

**RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:**

**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**

**Suite 1650
635 - 8th Ave. S.W.
Bureau 1650
635 - 8e avenue, SO**

**Calgary
Calgary
Alberta
T2P 3M3
Tel: (403) 993-5786**

**Request For a Standing Offer
Demande d'offre à commandes**

**Regional Master Standing Offer (RMSO)
Offre à commandes maître régionale (OCMR)**

Canada, as represented by the Minister of Public Works and Government Services Canada, hereby requests a Standing Offer on behalf of the Identified Users herein.

Le Canada, représenté par le ministre des Travaux Publics et Services Gouvernementaux Canada, autorise par la présente, une offre à commandes au nom des utilisateurs identifiés énumérés ci-après.

Comments - Commentaires

**Vendor/Firm Name and Address
Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution
Public Works and Government Services Canada/Travaux
publics et Services gouvernementaux Canada
Suite 1650
635 - 8th Ave. S.W.
Bureau 1650
635 - 8e avenue, SO
Calgary
Calgary
Alberta
T2P 3M3

Title - Sujet Strategic Communications Support	
Solicitation No. - N° de l'invitation EW702-141715/A	Date 2014-02-24
Client Reference No. - N° de référence du client PWGSC	GETS Ref. No. - N° de réf. de SEAG PW-\$GMP-008-6208
File No. - N° de dossier GMP-3-36115 (008)	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2014-04-07	
Time Zone Fuseau horaire Central Daylight Saving Time CDT	
Delivery Required - Livraison exigée See Herein	
Address Enquiries to: - Adresser toutes questions à: Olson, Teresa	Buyer Id - Id de l'acheteur gmp008
Telephone No. - N° de téléphone (204)984-3017 ()	FAX No. - N° de FAX (204)983-7796
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA 5TH FL TELUS PLAZA NORTH 10025 JASPER AVE EDMONTON Alberta T5J1S6 Canada	
Security - Sécurité This request for a Standing Offer does not include provisions for security. Cette Demande d'offre à commandes ne comprend pas des dispositions en matière de sécurité.	

Instructions: See Herein

Instructions: Voir aux présentes

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

**Strategic Communications Support Services
Request for Standing Offer**

TABLE OF CONTENTS

PART 1 - GENERAL INFORMATION

1. Introduction
2. Summary
3. Debriefings

PART 2 - OFFEROR INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions
2. Submission of Offers
3. Former Public Servant
4. Enquiries - Request for Standing Offers
5. Applicable Laws
6. Conflict of Interest - Unfair Advantage

PART 3 - OFFER PREPARATION INSTRUCTIONS

1. Offer Preparation Instructions

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures
2. Basis of Selection

PART 5 - CERTIFICATIONS

1. Mandatory Certifications Required Precedent to Issuance of a Standing Offer
2. Additional Certifications Precedent to Issuance of a Standing Offer

PART 6 - INSURANCE REQUIREMENTS

1. Insurance Requirements

PART 7 - STANDING OFFER AND RESULTING CONTRACT CLAUSES

A. STANDING OFFER

1. Offer
2. Security Requirement
3. Standard Clauses and Conditions
4. Term of Standing Offer
5. Authorities
6. Proactive Disclosure of Contracts with Former Public Servants
7. Identified Users
8. Call-up Procedures
9. Call-up Instrument

10. Limitation of Call-ups
11. Financial Limitation
12. Priority of Documents
13. Certifications
14. Applicable Laws

B. RESULTING CONTRACT CLAUSES

1. Statement of Work
2. Standard Clauses and Conditions
3. Term of Contract
4. Proactive Disclosure of Contracts with Former Public Servants
5. Payment
6. Invoicing Instructions
7. Insurance Requirements
8. SACC Manual Clauses
9. Aboriginal Opportunities Consideration
10. Health and Safety Requirements
11. Public Ceremonies and Signs

List of Annexes:

- Annex A - Statement of Work
- Annex B - Basis of Payment
- Annex C - Evaluation Criteria and Basis of Selection
- Annex D - Insurance Requirements
- Annex E - Aboriginal Opportunities Consideration
- Annex F - Standing Offer Usage Report
- Annex G - Call-up Form (942)

PART 1 - GENERAL INFORMATION

1. Introduction

The Request for Standing Offers (RFSO) is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Offeror Instructions: provides the instructions applicable to the clauses and conditions of the RFSO;
- Part 3 Offer Preparation Instructions: provides offerors with instructions on how to prepare their offer to address the evaluation criteria specified;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the offer, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Insurance Requirements: includes specific requirements that must be addressed by offerors; and
- Part 7 7A, Standing Offer, and 7B, Resulting Contract Clauses:
 - 7A, includes the Standing Offer containing the offer from the Offeror and the applicable clauses and conditions;
 - 7B, includes the clauses and conditions which will apply to any contract resulting from a call-up made pursuant to the Standing Offer.

The Annexes include the Statement of Work, the Basis of Payment, the Evaluation Criteria and Basis of Selection, Insurance Requirements, Aboriginal Opportunities Consideration, Standing Offer Usage Report, and Call-Up Form (942).

2. Summary

2.1 Requirement

Public Works and Government Services Canada and Aboriginal and Northern Affairs Development Canada have a requirement for Strategic Communication Support Services for various sites, as per the Statement of Work at Annex "A", on an if and when requested basis, from date of Standing Offer issuance (approximately April 30, 2014) to December 31, 2015, plus three (3) additional one (1) year option periods.

It is anticipated that up to two (2) Standing Offer Agreements (SOA) will result from this Request for Standing Offer, with the same SOA period.

Offerors in receipt of a pension or a lump sum payment must provide the required information as detailed in article 3 of Part 2 of the Request for Standing Offers (RFSO).

2.2 Trade Agreements

The requirement is subject to the provisions of the World Trade Organization Agreement on Government Procurement (WTO-AGP), the North American Free Trade Agreement (NAFTA), and the Agreement on Internal Trade (AIT).

2.3 Comprehensive Land Claims Agreements

The requirement may be subject to the following Comprehensive Land Claims Agreements;

- (a) *Inuvialuit Final Agreement, Article 16 - Economic Measures;*
- (b) *Gwich'in Comprehensive Land Claim Agreement, Article 10 - Economic Measures;*
- (c) *Nunavut Land Claims Agreement, Article 24 - Government Contracts;*
- (d) *Umbrella Final Agreement - Council for Yukon Indians,*
- (e) *Sahtu Dene and Metis Comprehensive Land Claims Agreement, Article 12 - Government Employment and Contracts;*
- (f) *Tlicho Land Claims Agreement, Chapter 26 - Economic Measures; and*
- (g) *Nunavik Inuit Land Claims Agreement, Article 13 - Government of Canada Employment and Contracts.*

3. Debriefings

Offerors may request a debriefing on the results of the request for standing offers process. Offerors should make the request to the Standing Offer Authority within 15 working days of receipt of the results of the request for standing offers process. The debriefing may be in writing, by telephone or in person.

PART 2 - OFFEROR INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the Request for Standing Offers (RFSO) by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Offerors who submit an offer agree to be bound by the instructions, clauses and conditions of the RFSO and accept the clauses and conditions of the Standing Offer and resulting contract(s).

The 2006 (2013-06-01) Standard Instructions - Request for Standing Offers - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the RFSO.

Subsection 5.4 of 2006, Standard Instructions - Request for Standing Offers - Goods or Services - Competitive Requirements, is amended as follows:

Delete: sixty (60) days

Insert: ninety (90) days

1.1 SACC Manual Clauses

M0019T

Firm Price and/or Rates

2007-05-25

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 on page 1 of the Request for Standing Offers.

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

3. Former Public Servant

Contracts awarded to 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, offerors must provide the information required below before the issuance of a standing offer.

Definitions

For the purposes of this clause,

"former public servant" is any former member of a department as defined in the Financial Administration Act R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the Public Service Superannuation Act (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the Supplementary Retirement Benefits Act, R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the Canadian Forces Superannuation Act, R.S., 1985, c. C-17, the Defence Services Pension Continuation Act, 1970, c. D-3, the Royal Canadian Mounted Police Pension Continuation Act, 1970, c. R-10, and the Royal Canadian Mounted Police Superannuation Act, R.S., 1985, c. R-11, the Members of Parliament Retiring Allowances Act, R.S. 1985, c. M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c. C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Offeror a FPS in receipt of a pension? **YES () NO ()**

If so, the Offeror 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, Offerors agree that the successful Offeror'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 Adjustment Directive

Is the Offeror a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **YES () NO ()**

If so, the Offeror 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 adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

4. Enquiries - Request for Standing Offers

All enquiries must be submitted in writing to the Standing Offer Authority no later than seven (7) calendar days before the Request for Standing Offers (RFSO) closing date. Enquiries received after that time may not be answered.

Offerors should reference as accurately as possible the numbered item of the RFSO to which the enquiry relates. Care should be taken by offerors to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be

clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the questions or may request that offerors do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all offerors. Enquiries not submitted in a form that can be distributed to all offerors may not be answered by Canada.

5. Applicable Laws

The Standing Offer and any contract resulting from the Standing Offer must be interpreted and governed, and the relations between the parties determined, by the laws in force in the Northwest Territories.

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

6. Conflict of Interest - Unfair Advantage

1. In order to protect the integrity of the procurement process, offerors are advised that Canada may reject an offer in the following circumstances:
 - a. if the Offeror, any of its subcontractors, any of their respective employees or former employees was involved in any manner in the preparation of the RFSO or in any situation of conflict of interest or appearance of conflict of interest;
 - b. if the Offeror, any of its subcontractors, any of their respective employees or former employees had access to information related to the RFSO that was not available to other offerors and that would, in Canada's opinion, give or appear to give the Offeror an unfair advantage.
2. The experience acquired by an offeror who is providing or has provided the goods and services described in the RFSO (or similar goods or services) will not, in itself, be considered by Canada as conferring an unfair advantage or creating a conflict of interest. This offeror remains however subject to the criteria established above.
3. Where Canada intends to reject an offer under this section, the Standing Offer Authority will inform the Offeror and provide the Offeror an opportunity to make representations before making a final decision. Offerors who are in doubt about a particular situation should contact the Standing Offer Authority before the RFSO closing. By submitting an offer, the Offeror represents that it does not consider itself to be in conflict of interest nor to have an unfair advantage. The Offeror acknowledges that it is within Canada's sole discretion to determine whether a conflict of interest, unfair advantage or an appearance of conflict of interest or unfair advantage exists.
4. Any contractor working at the Giant Mine site must propose alternate resources, i.e. resources not dedicated to work at Giant Mine during the period of this contract, to avoid creating a conflict of interest or unfair advantage. If any key resources dedicated to work at the Giant Mine site for the planned period i.e. commencing April 30, 2014, of the Strategic Communications Support Services Standing Offer are proposed as part of the New Strategic Communications Support Services core team your proposal will be deemed nonresponsive.

Solicitation No. - N° de l'invitation

EW702-141715/A

Amd. No. - N° de la modif.

File No. - N° du dossier

GMP-3-36115

Buyer ID - Id de l'acheteur

gmp008

CCC No./N° CCC - FMS No/ N° VME

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

PWGSC

Offerors are encouraged to review the Conflict of Interest table in the Giant Mine Procurement Outlook currently posted on Buyandsell.gc.ca.

PART 3 - OFFER PREPARATION INSTRUCTIONS

1. Offer Preparation Instructions

Canada requests that offerors provide their offer in separately bound sections as follows:

- Section I: Technical Offer (one (1) original, four (4) hard copies, and one (1) soft copy)
 Section I-I: Aboriginal Opportunities Consideration (one (1) original, four (4) hard copies, and one (1) soft copy)
 Section II: Financial Offer (one (1) hard copy)
 Section III: Certifications (one (1) hard copy)

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

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

Canada requests that offerors follow the format instructions described below in the preparation of their offer.

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to that of the Request for Standing Offers.

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

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

Section I: Technical Offer

In their technical offer, offerors should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

Section I-I: Aboriginal Opportunities Consideration

The bidder should clearly demonstrate that it has the capacity to and will maximize Aboriginal employment, sub-contracting and on-the-job training opportunities and involve Aboriginal citizens and businesses in carrying out the work under this project.

Section II: Financial Offer

Offerors must submit their financial offer in accordance with Annex "B", Basis of Payment. The total amount of Applicable Taxes must be shown separately.

Section III: Certifications

Offerors must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

(a) Offers will be assessed in accordance with the entire requirement of the Request for Standing Offers including the technical and financial evaluation criteria.

(b) An evaluation team composed of representatives of Canada will evaluate the offers.

1.1. Technical Evaluation

Mandatory and point rated technical evaluation criteria are included in Annex "C", Evaluation Criteria and Basis of Selection.

1.2 Financial Evaluation

The Total Evaluated Price will be the Total Evaluated Price as per Annex "B".

2. Basis of Selection

2.1 Basis of Selection - Highest Combined Rating of Technical Merit and Price

1. To be declared responsive, an offer must:
 - a. comply with all the requirements of the bid solicitation; and
 - b. meet all mandatory criteria; and
 - c. obtain the required minimum of 60% overall of the points for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 210 points.
2. Offers not meeting (a) or (b) or (c) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 60% for the technical merit and 40% for the price.
4. To establish the technical merit score, the overall technical score for each responsive offer will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60%.
5. To establish the pricing score, each responsive offer will be prorated against the lowest evaluated price and the ratio of 40%.

When there are three or more responsive proposals, an average price is firstly determined by adding all the price proposals together and dividing the total by the number of price proposals considered. All price proposals which are greater than twenty-five percent (25%) above the average price will then be set aside and receive no further consideration.

6. For each responsive offer, the technical merit score and the pricing score will be added to determine its combined rating.
7. All responsive offerors will be ranked, highest to lowest based on their combined rating. The offerors with the top two (2) highest combined ratings will be recommended for issuance of a standing offer. The estimated overall value of this requirement will be allocated among the top two ranked offerors as follows:

1st (highest combined rating) = 60%
2nd = 40%

If there is only one responsive offer, 100% of the estimated overall value of the requirement will be allocated to this offeror.

The table below illustrates an **example** where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 210 and the lowest evaluated price is \$45,000 (45).

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

		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		179/210	134/210	143/210
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$179/210 \times 60 = 51.14$	$134/210 \times 60 = 38.29$	$143/210 \times 60 = 40.86$
	Pricing Score	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
Combined Rating		83.87	74.29	80.86
Overall Rating		1st	3rd	2nd

PART 5 - CERTIFICATIONS

Offerors must provide the required certifications and documentation to be issued a standing offer.

The certifications provided by offerors to Canada are subject to verification by Canada at all times. Canada will declare an offer non-responsive, will have the right to set-aside a standing offer, or will declare a contractor in default, if any certification is found to be untrue whether during the offer evaluation period, during the Standing Offer period, or during the contract period.

The Standing Offer Authority will have the right to ask for additional information to verify the Offeror's certifications. Failure to comply with this request will also render the Offer non-responsive or may result in the setting aside of the Standing Offer or will constitute a default under the Contract.

1. Mandatory Certifications Required Precedent to Issuance of a Standing Offer

1.1 Code of Conduct and Certifications - Related documentation

By submitting an offer, the Offeror certifies that the Offeror and its affiliates are in compliance with the provisions as stated in Section 01 Code of Conduct and Certifications - Offer of Standard Instructions 2006. The related documentation therein required will assist Canada in confirming that the certifications are true.

1.2 Federal Contractors Program for Employment Equity - Standing Offer Certification

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

Canada will have the right to declare an offer non-responsive, or to set-aside a Standing Offer, if the Offeror, or any member of the Offeror if the Offeror is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of issuing of a Standing Offer or during the period of the Standing Offer.

2. Additional Certifications Precedent to Issuance of a Standing Offer

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

2.1 Status and Availability of Resources

The Offeror certifies that, should it be issued a standing offer as a result of the Request for Standing Offer, every individual proposed in its offer will be available to perform the Work resulting from a call-up against the Standing Offer as required by Canada's representatives and at the time specified in a call-up or agreed to with Canada's representatives. If for reasons beyond its control, the Offeror is unable to provide the services of an individual named in its offer, the Offeror may propose a substitute with similar qualifications and experience. The Offeror must advise the Standing Offer Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Offeror:

Solicitation No. - N° de l'invitation

EW702-141715/A

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

gmp008

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

PWGSC

File No. - N° du dossier

GMP-3-36115

CCC No./N° CCC - FMS No/ N° VME

death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Offeror has proposed any individual who is not an employee of the Offeror, the Offeror certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Offeror must, upon request from the Standing Offer Authority, provide a written confirmation, signed by the individual, of the permission given to the Offeror and of his/her availability. Failure to comply with the request may result in the offer being declared non-responsive.

2.2 Education and Experience

The Offeror certifies that all the information provided in the résumés and supporting material submitted with its offer, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Offeror to be true and accurate. Furthermore, the Offeror warrants that every individual offered by the Offeror for the requirement is capable of performing the Work resulting from a call-up against the Standing Offer.

Solicitation No. - N° de l'invitation

EW702-141715/A

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

PWGSC

Amd. No. - N° de la modif.

File No. - N° du dossier

GMP-3-36115

Buyer ID - Id de l'acheteur

gmp008

CCC No./N° CCC - FMS No/ N° VME

PART 6 - INSURANCE REQUIREMENTS

1. Insurance Requirements

The Offeror must provide a letter from an insurance broker or an insurance company licensed to operate in Canada stating that the Offeror, if issued a standing offer as a result of the request for standing offer, can be insured in accordance with the Insurance Requirements specified in Annex "D".

If the information is not provided in the offer, the Standing Offer Authority will so inform the Offeror and provide the Offeror with a time frame within which to meet the requirement. Failure to comply with the request of the Standing Offer Authority and meet the requirement within that time period will render the offer non-responsive.

PART 7 - STANDING OFFER AND RESULTING CONTRACT CLAUSES**A. STANDING OFFER****1. Offer**

1.1 The Offeror offers to perform the Work in accordance with the Statement of Work at Annex "A".

2. Security Requirement

There is no security requirement applicable to this Standing Offer.

3. Standard Clauses and Conditions

All clauses and conditions identified in the Standing Offer and resulting contract(s) by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

3.1 General Conditions

2005 (2012-11-19) General Conditions - Standing Offers - Goods or Services, apply to and form part of the Standing Offer.

3.2 Standing Offers Reporting

The Offeror must compile and maintain records on its provision of goods, services or both to the federal government under contracts resulting from the Standing Offer. This data must include all purchases, including those paid for by a Government of Canada Acquisition Card.

The Offeror must provide this data in accordance with the reporting requirements detailed in Annex "F". If some data is not available, the reason must be indicated. If no goods or services are provided during a given period, the Offeror must still provide a "nil" report.

The data must be submitted on a quarterly basis to the Standing Offer Authority.

The quarterly reporting periods are defined as follows:

- 1st quarter: April 1 to June 30;
- 2nd quarter: July 1 to September 30;
- 3rd quarter: October 1 to December 31;
- 4th quarter: January 1 to March 31.

The data must be submitted to the Standing Offer Authority no later than twenty (20) calendar days after the end of the reporting period.

4. Term of Standing Offer

4.1 Period of the Standing Offer

The period for making call-ups against the Standing Offer is from date of Standing Offer award to December 31, 2015.

4.2 Extension of Standing Offer

If the Standing Offer is authorized for use beyond the initial period, the Offeror offers to extend its offer for an additional three (3) periods of one (1) year each under the same conditions and at the rates or prices specified in the Standing Offer, or at the rates or prices calculated in accordance with the formula specified in the Standing Offer.

The Offeror will be advised of the decision to authorize the use of the Standing Offer for an extended period by the Standing Offer Authority fifteen (15) calendar days before the expiry date of the Standing Offer. A revision to the Standing Offer will be issued by the Standing Offer Authority.

5. Authorities

5.1 Standing Offer Authority

The Standing Offer Authority is:

Name: Teresa Olson
Title: Supply Specialist
Public Works and Government Services Canada
Acquisitions Branch
Address: 167 Lombard Ave.
Winnipeg, MB

Telephone: 204-984-3017
E-mail address: teresa.olson@pwgsc-tpsgc.gc.ca

The Standing Offer Authority is responsible for the establishment of the Standing Offer, its administration and its revision, if applicable. Upon the making of a call-up, as Contracting Authority, she is responsible for any contractual issues relating to individual call-ups made against the Standing Offer by any Identified User.

5.2 Project Authority

The Project Authority for the Standing Offer is identified in the call-up against the Standing Offer.

The Project Authority is the representative of the department or agency for whom the Work will be carried out pursuant to a call-up against the Standing Offer and is responsible for all the technical content of the Work under the resulting Contract.

5.3 Offeror's Representative

Name: _____

Title: _____

Telephone: _____

Email: _____

6. Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a Public Service Superannuation Act (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2012-2 of the Treasury Board Secretariat of Canada.

7. Identified Users

The Identified User authorized to make call-ups against the Standing Offer is: ***to be determined.***

8. Call-up Procedures - Collective Best Value

1. Services will be called-up as follows:

- a) The Departmental Representative will establish the scope of services to be performed. Call-ups will be issued on a proportional basis by the Standing Offer Authority, such that the highest-ranked offeror receives approximately 60% of the work to be issued under the SOA, and the second highest-ranked offeror receives approximately 40% of the work to be issued under the SOA. In the event fewer than two (2) proponents are successful, the top ranked firm will receive 100% of the business. The consultant who is furthest under the ideal amount of business that they should have received in relation to the other consultant will be selected for the next call-up.
- b) The Offeror will submit a proposal to the Standing Offer Authority in accordance with the fixed hourly rates established under the Standing Offer. The Offeror's proposal shall include the category of personnel, name of personnel and the number of hours estimated/required to perform the services, as well as an estimate of proposed disbursements, if applicable.

2. The Offeror will be authorized by the Standing Offer Authority to proceed with the services by issuance of a Call-up against the Standing Offer.

3. Any proposed changes to the scope of work are to be discussed with the Departmental Representative but any resulting changes can only be authorized by an amendment issued by the Standing Offer Authority.

4. The Standing Offer Authority will monitor call-up activities to ensure work is allocated in accordance with the predetermined work distribution.

9. Call-up Instrument

The Work will be authorized or confirmed by the Identified User(s) using form PWGSC-TPSGC 942, Call-up Against a Standing Offer or an electronic version.

10. Limitation of Call-ups

Individual call-ups against the Standing Offer must not exceed **\$to be determined** (Applicable Taxes included).

11. Financial Limitation

The total cost to Canada resulting from call ups against the Standing Offer must not exceed the sum of **\$to be determined** (Applicable Taxes excluded) unless otherwise authorized in writing by the Standing Offer Authority. The Offeror must not perform any work or services or supply any articles in response to call ups which would cause the total cost to Canada to exceed the said sum, unless an increase is so authorized.

The Offeror must notify the Standing Offer Authority as to the adequacy of this sum when 75 percent of this amount has been committed, or four (4) months before the expiry date of the Standing Offer, whichever comes first. However, if at any time, the Offeror considers that the said sum may be exceeded, the Offeror must promptly notify the Standing Offer Authority.

12. Priority of Documents

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

- a) the call up against the Standing Offer, including any annexes;
- b) the articles of the Standing Offer;
- c) the general conditions 2005 (2012-11-19), General Conditions - Standing Offers - Goods or Services
- d) the general conditions 2035 (2013-06-27), Higher Complexity - Services;
- e) Annex "A", Statement of Work;
- f) Annex "B", Basis of Payment;
- g) Annex "C", Evaluation Criteria and Basis of Selection;
- h) Annex "D", Insurance Requirements;
- i) Annex "E", Aboriginal Opportunities Consideration;
- j) the Offeror's offer dated **to be determined**.

13. Certifications

13.1 Compliance

Compliance with the certifications and related documentation provided by the Offeror is a condition of authorization of the Standing Offer and subject to verification by Canada during the term of the Standing Offer and of any resulting contract that would continue beyond the period of the Standing Offer. In the event that the Offeror does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Offeror in its offer is untrue, whether made knowingly or unknowingly, Canada has the right to terminate any resulting contract for default and set aside the Standing Offer.

Solicitation No. - N° de l'invitation

EW702-141715/A

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

PWGSC

Amd. No. - N° de la modif.

File No. - N° du dossier

GMP-3-36115

Buyer ID - Id de l'acheteur

gmp008

CCC No./N° CCC - FMS No/ N° VME

13.2 SACC Manual Clauses

M3020C

Status and Availability of Resources

2010-01-11

14. Applicable Laws

The Standing Offer and any contract resulting from the Standing Offer must be interpreted and governed, and the relations between the parties determined, by the laws in force in the Northwest Territories.

B. RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from a call-up against the Standing Offer.

1. Statement of Work

The Contractor must perform the Work described in the call-up against the Standing Offer.

2. Standard Clauses and Conditions

2.1 General Conditions

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

3. Term of Contract

3.1 Period of the Contract

The Work must be completed in accordance with the call-up against the Standing Offer.

4. Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a Public Service Superannuation Act (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2012-2 of the Treasury Board Secretariat of Canada.

5. Payment

5.1 Basis of Payment - Limitation of Expenditure

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

5.2 SACC Manual Clauses

H1008C	Monthly Payment	2008-05-12
C0100C	Discretionary Audit - Commercial Goods and/or Services	2010-01-11
C0711C	Time Verification	2008-05-12
M3800C	Estimates	2006-08-15
A9117CT1204	- Direct Request by Customer Department	2007-11-30

6. Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- a. a copy of time sheets to support the time claimed;
 - b. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
2. A summary of activities undertaken to meet commitments made as part of the Aboriginal Opportunities Considerations portion of the Consultant's proposal should be provided with each invoice. The table at Annex E is to be completed with supporting information (such as invoices, work logs, payroll receipts, etc.) by the consultant on a monthly basis.
 3. Invoices must be distributed as follows:
 - a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Standing Offer for certification and payment.
 - b. One (1) copy must be forwarded to the Standing Offer Authority identified under the section entitled "Authorities" of the Standing Offer.

7. Insurance Requirements

The Contractor must comply with the insurance requirements specified in Annex D. The Contractor must maintain the required insurance coverage for the duration of the Contract. Compliance with the insurance requirements does not release the Contractor from or reduce its liability under the Contract.

The Contractor is responsible for deciding if additional insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any additional insurance coverage is at the Contractor's expense, and for its own benefit and protection.

The Contractor must forward to the Contracting Authority within ten (10) days after the date of award of the Contract, a Certificate of Insurance evidencing the insurance coverage and confirming that the insurance policy complying with the requirements is in force. For Canadian-based Contractors, coverage must be placed with an Insurer licensed to carry out business in Canada, however, for Foreign-based Contractors, coverage must be placed with an Insurer with an A.M. Best Rating no less than "A-". The Contractor must, if requested by the Contracting Authority, forward to Canada a certified true copy of all applicable insurance policies.

8. SACC Manual Clauses

A9068C

Government Site Regulations

2010-01-11

9. Aboriginal Opportunities Consideration

Compliance with the aboriginal opportunities consideration certification provided by the Offeror in its bid is a condition of the Contract and subject to verification by Canada during the term of the Agreement in accordance with the requirements listed in Annex "E".

10. Health and Safety Requirements

If required to travel to the Giant Mine Site in Yellowknife, the Consultant must comply with the applicable Health and Safety requirements specified by the Mine Manager while on site.

The Care & Maintenance contractor on site takes on the responsibilities of the Mine Manager as defined in the NWT Mine Health and Safety Act Regulations and assume responsibility for Health & Safety and Environment at the site, during its own work activities and when other Contractors or Consultants are at the site (including when PWGSC or AANDC has Contracts with other Contractors or Consultants for work at the site).

11. Public Ceremonies and Signs

The Consultant shall not permit any public ceremony in connection with the Work without the prior consent of Canada.

The Consultant shall not erect nor permit the erection of any sign or advertising on the Work or its site without the prior consent of Canada.

ANNEX "A" - STATEMENT OF WORK**1.1 Background**

The Department Aboriginal Affairs and Northern Development Canada Contaminated Sites Program (CSP) is committed to the cleanup of contaminated sites in Canada's Northern territories (Northwest Territories, Nunavut, and the Yukon). Cleanup activities are focused on abandoned and active mine sites and former military and DEW-line sites. Site remediation will take place over the five to 10 years, with active cleanup and on-going monitoring occurring over this time period.

Strategic Communications Support services are required to assist with various activities related to these contaminated sites, mainly at Giant Mine.

1.1.1 Giant Mine

Giant Mine is a former gold mine that operated from 1948 to 2004. Shut down as a commercial gold mine in 1999, when the owner Royal Oak Mines Ltd. went into receivership, it became the responsibility of Aboriginal Affairs and Northern Development Canada (AANDC). Public Works and Government Services Canada (PWGSC) has been providing project management and contracting expertise, including care and maintenance, since 2005.

The 850-hectare mine site sits within the municipal boundary of Yellowknife, and also within the economic boundary of the Tlicho First Nation's comprehensive land claims area, and within the asserted territory of the Akaitcho Dene First Nation, an unsettled land claim area. The closest First Nation's communities to the site are that of the Akaitcho in Dettah and Ndilo. Two Métis groups, the North Slave Métis Alliance and the Northwest Territories Métis Nation are also keenly interested in how the site is being handled. In addition to Aboriginal and municipal interests, the mine is located on Commissioners' lands and is operated under a surface lease administered by the Government of the Northwest Territories.

The Giant Mine is one of the largest contaminated sites within the federal contaminated sites inventory. On site, 237,000 tonnes of arsenic trioxide dust is stored in underground stopes and chambers. On the surface, there are approximately 95 hectares of tailings, open pits leading into the mine, and over 100 structures, including a town site, a water treatment plant, and a highly contaminated roaster complex. There are significant ongoing issues related to underground stability, deteriorating structures and seasonal flood risks from Baker Creek, a body of water containing contaminated sediments as well as a fish habitat, which is a priority for Fisheries and Oceans Canada. The creek represents a significant flood risk.

Aboriginal and Northern Development Canada and Public Works and Government Services Canada have a requirement for strategic communications services related to the requirements of Giant Mine.

1.2 Scope of Work

Offerors may be required to provide strategic communications support, media relations and event management services on an if and when requested basis as follows:

1.2.1 Strategic Communications Services

Services may include the following:

- strategic communications planning for both internal and external purposes;
- assessing the need for communications plans, plans for special events, and media relations strategies;
- advice on the preparation and implementation of major communications strategies in support of departmental and program priorities and initiatives and any fiduciary and regulatory requirements;
- written and verbal strategic advice to senior departmental officials and staff (in presentations format using PowerPoint);
- strategic assessment of corporate issues and initiatives from the perspectives of both internal and external environments and formulation of plan to effectively manage them;
- assistance and advice in the development and implementation of departmental, business line annual and/or special communications strategic plans;
- assistance and advice in the development and implementation of communications action plans for specific departmental business line marketing, public relations, media relations, and other communications initiatives, events or activities for both internal and external audiences;
- services such as research, design, layout, preparation and production from beginning to completion, of electronic (Web-based) communications products such as Web pages, Web sites, Web Strategies, e-Communications Strategies, photo and video, on-line newsletters, briefing sessions, training on electronic communications tools, and other computer-based products for use at the departmental business-line level of Aboriginal Affairs and Northern Development Canada and/or Public Works and Government Services Canada; and
- coordination of both print and electronic projects to bring materials to completion, including scheduling, quality control, and evaluation at each stage of materials preparation.

1.2.2 Media Relations Services

Services may include the following:

- advising on strategic media relations planning;
- assistance and advice in the preparation and implementation of media/public relations strategies, operational plans, and action plans related to key communications initiatives undertaken by the branch;
- planning, management, coordination and organization of logistical services needed to implement media conferences; and
- providing follow-up summary reports and media analysis of the effectiveness of the selected communications strategies in achieving the desired goal(s), including recommendations for future events.

1.2.3 Event Management Services

Services may include the following:

- Event planning, management, coordination and organization of logistical services needed to implement departmental initiatives such as major announcements, launches of special initiatives, major exhibits, public forums, community information sessions or conferences, media conferences, award ceremonies and other activities. This may include the development and implementation of related media relations activities; and
- providing follow-up summary reports and media analysis of the effectiveness of the selected communications strategy in achieving the desired goal(s), including recommendations for future events.

1.3 Language of Service

All services will be provided by the Offeror in English only. PWGSC will provide any necessary translation services.

1.4 Format of Materials

The offeror will provide materials in Microsoft Word using 12-point font, in print and/or electronic formats as required and in a style, which conforms to PWGSC and Government of Canada guidelines. All materials should be carefully researched for accuracy of facts or statistical information and spell-checked before submission.

1.5 Location of Work

The Contractor's personnel may be required to work on-site (Client facilities) for specific projects when time frames or client needs require that the Contractor do so. Otherwise, the Contractor will be expected to work from their facilities. It is estimated that one (1) trip per year may be required to Ottawa, and two (2) events (public forums) will be held in Yellowknife per year.

1.6 Client Support

The offeror will be provided with background or context information in verbal briefings and through written materials but may be required to undertake additional research as required by the Communications Branch, including contacting event organizers and departmental program or policy specialists.

Solicitation No. - N° de l'invitation

EW702-141715/A

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

PWGSC

Amd. No. - N° de la modif.

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GMP-3-36115

Buyer ID - Id de l'acheteur

gmp008

CCC No./N° CCC - FMS No/ N° VME

ANNEX "B" - BASIS OF PAYMENT

It is MANDATORY that offerors submit firm prices/rates for the period of the proposed Standing Offer and for the option periods for all items listed hereafter. This section, when completed, will be considered as the offeror's Financial Offer.

If any section is left blank, all blank values will be assumed to be "0" or "nil".

Offerors shall provide offers as per the unit of issue requested. Should there be an error in the extended pricing of the offeror's offer, the unit pricing shall prevail and the extended pricing shall be corrected in the evaluation. Any errors in the quantities of the offeror's offer shall be changed to reflect the quantities stated in this document.

The quantities specified below are provided for evaluation purposes only.

Rates quoted must remain firm for the period of the Standing Offer. Rates MUST include ALL costs associated with providing the service in accordance with the Statement of Work, Annex A, attached herein. GST, if applicable, is not included and is to be shown as a separate item on any resulting invoice. Payment will be made in accordance with the following pricing.

Note: Actual hours worked will be prorated to the nearest quarter-hour (15 minutes).

**TOTAL EVALUATED PRICE = TOTAL PROFESSIONAL SERVICES EVALUATED PRICE +
TOTAL EVALUATED TRAVEL PRICE**

The Contractor will be paid its costs reasonably and properly incurred for the performance of the work in accordance with the following all-inclusive hourly rates (GST/HST extra):

i. Professional Services

Standing Offer Period Year 1: Date of Award (approx. April 30, 2014) - December 31, 2014					
	Category	Name of Proposed Resource	Estimated No. Of Hours	Firm Hourly Rate	Total Evaluated Cost
1	Strategic Communications Consultant		416	\$	\$
2	Media Relations Consultant		208	\$	\$
3	Event Management Services Consultant		416	\$	\$
CONTRACT PERIOD YEAR 1 TOTAL EVALUATED PRICE					\$

Standing Offer Period Year 2: January 1, 2015 - December 31, 2015					
	Category	Name of Proposed Resource	Estimated No. Of Hours	Firm Hourly Rate	Total Evaluated Cost
1	Strategic Communications Consultant		416	\$	\$
2	Media Relations Consultant		208	\$	\$
3	Event Management Services Consultant		416	\$	\$
CONTRACT PERIOD YEAR 2 TOTAL EVALUTED PRICE:					\$

Option Period 1: January 1, 2016 - December 31, 2016					
	Category	Name of Proposed Resource	Estimated No. Of Hours	Firm Hourly Rate	Total Evaluated Cost
1	Strategic Communications Consultant		416	\$	\$
2	Media Relations Consultant		208	\$	\$
3	Event Management Services Consultant		416	\$	\$
Option Period 1 Total Evaluated Price:					\$

Option Period 2: January 1, 2017 - December 31, 2017					
	Category	Name of Proposed Resource	Estimated No. Of Hours	Firm Hourly Rate	Total Evaluated Cost
1	Strategic Communications Consultant		416	\$	\$
2	Media Relations Consultant		208	\$	\$
3	Event Management Services Consultant		416	\$	\$
Option Period 2 Total Evaluated Price					\$

Option Period 3: January 1, 2018 - December 31, 2018					
	Category	Name of Proposed Resource	Estimated No. Of Hours	Firm Hourly Rate	Total Evaluated Cost
1	Strategic Communications Consultant		416	\$	\$
2	Media Relations Consultant		208	\$	\$
3	Event Management Services Consultant		416	\$	\$
Option Period 3 Total Evaluated Price					\$

TOTAL PROFESSIONAL SERVICES EVALUATED PRICE:

Standing Offer Period Year 1	\$
Standing Offer Period Year 2	\$
Option Period 1	\$
Option Period 2	\$
Option Period 3	\$
TOTAL PROFESSIONAL SERVICES EVALUATED PRICE	\$

ii. Travel Rate per Location

Offerors are required to provide a ceiling price for travel for each location, including flights and accommodations, and a fixed per diem rate. Offerors will be paid travel amounts for the trips identified in the Statement of Work in accordance with the National Joint Council Travel Directive (http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/tbm_113/menu-travel-voyage-eng.asp), OR up to the ceiling rates provided in this basis of payment for flights, accommodations, and the fixed per diems provided, whichever is the lowest.

If additional trip(s) are required to Yellowknife and/or Ottawa, the Offeror will be paid as per the statement above.

Should one or more additional trips be required to other locations that are not defined in the SOW or priced in this Basis of Payment, they would be paid in accordance with the National Joint Council Travel Directive, as per iv. Additional Travel and Living Expenses below.

All travel quoted below should not exceed amounts identified in the travel guidelines as per iv. Additional Travel and Living Expenses below.

Offerors will be evaluated based on the rates for two (2) resources for three (3) days and two (2) nights in each location, per trip.

Standing Offer Period Year 1: Date of Award (approx. April 30, 2014 - December 31, 2014)					
Ceiling Rates					
Location	Description	Unit of Issue	Estimated Qty	Ceiling Rate	Extended Total (Estimated Qty x Ceiling Rate)
1. Yellowknife	Flights	Per trip	2 (roundtrip)	\$	\$
	Accommodations	Per night	4	\$	\$
2. Ottawa	Flights	Per trip	1 (roundtrip)	\$	\$
	Accommodations	Per night	2	\$	\$
Fixed Rate					
Location	Description	Unit of Issue	Estimated Qty	Rate	Extended Total (Estimated Qty x Rate)
3. Yellowknife	Per Diem	Per day	6	\$	\$
4. Ottawa	Per Diem	Per day	3	\$	\$
SUBTOTAL					\$
TOTAL (SUBTOTAL X 2 RESOURCES)					\$

Standing Offer Period Year 2					
January 1, 2015 - December 31, 2015					
Ceiling Rates					
Location	Description	Unit of Issue	Estimated Qty	Ceiling Rate	Extended Total (Estimated Qty x Ceiling Rate)
1. Yellowknife	Flights	Per trip	2 (roundtrip)	\$	\$
	Accommodations	Per night	4	\$	\$
2. Ottawa	Flights	Per trip	1 (roundtrip)	\$	\$
	Accommodations	Per night	2	\$	\$
Fixed Rate					
Location	Description	Unit of Issue	Estimated Qty	Rate	Extended Total (Estimated Qty x Rate)
3. Yellowknife	Per Diem	Per day	6	\$	\$
4. Ottawa	Per Diem	Per day	3	\$	\$
SUBTOTAL					\$
TOTAL (SUBTOTAL X 2 RESOURCES)					\$

Option Period 1					
January 1, 2016 - December 31, 2016					
Ceiling Rates					
Location	Description	Unit of Issue	Estimated Qty	Ceiling Rate	Extended Total (Estimated Qty x Ceiling Rate)
1. Yellowknife	Flights	Per trip	2 (roundtrip)	\$	\$
	Accommodations	Per night	4	\$	\$
2. Ottawa	Flights	Per trip	1 (roundtrip)	\$	\$
	Accommodations	Per night	2	\$	\$
Fixed Rate					
Location	Description	Unit of Issue	Estimated Qty	Rate	Extended Total (Estimated Qty x Rate)
1. Yellowknife	Per Diem	Per day	6	\$	\$
2. Ottawa	Per Diem	Per day	3	\$	\$
SUBTOTAL					\$
TOTAL (SUBTOTAL X 2 RESOURCES)					\$

Option Period 2					
January 1, 2017 - December 31, 2017					
Ceiling Rates					
Location	Description	Unit of Issue	Estimated Qty	Ceiling Rate	Extended Total (Estimated Qty x Ceiling Rate)
1. Yellowknife	Flights	Per trip	2 (roundtrip)	\$	\$
	Accommodations	Per night	4	\$	\$
2. Ottawa	Flights	Per trip	1 (roundtrip)	\$	\$
	Accommodations	Per night	2	\$	\$
Fixed Rate					
Location	Description	Unit of Issue	Estimated Qty	Rate	Extended Total (Estimated Qty x Rate)
1. Yellowknife	Per Diem	Per day	6	\$	\$
2. Ottawa	Per Diem	Per day	3	\$	\$
SUBTOTAL					\$
TOTAL (SUBTOTAL X 2 RESOURCES)					\$

Option Period 3					
January 1, 2018 - December 31, 2018					
Ceiling Rates					
Location	Description	Unit of Issue	Estimated Qty	Ceiling Rate	Extended Total (Estimated Qty x Ceiling Rate)
1. Yellowknife	Flights	Per trip	2 (roundtrip)	\$	\$
	Accommodations	Per night	4	\$	\$
2. Ottawa	Flights	Per trip	1 (roundtrip)	\$	\$
	Accommodations	Per night	2	\$	\$
Fixed Rate					
Location	Description	Unit of Issue	Estimated Qty	Rate	Extended Total (Estimated Qty x Rate)
1. Yellowknife	Per Diem	Per day	6	\$	\$
2. Ottawa	Per Diem	Per day	3	\$	\$
SUBTOTAL					\$
TOTAL (SUBTOTAL X 2 RESOURCES)					\$

TOTAL EVALUATED TRAVEL:

Standing Offer Period Year 1	\$
Standing Offer Period Year 2	\$
Option Period 1	\$
Option Period 2	\$
Option Period 3	\$
TOTAL EVALUATED TRAVEL PRICE	\$

iii. Major Disbursements

Major disbursements will be recovered at cost without allowance for mark-up or profit, supported by invoices/receipts. Major disbursements shall include: materials, supplies, facility rental, subcontracting, subconsulting, one time large printing jobs (i.e.: final reports).

Disbursements shall be Project related and shall not include expenses that are related to the normal operation of the Contractor's business.

iv. Additional Travel and Living Expenses

The Offeror will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive and with the other provisions of the directive referring to "travelers", rather than those referring to "employees".

http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/tbm_113/menu-travel-voyage-eng.asp

All travel must have the prior authorization of the Project Authority.

All payments are subject to government audit.

ANNEX "C" - EVALUATION CRITERIA AND BASIS OF SELECTION

Evaluation Procedures and Basis of Selection and Ranking

Proposals will be evaluated in accordance with the mandatory and point rated evaluation criteria specified. Bidders are advised to address each requirement in sufficient depth to permit a complete requisite analysis and assessment by the evaluation team. Proposals meeting all mandatory evaluation criteria will continue to the point rated evaluation criteria. Proposals not meeting the mandatory criteria will be deemed non-responsive and set aside without further consideration.

Part 1 - Mandatory Requirements

The proposal must demonstrate that all proposed resources possess the qualifications specified in the Statement of Work by providing a detailed résumé for the proposed resource(s), stating the resource's work experience, education and other relevant details which clearly indicate that the resource meets the mandatory requirements. Failure to provide sufficient details to meet the mandatory criteria will result in the proposal being deemed non-responsive and will not proceed any further in the evaluation process.

MANDATORY CRITERIA AT BID CLOSING For each criterion, identify the relevant page number in your proposal		Page #	Met	Not Met
M1	<p>Strategic Communications Consultant</p> <p>The Offeror must clearly identify the personnel proposed for the provision of strategic communication services and demonstrate experience for projects similar to the scope of work (see Annex A article 1.2.1). The Offeror must provide a curriculum vitae for the proposed resource that should clearly indicate their qualifications, education, and related work experience and expertise relevant to the provision of strategic communications services.</p> <p>The proposed resource must demonstrate that they have completed a minimum of twenty-four (24) months of experience in the last five (5) years in providing strategic communications services dealing with northern issues or issues important to the North*. Experience identified must be linked to at least three (3) of the services outlined in 1.2.1 of Annex A, Statement of Work.</p>			

MANDATORY CRITERIA AT BID CLOSING		Page #	Met	Not Met
For each criterion, identify the relevant page number in your proposal				
M2	<p>Media Relations Consultant</p> <p>The Offeror must clearly identify the personnel proposed for the provision of media relations services for projects similar to the scope (see Annex A article 1.2.2).</p> <p>The Offeror must provide a curriculum vitae for the proposed resource that should clearly indicate their qualifications, education, and related work experience and expertise relevant to the provision of media relations services.</p> <p>The proposed resource must demonstrate that they have completed a minimum of twenty-four (24) months of experience in the last five (5) years in providing media relations services dealing with northern issues or issues important to the North*.</p>			
M3	<p>Event Management Consultant</p> <p>The Offeror must clearly identify the personnel proposed for the provision of event management services for projects similar to the scope of work (see Annex A article 1.2.3).</p> <p>The Offeror must provide a curriculum vitae for the proposed resource that should clearly indicate their qualifications, education, and related work experience and expertise relevant to the provision of event management services.</p> <p>The proposed resource must demonstrate that they have completed a minimum of twenty-four (24) months experience in the last five (5) years in providing event management services.</p>			
M4	<p>The Offeror must provide costing information strictly in accordance with the Basis of payment stipulated at Annex B. Any deviation from the pricing schedule will render the offer non-responsive.</p>			

* Northern issues or issues important to the North could include such topics as provincial-federal jurisdiction; options for economic development and diversification; key economic sectors and/or recent major crises which resulted in federal intervention or assistance (e.g. the impact of US housing crisis on Canadian forestry sector, national disasters, mountain pine beetle epidemic); other issues including environmental technologies, oil sands development/price of oil, industries and climate change, procurement, trade and investment opportunities, innovations/science and technology, and small business amongst others.

MANDATORY CRITERIA PRIOR TO AWARD		Page #	Met	Not Met
For each criterion, identify the relevant page number in your proposal				
M5	Certifications: <ul style="list-style-type: none"> - Code of Conduct and Certifications, as per Part 5, page 11, 1.1 - Federal Contractors Program for Employment Equity - Standing Offer Certification, as per Part 5, page 11, 1.2 - Status and Availability of Resources, as per Part 5, page 11, 2.1 - Education and Experience, as per Part 5, page 12, 2.2 			
M6	Insurance Requirements: <ul style="list-style-type: none"> - as per Part 6, page 12, and Annex D 			

Part 2 - Point Rated Evaluation Criteria

A. Bidders must demonstrate how each of the following criteria are met in their proposal. Bidders must obtain a minimum overall pass mark of 60% in order for their proposal to be deemed compliant and evaluated further.

Criteria	Description	Max Points
R1. Experience of the Firm/Company	<p>R1.1 The Offeror should demonstrate the following:</p> <p>a) Two (2) projects completed within the last five years where the Offeror provided strategic communications services dealing with northern issues or issues important to the North*;</p> <p>b) Two (2) projects completed within the last five (5) years where the Offeror provided media relations services dealing with northern issues or issues important to the North*; and</p> <p>c) Two (2) projects completed within the last five (5) years where the Offeror provided event management services.</p> <p>The following information should be provided for each of the two projects submitted for a), b) and c):</p> <ul style="list-style-type: none"> - project name and detailed description of the project (clearly indicate how this project relates to a northern issue or issue important to the North); - Objective of the project; - Overall approach; - Deliverable(s); - Name of assigned personnel; - Results obtained and lessons learned; - Start and end dates of the project (month, year); - Dollar value of the project; and - Client name, contact and telephone number for whom the work was performed. <p>If more than two (2) projects are submitted for a), b), and c) the Offeror must clearly identify which projects are to be considered for evaluation purposes. Where it is not clearly identified which projects should be considered for evaluation, only the first two (2) projects for a), b) and c) will be evaluated.</p> <p>Client references - The Evaluation Board reserves the right to contact the references to verify the information provided in the offer.</p> <p>Each project will be scored on a scale of 10 points based on scope and complexity, to a maximum of 60 points for R1.</p>	60
		30

R2. Qualifications and Experience of Strategic Communications Consultants	<p>The Offeror should demonstrate the following information for each person proposed in M2:</p> <p>R2.1 Beyond the twenty-four (24) months of experience identified in M1, the proposed resource should have additional experience in strategic communications. A maximum of three (3) projects in the last five (5) years, not already identified in M2, will be evaluated. The following information should be provided for each of the projects submitted:</p> <ul style="list-style-type: none"> - Project name and brief description of the project (clearly indicate how the project relates to a western issue or issue important to the west); - Target audience(s); - Deliverable(s); - Tasks performed by the proposed individual; - Start and end date of the project (month, year); - Dollar value of the project; and - Client name, contact and telephone number for whom the work was performed. <p>Each project will be evaluated to a maximum of 10 points, for an overall total of 30 points.</p> <p>Client references - The Evaluation Board reserves the right to contact the references to verify the information provided in the offer.</p>	
	<p>R2.2 The proposed resource should provide one (1) sample of a communications strategy written in English for one (1) of the projects identified in R2.1. Clearly indicate on each sample the name of the person who developed the strategy.</p> <p>The sample will be assessed for overall quality of the resource's understanding of the problem/opportunity, analysis of public environment, definition of objectives, creativity and innovation in reaching target audiences, and effectiveness in reaching objectives to raise awareness of an issue and to enhance the credibility of an organization.</p>	20

Criteria	Description	Max Points
<p>R3. Qualification and Experience of Media Relations Consultant(s)</p>	<p>The Offeror should provide the following information for each person proposed in M2.</p> <p>R3.1 Beyond the twenty-four (24) months of experience identified in M2, the proposed resource should have additional experience in media relations. A maximum of three (3) projects in the last five (5) years, not already identified in M2, will be evaluated. The following information should be provided for each of the projects submitted:</p> <ul style="list-style-type: none"> - Project name and brief description of the project (clearly indicate how the project relates to a western issue or issue important to the North; - Target audience(s); - Deliverable(s); - Tasks performed by the proposed individual; - Start and end dates of the project (month, year); - Dollar value of the project; and - Client name, contact and telephone number for whom the work was performed. <p>Each project will be evaluated to a maximum of 10 points, for an overall total of 30 points for R3.</p> <p>Client references - The Evaluation Board reserves the right to contact the references to verify the information provided in the offer.</p>	<p>30</p>

Criteria	Description	Max Points
R4. Qualifications and Experience of Event Management Consultant	<p>R4.1 Beyond the twenty-four (24) months of experience identified in M3, the proposed resource should have additional experience in event management. A maximum of three (3) projects in the last five (5) years, not already identified in M3, will be evaluated. The following information should be provided for each of the projects submitted:</p> <ul style="list-style-type: none"> - Project name and brief description of the project; - Target audience(s); - Deliverable(s); - Tasks performed by the proposed individual; - Start and end dates of the project (month, year); - Dollar value of the project; and - Client name, contact and telephone number for whom the work was performed. <p>Each project will be evaluated to a maximum of 10 points, for an overall total of 30 points for R4.</p> <p>Client references - The Evaluation Board reserves the right to contact the references to verify the information provided in the offer.</p>	30
TOTAL POINTS		170
MINIMUM POINTS REQUIRED (60%)		102

Generic Evaluation Table

Evaluation Board members will evaluate the strengths and weaknesses of the Proponent's response to the evaluation criteria and will rate each criterion using the generic evaluation table below:

Categories	Maximum Score	10	20	30	60
EXCELLENT:	Exceptional. Should ensure extremely effective performance.	9-10	18-20	27-30	54-60
VERY GOOD:	Above average and more than adequate for effective performance.	8	16-17	24-26	48-53
GOOD:	Average and should be adequate for effective performance.	7	14-15	21-23	42-47
FAIR:	Just acceptable and should meet minimum performance requirements.	6	12-13	18-20	36-41
UNSATISFACTORY:	Unacceptable. Insufficient for performance requirements	0-5	0-11	0-17	0-35

B. ABORIGINAL OPPORTUNITIES CONSIDERATION*(Maximum Points: 40; No Mandatory Minimum Score)*

Offerors should provide the information requested below. Aboriginal Affairs and Northern Development Canada (AANDC) provide to the offerors an opportunity to achieve additional points to be used in the evaluation of their proposals. This is in accordance with Land Claim Agreements and AANDC's mandate to support and provide opportunities to the local Aboriginal communities under Federal government contracts within a land claims area.

There is no pass/fail mark for this section. The aboriginal opportunities considerations evaluation criteria are not considered in the calculation for the required minimum of points overall. However, the available points under these criteria will be included in total number of available points.

1.0 Plan*(Points Available: 15)*

The offeror should provide a measurable plan and outline the steps that will be taken to achieve the plan that maximizes the use of Aboriginal employment and business opportunities from the area of the Standing Offer.

2.0 Offices*(Points Available: 5)*

The offeror has head offices, staffed administrative offices or other facilities within the area of the Standing Offer.

3.0 Training and Development*(Points Available: 10)*

The offeror should provide an undertaking of a commitment with respect to delivery of training and/or development programs for Aboriginal people from the area of the contract at no additional cost under this project.

This will be evaluated based on the following criteria:

*Innovation**Long-term Socio-Economic Benefit/Impact**Marketable Training/Skills*

Some options include but are not limited to:

*Apprenticeship Programs**Summer employment for College/University students**Scholarship funds**Partnerships with Training Organizations (i.e. Colleges, Universities, ECO Canada, Mine Training Society)*

4.0 Community Development

(Points Available: 10)

The offeror should provide an undertaking of a commitment with respect to delivery of a community development program for Aboriginal people from the area of the contract at no additional cost under this project.

This will be evaluated based on the following criteria:

Innovation

Long-term Socio-economic Benefit/Impact

Alignment with the Communities' development Plan

Some options include but are not limited to:

Grants

Infrastructure

Equipment

C. Aboriginal Opportunities Consideration

Criterion	Weight Factor	Rating	Weighted Rating
Plan	1.5	0 – 10	0 - 15
Offices	0.5	0 – 10	0 - 5
Training and Development	1.0	0 – 10	0 - 10
Community Development	1.0	0 – 10	0 - 10
Aboriginal Opportunities Consideration Rating (No Pass Mark)			0 - 40

Categories	Maximum Score	10
EXCELLENT:	Exceptional. Should ensure extremely effective performance.	9-10
VERY GOOD:	Above average and more than adequate for effective performance.	8
GOOD:	Average and should be adequate for effective performance.	7
FAIR:	Just acceptable and should meet minimum performance requirements.	6
UNSATISFACTORY:	Unacceptable. Insufficient for performance requirements	0-5

D. Total Available Technical Score

Rating	Possible Range
Technical Rating	0 - 170
Aboriginal Opportunities Consideration Rating	0 - 40
Total Technical Score	210

ANNEX "D" - INSURANCE REQUIREMENTS

1. Commercial General Liability Insurance

1. The Contractor must obtain Commercial General Liability Insurance, and maintain it in force throughout the duration of the Contract, in an amount usual for a contract of this nature, but for not less than \$2,000,000 per accident or occurrence and in the annual aggregate.
2. The Commercial General Liability policy must include the following:
 - a. **Additional Insured:** Canada is added as an additional insured, but only with respect to liability arising out of the Contractor's performance of the Contract. The interest of Canada should read as follows: Canada, as represented by Public Works and Government Services Canada.
 - b. **Bodily Injury and Property Damage** to third parties arising out of the operations of the Contractor.
 - c. **Products and Completed Operations:** Coverage for bodily injury or property damage arising out of goods or products manufactured, sold, handled, or distributed by the Contractor and/or arising out of operations that have been completed by the Contractor.
 - d. **Personal Injury:** While not limited to, the coverage must include Violation of Privacy, Libel and Slander, False Arrest, Detention or Imprisonment and Defamation of Character.
 - e. **Cross Liability/Separation of Insureds:** Without increasing the limit of liability, the policy must protect all insured parties to the full extent of coverage provided. Further, the policy must apply to each Insured in the same manner and to the same extent as if a separate policy had been issued to each.
 - f. **Blanket Contractual Liability:** The policy must, on a blanket basis or by specific reference to the Contract, extend to assumed liabilities with respect to contractual provisions.
 - g. **Employees** and, if applicable, Volunteers must be included as Additional Insured.
 - h. **Employers' Liability** (or confirmation that all employees are covered by Worker's compensation (WSIB) or similar program)
 - i. **Broad Form Property Damage** including Completed Operations: Expands the Property Damage coverage to include certain losses that would otherwise be excluded by the standard care, custody or control exclusion found in a standard policy.
 - j. **Notice of Cancellation:** The Insurer will endeavour to provide the Contracting Authority thirty (30) days written notice of policy cancellation.
 - k. If the policy is written on a claims-made basis, coverage must be in place for a period of at least 12 months after the completion or termination of the Contract.
 - l. **Owners' or Contractors' Protective Liability:** Covers the damages that the Contractor becomes legally obligated to pay arising out of the operations of a subcontractor.
 - m. **Non-Owned Automobile Liability** - Coverage for suits against the Contractor resulting from the use of hired or non-owned vehicles.
 - n. **Advertising Injury:** While not limited to, the endorsement must include coverage piracy or misappropriation of ideas, or infringement of copyright, trademark, title or slogan.
 - o. **Litigation Rights:** Pursuant to subsection 5(d) of the Department of Justice Act, S.C. 1993, c. J-2, s.1, if a suit is instituted for or against Canada which the Insurer would, but for this clause, have the right to pursue or defend on behalf of Canada

as an Additional Named Insured under the insurance policy, the Insurer must promptly contact the Attorney General of Canada to agree on the legal strategies by sending a letter, by registered mail or by courier, with an acknowledgement of receipt.

For the province of Quebec, send to:
Director Business Law Directorate,
Quebec Regional Office (Ottawa),
Department of Justice,
284 Wellington Street, Room SAT-6042,
Ottawa, Ontario, K1A 0H8

For other provinces and territories, send to:
Senior General Counsel,
Civil Litigation Section,
Department of Justice
234 Wellington Street, East Tower
Ottawa, Ontario K1A 0H8

A copy of the letter must be sent to the Contracting Authority. Canada reserves the right to co-defend any action brought against Canada. All expenses incurred by Canada to co-defend such actions will be at Canada's expense. If Canada decides to co-defend any action brought against it, and Canada does not agree to a proposed settlement agreed to by the Contractor's insurer and the plaintiff(s) that would result in the settlement or dismissal of the action against Canada, then Canada will be responsible to the Contractor's insurer for any difference between the proposed settlement amount and the amount finally awarded or paid to the plaintiffs (inclusive of costs and interest) on behalf of Canada.

2. Errors and Omissions Liability Insurance

1. The Contractor must obtain Errors and Omissions Liability (a.k.a. Professional Liability) insurance, and maintain it in force throughout the duration of the Contract, in an amount usual for a contract of this nature but for not less than \$1,000,000 per loss and in the annual aggregate, inclusive of defence costs.

2. If the policy is written on a claims-made basis, coverage must be in place for a period of at least 12 months after the completion or termination of the Contract.

3. The following endorsement must be included:

Notice of Cancellation: The Insurer will endeavour to provide the Contracting Authority thirty (30) days written notice of cancellation.

ANNEX "E" - ABORIGINAL OPPORTUNITIES CONSIDERATION

Compliance with the aboriginal opportunities consideration certification provided by the Consultant in its bid is a condition of the Agreement and subject to verification by Canada during the term of the Agreement in accordance with the requirements listed below.

1. Background

Aboriginal Affairs and Northern Development Canada (AANDC)'s mandate is to maximize Aboriginal employment, sub-contracting and on-the-job training opportunities and involve local, regional and Aboriginal citizens and businesses under agreement.

AANDC has requested this requirement includes Aboriginal Opportunities Consideration (AOC) for Supplies/Materials, Equipment and Services, on the job training, internal hiring for Aboriginal individuals or companies and Community development program for local and/or regional Aboriginal citizens.

2. Reporting

A summary of activities undertaken to meet commitments made as part of the Aboriginal Opportunities Considerations portion of the Consultant's proposal should be provided with each invoice. The following table is to be completed with supporting information (such as invoices, work logs, payroll receipts, etc.) by the consultant on a monthly basis.

	Total to Date	Aboriginal Content
Supplies/Materials, Equipment and Services procured for this agreement	<i>Value expended against this agreement to date</i>	<i>Value expended to Aboriginal Companies against this agreement to date</i>
Value of on-the job training and Apprenticeship programs for Aboriginal people under this agreement	<i>Value expended against this agreement to date</i>	<i>Value expended to Aboriginal people against this agreement to date</i>
Aboriginal opportunities for internal hiring	<i>Value expended against this agreement to date</i>	<i>Value expended to Aboriginal Companies against this agreement to date</i>
Delivery of community development programs for local and/or regional Aboriginal citizens	<i>Value expended against this agreement to date</i>	<i>Value expended to Aboriginal Companies against this agreement to date</i>

Solicitation No. - N° de l'invitation

EW702-141715/A

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

PWGSC

Amd. No. - N° de la modif.

File No. - N° du dossier

GMP-3-36115

Buyer ID - Id de l'acheteur

gmp008

CCC No./N° CCC - FMS No/ N° VME

ANNEX "G" - CALL-UP FORM (942)

See attached PDF.