



A1. DEPARTMENTAL REPRESENTATIVE

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**Request for Proposals (RFP)
Best Value (Point Rated)**

for

Performance of the Work described in
Appendix “A” – Statement of Work of the
draft contract.

A2. TITLE Foodbook: Canadian Food Exposure Study to Strengthen Outbreak Response	
A3. SOLICITATION NUMBER 1000154172	A4. DATE January 16, 2014
A5. RFP DOCUMENTS <ol style="list-style-type: none"> 1. Request for Proposals (RFP) title page 2. Submission Requirements and Evaluations (Section “I”) 3. Price Proposal/Employment Equity Certification (Section “II”) 4. General Instructions (Section “IIP”) 5. Statement of Work (Appendix “A”) 6. The attached draft Contract <p>In the event of discrepancies, inconsistencies or ambiguities of the wording of these documents, the document that appears first on the above list shall prevail.</p>	
A6. PROPOSAL DELIVERY <p>In order for the proposal to be valid, it must be received no later than 1500 on February 27th 2014 (Eastern time) referred to herein as the “Closing Date”.</p> <p>Proposals are to be sent ONLY to the following address: Public Health Agency of Canada (PHAC) - Bid Receiving Unit Federal Records Building #18 Loading Docks, 161 Goldenrod Driveway Tunney's Pasture Ottawa, ON K1A 0K9 CANADA</p> <p>Attention: David J Sullivan, MAMD Telephone: -6139523234 Solicitation #: 1000154172</p> <p>Proposals sent by fax, telex, e-mail or telegraphic means will not be accepted All proposals must be time stamped at the Bid Receiving Unit. Proponents should ensure that their name, address, Closing Date, and solicitation number is clearly marked on their envelopes or parcels.</p>	
A7. PROPOSAL CONTENT <p>Proposal must be structured in the following manner:</p> <ul style="list-style-type: none"> • One (1) copy of a Covering Letter, signed by an authorized representative of the proponent; • Three (3) copies of the Technical Proposal; • One (1) copy of Section “II” – “Price Proposal/Employment Equity Certification” including all the information required in section SR3 sealed in a separate envelope marked “Price Proposal”. No price or cost information is to appear on the Covering Letter and Technical Proposal. <p>Failure to comply will result in the entire proposal being declared non-compliant and rejected from further consideration.</p>	
A8. VALIDITY OF PROPOSAL <p>Proposals must remain open for acceptance for a period of not less than ninety (90) calendar days after the Closing Date.</p>	
A9. ENQUIRIES <p>All enquiries or issues concerning this RFP must be submitted in writing to the Departmental Representative defined in A1 no later than seven (7) calendar days prior to the Closing Date and Time in order to allow sufficient time to provide a response.</p>	
A10. BIDDERS CONFERENCE / SITE VISITS <p>There will be no bidders conference for this RFP</p>	
A11. CONTRACT DOCUMENTS <p>The draft contract which the selected Proponent will be expected to execute is included with this RFP. Proponents are advised to review it in detail and identify any problematic clauses to the Departmental Representative defined in A1 in accordance with A9 - Enquiries. Her Majesty reserves the right not to make any amendment(s) to the Contract Documents.</p>	

SECTION "I" – SUBMISSION REQUIREMENTS AND EVALUATIONS

SR1 INTRODUCTION

- 1.1 This section outlines the information Proponents are required to submit. To qualify, Proponents must meet the mandatory requirements set out in the RFP. Proposals not meeting the Mandatory Requirements will not be given any further consideration. Submissions meeting the Mandatory Requirements shall be evaluated according to the criteria and point rating set out in SR2 – Technical Proposal and SR3 – Price Proposal. Should Her Majesty elect to proceed with a contract, the Proponent with the highest score will be awarded the Contract.
- 1.2 The evaluation will be based solely on the content of the responses and any correctly submitted amendments. No assumptions should be made that Her Majesty has any previous knowledge of the Proponents' qualifications other than that supplied pursuant to this RFP.

SR2 TECHNICAL PROPOSAL

2.1 MANDATORY CRITERIA

Number	Mandatory Technical Criterion	Bid Preparation Instructions
MT1	<p>Must be a survey research company, unit, centre or comparable entity with significant experience:</p> <ol style="list-style-type: none"> 1) Conducting telephone surveys (3 or more telephone surveys with completion rates of greater than 500 completed interviews per month based on a strict random sample criteria). 2) Completing a minimum of two projects which required telephone surveys to be conducted in English and French. 3) Sampling survey respondents using both cell phone and landline sampling frames. <p>Bidder MUST provide three (3) written examples which describe in detail projects successfully completed during the last five (5) years. Within these three examples the company must demonstrate how the company meets each of these required experiences.</p> <p>The bidder MUST provide the contact details of the client for each of the above examples. The company MUST have completed the above work to the satisfaction of the client.</p>	<p>The following information must be provided for each experience/project summary.</p> <p>Experience/project title Time span (month/year): Client/employer name: Summary of project (including sampling frame, sampling methodology, number of surveys completed, language used to complete surveys, brief description of survey) Major challenges, if any and rationale behind problem solving. References: Name and contact details of client.</p>
MT2	<p>Bidder must propose a project team which includes at least one individual with experience designing survey sampling frames and statistically weighting survey responses, and a sufficient team of additional resources to complete the project as outlined in Annex A - Statement of Work. The proposed work breakdown by resource must be adequate to meet the needs of the project.</p>	<p>For each resource the following information must be provided: Detailed curriculum vitae(s) including: -The name(s) of the individual(s)/resource(s); -Descriptions of relevant project experience (including years/months of engagement); -Chronological work experiences (indicated in years/months) -Demonstrate level of expertise through educational and professional training and certification. Include a summary table of all resources involved in the project indicating how many days each resource will allocate to each phase and option of the project.</p>
MT3	<p>Bidder must be able to comply with security requirements as outlined in the attached Security Requirement Check List at bid closing.</p>	<p>Provide written certification for each resource.</p>

2.2 RATED CRITERIA (70 POINTS)

Technical Proposals must not exceed thirty (30) single-sided pages of 8½ "x 11" paper, minimum type face 10 pts. All material shall be printed on 8.5" x 11" or A4 paper. Material exceeding the thirty (30) page maximum will NOT be considered. For the sake of clarity and comparative evaluation, Proponents should respond using the same subject headings and numbering structure in this document.

Proposals shall be submitted in English or French.

Proponents must obtain, at minimum, a rating of "adequate" on the criteria set out in SR2.1, SR2.2 and SR2.3. Note that "adequate" ratings are defined below for each evaluation component. Proposals not meeting this requirement will not be given any further consideration.

2.2.1 Work Plan (40 points)**Intent:**

Evaluate the proponent's strategy for delivering the Project. Adequate response consists of an effective delivery strategy to meet the requirements of the Statement of Work and a clear description of how the team will be effectively managed. For a proposal to receive higher marks, it must elaborate on the strategy for delivering the Project and describe in detail how the various components of the Proponent Team relate to each other, assist each other and communicate with each other.

Information to be submitted:

- 2.2.1.1 a description of the overall approach and strategy to this project;
- 2.2.1.2 a description of the methodologies and techniques to be used, including any proprietary information which is proposed to be used in the program;
- 2.2.1.3 a breakdown of the work by phases including tasks, planned start/completion dates and estimated level of effort (i.e. person days) needed to complete each phases;
- 2.2.1.4 a description of the how the performance of the work will be monitored, including information on quality control methods and reporting mechanisms;
- 2.2.1.5 a short description of the roles of key stake-holders: Proponent team, sub-consultants and other specialists (including a description of the nature, extend and duration of the links in any partnerships / joint ventures);
- 2.2.1.6 a detailed description of the proposed sampling frames and sampling methodology;
- 2.2.1.7 proposed strategies to ensure successful and timely completion of deliverable.

Rating:

Significantly exceeds the requirement	Exceeds the requirement	Adequate	Does not meet the requirement
38-40	35-37	26-34	0-25

2.2.1 Contractor Profile (10 points)**Intent:**

Evaluate the Proponents recent corporate experience on projects of similar size and scope. Adequate experience consists of **three (3)** recent projects (within the last five (5) years) of similar size and scope or an equivalent combination of larger and smaller projects.

Information to be submitted:

The response to be provided here can consist of existing material (brochures, corporate profiles, reference letters, etc.). To facilitate evaluation, information on specific projects should include:

- 2.2.1.1 title of project(s), location (city, country);
- 2.2.1.2 brief description of project scope, cost and schedule;
- 2.2.1.3 dates of participation in the project; and
- 2.2.1.4 corporate role in the project.

Rating:

Significantly exceeds the requirement	Exceeds the requirement	Adequate	Does not meet the requirement
9-10	7-8	6	0-5

2.2.2 Proposed Team (20 points)**Intent:**

Confirm that the proposed personnel meet the security clearance requirement define in section C3 of the draft contract and evaluate the recent experience of the proposed personnel on projects of similar size and scope. Adequate experience consists of **five (5)** years of recent professional experience in a similar role and completion of **three (3)** recent projects (within the last five (5) years) of similar size and scope or an equivalent combination of larger and smaller projects.

Information to be submitted:

The response to be provided here can consist of existing material (resumes, brochures, corporate profiles, reference letters, etc.). To facilitate evaluation, information on the individual must include:

- 2.2.2.1 area(s) of expertise of individuals being proposed (including project manager and site supervisor(s)) who would be involved with the project and the role for which they will be responsible;
- 2.2.2.2 individuals' years of experience;
- 2.2.2.3 individuals' date of birth and security clearance number (if applicable);
- 2.2.2.4 list of projects accomplished by the individuals;
- 2.2.2.5 responsibilities held, by the individuals being proposed, for projects they have completed; and
- 2.2.2.6 certification and licensing of personnel, as appropriate.

Rating:

Significantly exceeds the requirement	Exceeds the requirement	Adequate	Does not meet the requirement
19-20	16-18	11-15	0-10

SR3 PRICE PROPOSAL (30 POINTS)

3.1 All the information required in section SR3 must appear on Section "II" - Price Proposal/Certification ONLY and sealed in a separate envelope marked "Price Proposal". Failure to comply will result in the proposal being declared non-compliant and rejected from further consideration. Price Proposals will only be opened after the evaluation of the Technical Proposal is completed. If it becomes clear that the Price Proposal Score would not alter the standing of any proposal, that Price Proposal envelope will NOT be opened.

3.2 Fixed Price

- 3.2.1** Proponents shall quote an all inclusive Fixed Price (excluding the cost of The Minister's services and equipment\ furniture) on the form attached as Section "II" - Price Proposal. The Fixed Price must include, but not necessarily be limited to, all costs resulting from the performance of the Work as described in this RFP, all costs resulting from the performance of any additional Work described in the Proponent's proposal (unless clearly described as an option), all travel, living costs and all overhead costs including disbursements;
- 3.2.2** Proponents shall estimate the value of the taxes (including GST/HST) expected to be payable by Her Majesty as a result of entering into a contract with the Proponent;
- 3.2.3** Proponents shall provide a detailed breakdown of the total quoted price, by phase, or by major tasks, or both and address each of the following, if applicable:
- 3.2.3.1** Per Diem
For each individual and/or labour category to be employed on the project, including subcontractors, indicate the proposed time rate and estimated time requirement.
 - 3.2.3.2** Travel
Estimate the cost of travel using the current Treasury Board Travel Directive.
 - 3.2.3.3** Other Expenses

List any other expenses which may be applicable, giving an estimated cost for each (e.g. long distance communications, reproduction, shipping, equipment, rentals, materials, etc.).

3.2.3.4 Goods and Services Tax/Harmonized Sales Tax

Various items in the price proposal may be subject to GST/HST or custom duties. These charges are to be included in the cost estimate where applicable.

- 3.2.4** Proponent shall complete the Employment Equity Certification section of the Price Proposal form;
- 3.2.5** All payments shall be made according to the terms of payment set out in the attached Contract;
- 3.2.6** Exchange rate fluctuation protection is not offered; and
- 3.2.7** Price Proposals not meeting above requirements will not be given any further consideration.

3.3 Rating

The lowest Price Proposal will score **thirty (30)** points. Price Proposals costing 150% or more of the lowest Price Proposal will score zero (0) points. Other prices will be scored in arithmetic proportion as per the following formula:

$$\text{Score} = 50 - [(\text{Price Proposal} - \text{lowest Price Proposal}) \times 50 / (\text{lowest Price Proposal} \times 0.5)]$$

Example:

(In this example, Proposal 1 is the lowest priced proposal)

Proposal 1 = 100	Score = 50 pts
Proposal 2 = 110	Score = $50 - [(110 - 100) \times 50 / (100 \times 0.5)] = 50 - 10 = 40$ pts
Proposal 3 = 125	Score = $50 - [(125 - 100) \times 50 / (100 \times 0.5)] = 50 - 25 = 25$ pts
Proposal 4 = 145	Score = $50 - [(145 - 100) \times 50 / (100 \times 0.5)] = 50 - 45 = 5$ pts
Proposal 5 = 150	Score = 0 pts
Proposal 6 = 175	Score = 0 pts

3.4 Price Breakdown

Her Majesty reserves the right to request a breakdown of the components of the Price Proposal should it believe that the price is unreasonable. Failure to provide an adequate breakdown, describing the rationale and expectation used to determine the cost of each component of the Work, may lead to disqualification.

SECTION "II" – PRICE PROPOSAL/EMPLOYMENT EQUITY CERTIFICATION

Name of Organization: _____

Address: _____

Contact Person: _____

Phone number: (____) ____-____ Fax number: (____) ____-____

Email: _____@_____

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

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

- price proposal is less than \$200,000;
- this organization has fewer than 100 permanent part-time and/or full time employees across Canada;
- this organization is a federally regulated employer;

or, Program requirements do apply:

- copy of signed Certificate of Commitment is enclosed; or
- Certificate number is _____

NOTE: The Federal Contractors Program for Employment Equity applies to Canadian-based proponents only. The Certificate of Commitment criteria and other information about the Federal Contractors Program for Employment Equity are available on the HRSDC Website at <http://www.hrsdc.gc.ca/eng/labour/equality/fcp/index.shtml>

Price Proposal
(in accordance with SR3.2.1): _____
(state amount in words)

Applicable taxes
(in accordance with SR3.2.2): _____
(state amount in words)

All amounts are in Canadian Dollars

Proponents are to provide a detailed breakdown of the price proposal as described in SR3.2.3 and include it in the Price Proposal envelope.

Signature

Date

Print Name and Capacity

SECTION "III" - GENERAL INSTRUCTIONS

GI1 RESPONSIVENESS

- 1.1 For a proposal to be considered valid, it must comply with all of the requirements of this RFP identified as mandatory. Mandatory criteria are also expressed by using imperative verbs such as "shall", "must" and "will".

GI2 ENQUIRIES - SOLICITATION STAGE

- 2.1 All enquiries or issues concerning this RFP must be submitted in writing to the Departmental Representative as early as possible within the solicitation period. Enquiries and issues must be received within the timeframe described in A9 to allow sufficient time to provide a response. Enquiries received after that time will not be answered prior to the Closing Date.
- 2.2 To ensure consistency and quality of information provided to Proponents, the Departmental Representative will give notice, in the same manner as this RFP, of any additional information in response to significant enquiries received without revealing the sources of the enquiries.
- 2.3 All enquiries and other communications with government officials throughout the solicitation period shall be directed ONLY to the Departmental Representative named herein. Non-compliance with this condition during the solicitation period will (for that reason alone) result in the disqualification of your proposal.

GI3 PROPONENT'S SUGGESTED IMPROVEMENTS DURING SOLICITATION PERIOD

- 3.1 Should any Proponent consider that the specifications or Statement of Work contained in this RFP can be improved technically or technologically, the Proponent is invited to make suggestions, in writing, to the Departmental Representative named herein. The Proponent must clearly outline the suggested improvements as well as the reason for the suggestion. Suggestions which do not restrict the level of competition nor favour a particular Proponent will be given consideration provided they are received by the Departmental Representative within the timeframe described in article A9 to allow sufficient time to provide a response. Her Majesty reserves the right to accept or reject any or all suggestions.

GI4 PROPOSAL PREPARATION COST

- 4.1 The costs, including travel incurred by the Proponent in the preparation of its proposal and/or the negotiation (if applicable) of any resulting contract will be the sole responsibility of the Proponent and will not be reimbursed by Her Majesty.

GI5 PROPOSAL DELIVERY

- 5.1 Proposals and/or amendments thereto, will only be accepted by the Minister if they are received at the address indicated in A6, on or before the Closing Date and Time specified in A6.
- 5.2 Responsibility for proposal delivery: The Proponent has sole responsibility for the timely receipt of a proposal by Her Majesty and cannot transfer this responsibility to the Government of Canada. Her Majesty will not assume responsibility for proposals that are directed to a location other than the one stipulated in A6.
- 5.3 Late Proposals: The Minister will return unopened proposals received after the Closing Date and Time specified in A6.

GI6 RIGHTS OF CANADA

- 6.1 Her Majesty reserves the right:
- 6.1.1 during the evaluation, to submit questions to or conduct interviews with Proponents, at Proponents cost, upon forty eight (48) hours notice, to seek clarification or to verify any or all information provided by the Proponent with respect to this RFP;
- 6.1.2 to reject all proposals received in response to this RFP;
- 6.1.3 to accept any proposal in whole or in part without prior negotiation;
- 6.1.4 to cancel and/or re-issue this RFP at any time;
- 6.1.5 to award one or more contracts, if applicable;
- 6.1.6 not to accept any deviations from the stated terms and conditions;
- 6.1.7 to incorporate all, or any portion of the Statement of Work, Request for Proposals and the successful proposal in any resulting contract; and
- 6.1.8 not to contract at all.

GI7 INCAPACITY TO CONTRACT WITH GOVERNMENT

- 7.1 Canada may reject a proposal where the Proponent, including the Proponent's officers, agents and employees, has been convicted of an offence under the following provisions of the Criminal Code:
- 7.1.1 Section 121, Frauds upon the Government;
- 7.1.2 Section 124, Selling or Purchasing Office; or
- 7.1.3 Section 418, Selling Defective Stores to Her Majesty.
- (Subsection 750 (3) of the Criminal Code prohibits anyone who has been so convicted from holding public office, contracting with the government or benefiting from a government contract.)
- 7.2 Where Canada intends to reject a proposal pursuant to a provision of paragraph 7.1, the Departmental Representative will so inform the Proponent and provide the Proponent the ten (10) calendar days within which to make representations, prior to making a final decision on the proposal rejection.

GI8 INCURRING OF COST

- 8.1 No costs incurred before receipt of a signed Contract or specified written authorization from the Departmental Representative can be charged to any resulting contract. In addition, the Contractor is not to perform Work in excess of or outside the scope of any resulting contract based on verbal or written requests or instructions from any government personnel other than the Departmental Representative. The Proponent's attention is drawn to the fact that the Departmental Representative is the only authority which can commit Her Majesty to the expenditure of the funds for this requirement.

GI9 PROPONENTS NOT TO PROMOTE THEIR INTEREST IN THE PROJECT

- 9.1 Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this Project.

GI10 PROPERTY OF HER MAJESTY

- 10.1 All correspondence, documents and information provided to the Minister by any Proponent in connection with this RFP will become the property of Her Majesty and may be released pursuant to the Canadian Federal Access to Information Act and the Privacy Act.

GI11 RIGHTS OF UNSUCCESSFUL PROPONENTS

- 11.1 Proponents are reminded that all materials submitted by them in either paper or electronic form, including architectural and engineering design drawings, specifications, photographs, etc. shall, upon opening of the envelope by Canadian officials at the local embassy or in Ottawa, become the property of the Canadian government. In consequence, they will not be returned to the unsuccessful Proponents of this tender competition. The keeping of such information by Canada is necessary to ensure that, in the event of a future internal audit of the tender process, or in the event of a challenge by one of the unsuccessful Proponents to this tender process, all the documents submitted by competing Proponents are available and not tampered with. Nevertheless, complete copyright in those materials will of course remain with the copyright owners of the materials submitted; Canada assures Proponents that it will at no time use those materials for any commercial purposes without the written consent of the authors.

GI12 PRICE SUPPORT

- 12.1 In the event that the Proponent's bid is the sole responsive proposal received, the Proponent must provide, on the Minister's request, one or more of the following price support if applicable:
- 12.1.1 a current published price list indicating the percentage discount available to the Minister;
- 12.1.2 copies of paid invoices for like services performed for other customers or for like items (same quantity and quality) sold to other customers;
- 12.1.3 a price breakdown showing the cost of direct labour, direct materials, purchased items, engineering and plant overheads, general and administrative overhead, transportation, etc., profit;
- 12.1.4 price or rate certification;
- 12.1.5 any other supporting documentation as requested by the Minister.

GI13 INTERPRETATION

- 13.1 In this RFP, "Her Majesty", "the Minister" or "Canada" means Her Majesty the Queen in right of Canada, as represented by the Minister of Health.

GI14 ANNOUNCEMENT OF SUCCESSFUL CONTRACTOR

- 14.1 If this RFP was advertised on MERX™, the name of the successful proponent will be announced on MERX™ upon contract award and sign off.
- 14.2 If this RFP was not advertised on MERX™, Her Majesty will communicate to all proponents the name and address of the successful candidate as well as the total dollar value and award date for the contract only after contract sign-off.

GI15 PROCUREMENT BUSINESS NUMBER (PBN)

- 15.1 Public Works and Government Services Canada (PWGSC) has adopted the Procurement Business Number (PBN) for all its purchasing databases, and now requires that its suppliers have one for each of their offices that may be awarded contracts. Register with Contracts Canada's Supplier Registration Information (SRI) service to obtain your PBN. As an existing or potential supplier to the Department, you must obtain a PBN to avoid possible delays of any contract award. It is The Minister's intention to use this sourcing system for all its procurements of goods and services to which the trade agreements do not apply.
- 15.2 Visit the Contracts Canada Internet site at <http://contractsCanada.gc.ca/en/busin-c.htm> for information and registration procedures. Alternatively, you may contact a Supplier Registration Agent at: 1-800-811-1148 or, in the National Capital Region, at 956-3440.

GI16 PS ONLINE - TRADING PARTNERS AGREEMENT

- 16.1 If this RFP invite suppliers from the PS Online supply arrangements, the General Conditions, Supplemental General Conditions applicable to this requirement and Clauses of General application set-out in the Trading Partner Agreement shall form part of this Request for Proposal.