10.0 INSPECTION AND ACCEPTANCE

- All reports, deliverables, documentation and services rendered shall be subject to inspection and signature (where required) by the TA or designated representatives, evaluated on the basis of suitability, quality and adherence to this SOW and any resultant tasking. All evaluations will be done within a reasonable time frame, as determined by the TA assigning the task, based on the particular deliverable.
- 10.2 Should any report, document, good or service not be in accordance with the requirements of this SOW and to the satisfaction of the TA, as submitted, the TA shall have the right to reject it or require its correction at the sole expense of the Contractor before recommending payment.
- Any communication with a Contractor about the quality of Work performed pursuant to this Contract shall be undertaken by official correspondence through the Contracting Authority.

#### REQUEST FOR PROPOSAL (RFP) Senior Communications Specialist DND 13/0000538- Annex B **Evaluation Criteria & Selection Methodology**

#### ANNEX B - EVALUATION CRITERIA & SELECTION METHODOLOGY

#### **B1 Acceptance of Request For Proposal Terms and Conditions**

1.1 By submitting a Proposal in response to this Request for Proposal, the Bidder agrees that it has read, understood and accepted all of the terms and conditions of the Request for Proposal, including the Statement of Work, Evaluation Criteria and Selection Methodology and any appendices.

#### **B2 Evaluation of Proposals**

National

Defence

- 2.1 Proposals submitted for this requirement shall clearly demonstrate that the Bidder meets all of the mandatory criteria. Failure to demonstrate this will result in the Proposal being declared NON-COMPLIANT and the Proposal will be given no further consideration.
- 2.2 The Bidder must clearly demonstrate the relevant experience and qualifications of the proposed resource. Bidders are advised that only listing experience without providing any supporting data to describe where and how such experience was obtained will not constitute "demonstrated" for the purpose of the evaluation. Supporting data may include resumes and any other documentation necessary to demonstrate the experience and knowledge attained. Simply repeating the statements contained in the Statement of Work is not sufficient.
- 2.3 In order to evaluate the number of years of experience attained, the Proposal shall, as a minimum, identify the month and year when the experience commenced and the month and year when the experience was completed. Failure to provide this information will be to the disadvantage of the Bidder. Failure to provide this information in response to a Mandatory Criteria, wherein the number of years of experience is required in order to calculate number of years experience attained, will result in the Proposal being declared NON-COMPLIANT.
- 2.4 In the case where the timelines of experience gained in two or more projects overlap the duration of time common to each project/experience will not be counted more than once. Experience and knowledge shall be relevant to the requirement.
- 2.5 The Proposal will be evaluated solely on its content and the documentation provided as part of the Bidder's Proposal, except as otherwise specifically provided in this solicitation. Any information or personnel proposed as options or additions to the work will NOT be evaluated.
- 2.6 It is recommended that Bidders include a grid in their proposals, cross-referring the items of the Statement of Work and Evaluation Criteria to statements of compliance with reference to supporting data and/or résumé evidence contained in their Proposals. Any misrepresentation discovered during the assessment will disqualify the entire Proposal from further evaluation.
  - Information to Bidders: The compliance grid, by and of itself, DOES NOT constitute demonstrated evidence. As stated in the paragraphs above, the résumés and/or any supporting documentation will be accepted as evidence.
- An evaluation team composed of government officials from the DND Technical Authority will evaluate the technical proposals on behalf of Canada. In addition, Canada reserves the right to include as evaluation members, non-government employees that are not placed in a conflict of interest by participating.

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Evaluation Criteria & Selection Methodology

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#### **B3** Mandatory Criteria

- 3.1 Responses that clearly demonstrate that all of the mandatory criteria have been met will be evaluated further. It is the bidder's responsibility to clearly demonstrate that all of the mandatory criteria are met. Responses failing to do so will be ruled non-responsive and will not be considered further.
- 3.2 Bidders are encouraged to supply as much information as necessary to demonstrate clearly that the mandatory requirements are met and to ensure evaluated criteria can be properly assessed.
- 3.3 Only those bids meeting all of the Mandatory Qualifications will be considered further.

	Mandatory Criteria	Met / Not met	Section/page(s) in Proposal where Mandatory criteria met
M1	Bidder's resource shall have a university /college diploma in communications/public affairs  OR  Five (5) years demonstrated working experience in public affairs within the last ten (10) years.		
M2	Bidder's resource shall demonstrate a minimum of two (2) years experience within the last ten (10) years in a public affairs related function in the Department of National Defence.		
M3	Bidder's resource shall demonstrate a minimum of two (2) years experience within the last five (5) years in writing news releases, speeches, fact sheets, backgrounders, Questions and Answers, media response lines, and other public affairs outreach products.		
M4	Bidder's resource shall demonstrate a minimum of three (3) years experience within the last ten (10) years in dealing with Government Departments, Agencies and the private sector, as a communications Specialist.		
M5	Bidder's resource shall demonstrate a minimum of two (2) years experience within the last five (5) years in developing and implementing strategic communication plans.		
M6	Bidder's resource shall demonstrate a minimum of two (2) years experience within the last five (5) years in designing, developing and maintaining web sites.		
M7	Bidder's resource shall demonstrate a minimum of two (2) years experience within the last five (5) years with web content management and web writing best practices.		
M8	Bidder's resource shall demonstrate a minimum of two (2) years experience within the last five (5) years in designing, laying out and producing print and online publications, brochures and other public affairs products with Adobe Creative Suite or other web and print design tools.		

## REQUEST FOR PROPOSAL (RFP)

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Evaluation Criteria & Selection Methodology

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M9	Bidder's resource shall demonstrate a minimum of two (2) years experience within the last five (5) years in writing journalistic	
	articles for military, professional or consumer publications.	
M10	Bidder shall hold a valid Facility Security Clearance (FSC) at the	
	SECRET level issued by the Canadian Industrial Security	
	Directorate (CISD), Public Works and Government Services	
	Canada (PWGSC) at bid closing.	
	This shall be demonstrated by providing a copy of the clearance	
	letter issued to the firm by PWGSC/CISD or by providing the	
	organization screening number as provided by PWGSC/CISD.	
M11	Bidder's resource shall hold a valid Security Clearance at the level	
	of SECRET issued by the Canadian Security Directorate (CISD) of	
	Public Works and Government Services Canada (PWGSC).	
	As a minimum, Bidders shall provide the following information <b>at</b>	
	bid closing:	
	-Name of individual as it appears on security clearance application	
	form	
	- Level of security clearance obtained	
	- Validity period of security clearance obtained	
	- Security Screening Certificate and Briefing Form file number	
	Failure to provide the information above will render the proposal non-compliant.	

## **B4** Financial Proposal

- 4.1 Financial Proposals are to be submitted in a document separate from the Technical Proposal.
- 4.2 Bidders shall propose Firm Fixed Per Diem Rates, exclusive of GST/HST, as per the Table below. It is mandatory that the Bidders include the following (or similar) grid as part of their financial proposal. It is the Bidder's responsibility to account for any other costs not explicitly stated in the financial grid below.
- 4.3 For evaluation purposes, to ensure consistency of the evaluations, all foreign currency proposals will be converted to Canadian dollars, GST/HST excluded.

Senior Communications Specialist	Firm All-Inclusive Per Diem Rate (Cdn \$)	Level of Services (Estimated)	Total (Cdn \$)
	A	В	$C = A \times B$
Initial Period of the Contract: date of Contract avat time of Contract award]	vard to two (2) years l	ater [date to be	indicated
Senior Communications Specialist	\$	440 days	\$

#### REQUEST FOR PROPOSAL (RFP)

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Extended Contract period 1: end of the initial period of the Contract to one (1) year later [date to							
be indicated at time of Contract award	1]						
Senior Communications Specialist	\$	220 days	\$				
Evaluated Price, inclusive of all periods (GST/HST excluded) \$							
Travel (\$10,000.00 per year - GST/HST exc	cluded)		\$30,000.00				
GST/HST			\$				
TOTAL			\$				

## **B5** Selection Methodology

- 5.1 Only one (1) contract, if awarded, will be awarded to the responsive Bidder (s) that offers quality services and experience at the Best Value to the Crown. Best Value is defined as the as Lowest Cost Compliant Proposal.
- 5.2 For evaluation purposes only, the total cost shall be established as follows:

The total price of a bid will be the sum of the Bidder's quoted firm per diem rate multiplied by the estimated number of days, specified in the table above, for the initial contract period and the additional option period, travel and applicable taxes.

#### **B6** Tie Breaker

6.1 Where two or more proposals achieve technically responsive proposals with an identical lowest price, the proposal with the most experience in Mandatory Criterion M9 will be recommended for award of a contract.

#### REQUEST FOR PROPOSAL (RFP)

Senior Communications Specialist

DND -13/0008377- Annex C

Security Requirements Checklist (SRCL) and Security Clauses

Government of Canada Gouvernement du Canada

+	Contract Number / Numéro du contrat	
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	Security Classification / Classification de sécurité Unclassified	

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SECURITY REQUIREMENTS CHECK LIST (SRCL) LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS) PART A - CONTRACT INFORMATION ( PARTIE A - INFORMATION CONTRACTUELLE Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine 2. Branch or Directorate / Direction générale ou Direction VCDS/CFD/DG Space/D CBRN D & OS a) Subcontract Number / Numéro du contrat de sous-traitance 3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant 4. Brief Description of Work / Brève description du travail Senior Communications Specialist 5. a) Will the supplier require access to Controlled Goods? √ Out DWAN access ONLY Le fournisseur aura-t-il accès à des marchandises contrôlées? Non 5. b) Will the supplier require access to unclassified milliary technical data subject to the provisions of the Technical Data Control No Regulations? Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujettes aux dispositions du Règlement sur le contrôle des données techniques? Indicate the type of access required / Indiquer to type d'accès requis 6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? Le fournisseur sinsi que les employés auront ils accès à des renesignements ou à des biens PROTÉGES et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7, c)

6. b) Will the supplier and its employees (a.g. cleaners, maintenance personnel) require access to restricted access areas? No access to No 1 PROTECTED and/or CLASSIFIED information or assets is permitted. Non Out Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auroni-lis accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'ost pas autorisé. c) Is this a commercial courter or delivery requirement with no overright storage?
 S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit? ✓ Non Yes 7, a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'Information august le fournisseur devra avoir acces Canada 🗸 NATO / OTAN Foreign / Étranger 7. b) Release restrictions / Restrictions relatives à la diffusion No release restrictions All NATO countries No release restrictions Aucune restriction reletive à la diffusion Tous les pays de l'OTAN Aucune restriction relative à la diffusion. Not releasable À no pas diffuser Restricted to: / Limité à : Restricted to: / Limité à : Restricted to: / Limité à : Specify country(ies): / Préciser le(s) pays ; Specify country(les): / Préciser le(s) pays : Specify country(les): / Préciser le(s) pays : 7. c) Level of information / Niveau d'information PROTECTED A NATO UNCLASSIFIED PROTECTED A 1 PROTÉGÉ A NATO NON CLASSIFIÉ PROTÈGÉ A PROTECTED B NATO RESTRICTED PROTECTED B 1 PROTÊGÉ B NATO DIFFUSION RESTREINTE PROTÊGÉ B PROTECTED C NATO CONFIDENTIAL PROTECTED C PROTÉGÉ C NATO CONFIDENTIEL PROTÈGÉ C CONFIDENTIAL NATO SECRET CONFIDENTIAL 1 CONFIDENTIEL NATO SECRET CONFIDENTIEL SECRET COSMIC TOP SECRET SECRET 1 SECRET COSMIC TRÈS SECRET SECRET TOP SECRET TOP SECRET TRÉS SECRET TRÈS SECRET TOP SECRET (SIGINT) TOP SECRET /SIGIND TRES SECRET (SIGINT) TRÊS SECRET (SIGINT)

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité Unclassified

Canada

## REQUEST FOR PROPOSAL (RFP)

Senior Communications Specialist DND -13/0008377- Annex C

Security Requirements Checklist (SRCL) and Security Clauses

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Government Gouvernement of Canada du Canada

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8. Will the sup Le fournisse If Yes, indic Dans l'affin 9. Will the sup	eur aura-t-it accès à des renseign ete the level of sensitivity: native, indiquer le niveau de sen piler require access to extremely	sensitive INFOSEC information or a	ésignés PROTÉGÉS et/ou CL sozeta?		No Yes
Le fournisse	eur aura-t-II accès à des renseign	nements ou à des biens INFOSEC d	e nature extrêmement délicate	n	Non L_Oui
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	SITE ACCESS ACCES AUX EMPLACEMENT	8			
	Special comments: Commentaires spéciaux :		10		
	NOTE: If multiple levels of screen	ening are identified, a Security Classifi saux de contrôle de sécurité sont rec	cation Guide must be provided.		
If Yes, w Dans I'a PARKES SAS INFORMATIO 11. a) Will the premise	Ill unacroened personnel be eac filmative, le personnel en quest COLITATE SUPPLIES I PAR ON / ASSETS / RENSEIGNE supplier be required to receive a 6?	ion sera I-II escorté? (IE C-IMESURES DE PROTECTIO)	N(FOURNISSEUR) . SSFIED information or assets		Non Out No Yes Non Out No Yes Non Out V No Out V No Out
CLASSI 11. b) Will the	FIES? supplier be required to safequare	d COMSEC Information or assets? des renseignements ou des biens C		3300 000	No Yes
PRODUCTIO	N				
ccour at l	the supplier's site or premises?	pair and/or modification) of PROTECT les à la production (l'abrication et/ou ri		100	No Yes Non Oui
INFORMATIO	N TECHNOLOGY (IT) MEDIA	SUPPORT RELATIF À LA TECHN	OLOGIE DE L'INFORMATION	r (m)	
Le fourni	on or data?	stems to electronically process, produ roores systèmes informatiques pour tr dÉS ebou CLASSIFIÉS?			No Yes Non Out
Disposer	be an electronic link between the a-t-on d'un lien électronique entre ementatio?	supplier's IT systems and the govern le système informatique du fournisse	ment department or agency? ur et celui du minisière ou de l'a	igence	No Yes
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Canada

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Security Requirements Checklist (SRCL) and Security Clauses

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## REQUEST FOR PROPOSAL (RFP)

Senior Communications Specialist
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SRCL signature page to be inserted at contract award

#### REQUEST FOR PROPOSAL (RFP)

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# SECURITY REQUIREMENT FOR CANADIAN SUPPLIER: PWGSC FILE 13/0008377

- 1. The Contractor/Offeror must, at all times during the performance of the Contract/Standing Offer, hold a valid **Facility Security Clearance** at the level of **SECRET**, issued by the Canadian Industrial Security Directorate (CISD), Public Works and Government Services Canada (PWGSC).
- The Contractor/Offeror personnel requiring access to PROTECTED/CLASSIFIED information, assets or sensitive work site(s) must EACH hold a valid personnel security screening at the level of SECRET, granted or approved by CISD/PWGSC.
  - This contract includes access to **controlled goods.** Prior to access, the contractor must be registered in the Controlled Goods Program of Public Works and Government Services Canada.
- 3. The Contractor/Offeror **MUST NOT** remove any **PROTECTED/CLASSIFIED** information from the identified work site(s), and the Contractor/Offeror must ensure that its personnel are made aware of and comply with this restriction.
- 4. Subcontracts which contain security requirements are **NOT** to be awarded without the prior written permission of CISD/PWGSC.
- 5. The Contractor/Offeror must comply with the provisions of the:
  - (a) Security Requirements Check List and security guide (if applicable), attached at Annex C
  - (b) *Industrial Security Manual* (Latest Edition).

#### REQUEST FOR PROPOSAL (RFP)

Senior Communications Specialist DND -13/0008377- APPENDIX 1

Authorization and Availability Certification for Resources who are not Employees of the Bidder Page 1 of 1

## APPENDIX '1' TO RFP DND-13/0008377

## Authorization and Availability Certification for Resources who are not Employees of the Bidder

Should the Bidder be requested to provide services to Cana	da under any Contract awarded as a result of the
solicitation referenced below, I	(insert proposed resource name), certify that I
consent to my resume being submitted by	(insert Bidder name) in response to RFP
no. DND-13/0008377 and that I have (or my employer has	, on my behalf) entered into an agreement with the Bidder
to provide services described in the RFP and/or the proposa	al submitted by the Bidder to Canada and that I be
available as required by Canada.	
Signature of Proposed Resource:	
Date:	
NOTE TO DIDDED. This Annual discusses he movided by	the Didden if necessated by the Contractine Authority

**NOTE TO BIDDER:** This Appendix must be provided by the Bidder if requested by the Contracting Authority.

#### REQUEST FOR PROPOSAL Senior Communications Specialist DND -13/0008377- APPENDIX 2 **Former Public Servant Certfication**

#### APPENDIX '2' TO RFP DND-13/0008377

#### FORMER PUBLIC SERVANT CERTFICIATION

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,

National

Defence

"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 <u>Defence Services Pension Continuation Act</u>, 1970, c. D-3, the <u>Royal Canadian Mounted Police</u> 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 ()

# National Defence

#### Défense nationale

# REQUEST FOR PROPOSAL Senior Communications Specialist DND -13/0008377- APPENDIX 2 Former Public Servant Certfication

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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 p who received a lump sum payment is \$5,000, inc	•	s that may be paid to a FPS
Name of Authorized Representative	Sionature	

Signature

REQUEST FOR PROPOSAL (RFP) Senior Communications Specialist DND -13/0008377- APPENDIX 3 Non-Disclosure Agreement

Page 1 of 1

#### APPENDIX '3' TO RFP DND-13/0008377

#### NON-DISCLOSURE AGREEMENT

The Contractor shall not, without the prior written permission of the Contract Authority, disclose to anyone, other than an employee or a subcontractor with a need to know, the information or documentation it has access to during the performance of the Work under the Contract. Prior to commencing the Work under the Contract, the Contractor shall require its employees or subcontractors who will be performing Work under the Contract or who are provided access to the Work to sign a Statement of Non-Disclosure substantially in the form set out below.

**Non-Disclosure Statement Agreement** 

## \_, recognize that in the course of my work as an employee or subcontractor of , I may be given access to information by or on behalf of Canada in connection with the Work, pursuant to Contract Number DND-13/0008377 between Her Majesty The Queen in Right of Canada, represented \_[Name of the Contractor], including any information by the Minister of National Defence and that is confidential or proprietary to third parties, and information conceived, developed or produced by the Contractor as part of the Work. For the purposes of this agreement, information includes but not limited to: any documents, instructions, guidelines, data, material, advice or any other information whether received orally, in printed form, recorded electronically, or otherwise and whether or not labelled as proprietary or sensitive, that is disclosed to a person or that a person becomes aware of during the performance of the Contract. I agree that I will not re-produce, copy, use, divulge, release or disclose, in whole or in part, in whatever way or form any information described above to any person other than a person employed by Canada on a need to know basis. I undertake to safeguard the same and take all necessary and appropriate measures, including those set out in any written or oral instructions issued by Canada, to prevent the disclosure of or access to such information in contravention of this agreement. I also acknowledge that any information provided to the Contractor by or on behalf of Canada must be used solely for the purpose of the Contract and must remain the property of Canada or a third party, as the case may be. I agree that the obligation of this agreement will survive the completion of the Contract Number: DND-3/0008377.

Date