



Procurement and Contracting Services
30 Victoria Street
Gatineau, Quebec K1A 0M6

REQUEST FOR PROPOSAL AMENDMENT

The Request for Proposal is hereby amended; unless otherwise indicated, all other terms and conditions of the Request for Proposal remain the same.

RFP Amendment No. 1	RFP Amendment Date: January 13 th , 2014
Office of the Chief Electoral Officer File No. ECST-RFP-13-0153	
Title: Media Placement Services	
Request for Proposal Closing Date: January 24 th , 2014 at 2:00PM (EST)	
ENQUIRIES – address enquiries to the Contracting Authority: Office of the Chief Electoral Officer of Canada Procurement and Contracting Services 30 Victoria Street Gatineau QC K1A 0M6 proposition-proposal@elections.ca	
Attention: Pascal Bouchard-Phillips	Tel No. 819-939-1488

Part 1. Interpretation

- 1.1** Elections Canada hereby amends in accordance with this amendment the Request for Proposal for Media Placement Services bearing number ECST-RFP-13-0153 and dated December 13th, 2013 (the “RFP”). This amendment hereby forms part of the RFP.
- 1.2** Unless defined herein or unless the context otherwise requires, all of the words and phrases defined in the RFP and used in this amendment shall have the same meanings assigned to them in the RFP.

Part 2. Questions and Answers

The following question(s) have been asked in response to the RFP and Elections Canada hereby answers as follows:

2.1 Question No. 1

In the published Request for Proposal, there are several references to Annex F – Letter of Credit Requirements – namely in Part 6, Resulting Contract. However, in the English version of the RFP, there does not seem to be an Annex F. There is an Annex L – Letter of Credit Requirements. Should we assume Annex L is the same as Annex F?

Answer No. 1

Correct. Annex L – Letter of Credit Requirements is Annex F and has been modified as per the amendment contained herein. The French version does not require any rectification.

2.2 Question No. 2

In the Articles of Agreement of the Contract (Part 6), Section 18.01 Letter of Credit, we are being asked to have an irrevocable standby letter of credit in the amount of \$2 million. Given Elections Canada’s annual budget varies significantly for an Electoral Event year versus a non-Electoral Event year, a) can the winning agency obtain a letter of credit solely once an Electoral Event is called? and b) can it be for less than \$2 million?

Answer No. 2

No this would not be acceptable to Elections Canada.

2.3 Question No. 3

In Annex A to Part 8 – Financial Evaluation Criteria, we are asked to provide a firm, all

inclusive lot price in Table A – Management Fees, Item 1. Can you provide an estimated media placement for this First National Campaign? This will be helpful in determining the level of Management involvement for the First National Campaign.

Answer No. 3

Elections Canada is unable to specify the estimated media placement for the First National Campaign. The Media Placement Services Scenario set out in Annex B to Part 8 – Financial Evaluation Criteria provides guidance as to the media placement that could be required for a general election. However, the actual Media Plan approved by the Technical Authority for the First National Campaign may differ from the media plan set out in the Media Placement Services Scenario.

2.4 Question No. 4

In Annex A to Part 8 – Financial Evaluation Criteria, we are asked to provide a firm percentage in Table A – Management Fees, Item 2. Can you provide the estimated breakdown in media placement for 1) non-Electoral Events and 2) Subsequent Electoral Event Campaigns (if different from the answer to question 3)? This will be helpful in determining the level of Management Services.

Answer No. 4

Elections Canada is unable to specify the estimated media placement for non-Electoral Events and Subsequent National Campaign. See Answer No. 3 above.

2.5 Question No. 5

In Annex A to Part 8 – Financial Evaluation Criteria, we are asked to provide a firm lot price for the work related to the development of the Cost Guide. Based on Subsections 4.02.02 to 4.02.08, this is for the initial cost guide only and not for any subsequent updates – is that a correct interpretation?

Answer No. 5

Correct. With respect to the subsequent updates to the Cost Guide, as described in Subsection 4.02.09 of the SOW, Section 6.01.03 of the Articles of Agreement provides that the Contractor will be paid the actual labour costs reasonably and properly incurred in the performance of such Work.

Part 3. Amendments

3.1 AMENDMENT TO THE COVER PAGE OF THE RFP

The RFP is hereby amended by deleting the text corresponding to “Return Proposals to:” and replacing it with the following:

<p>RETURN PROPOSALS TO:</p> <p>Elections Canada Proposal Receiving Unit</p> <p>c/o Business Centre 30 Victoria Street Gatineau QC K1A 0M6</p> <p>PROPOSALS TRANSMITTED BY FACSIMILE OR ELECTRONIC MAIL TO ELECTIONS CANADA WILL NOT BE ACCEPTED</p>

3.2 AMENDMENT TO SECTION B OF PART 7 – TECHNICAL EVALUATION CRITERIA

The RFP is hereby amended by deleting the text within the table set out at the beginning of Section B of Part 7 – Technical Evaluation Criteria, which corresponds to line R5 “Project Team” in its entirety and replacing it with the following:

ID #	Title	Points Available
R5	Project Team	45

3.3 AMENDMENT TO ANNEX L – LETTER OF CREDIT REQUIREMENTS

The RFP is hereby amended by deleting the title of Annex L and replacing it with Annex F.