



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

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

11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0A1 / Noyau 0A1
Gatineau, Québec K1A 0S5
Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in
right of Canada, in accordance with the terms and
conditions set out herein, referred to herein or attached
hereto, the goods, services, and construction listed
herein and on any attached sheets at the price(s) set
out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la
Reine du chef du Canada, aux conditions énoncées ou
incluses par référence dans la présente et aux annexes
ci-jointes, les biens, services et construction énumérés
ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

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

Issuing Office - Bureau de distribution
Science Procurement Directorate/Direction de
l'acquisition
de travaux scientifiques
11C1, Phase III
Place du Portage
11 Laurier St. / 11, rue Laurier
Gatineau, Québec K1A 0S5

Title-Sujet STRATEGIC COMMUNICATION SERVICES	
Solicitation No. - N° de l'invitation T8056-130101/A	Date 4 March 2014
Client Reference No. - N° de référence du client T8056-13-0101	
GETS Reference No. - N° de référence de SEAG PW-14-00622471	
File No. - N° de dossier 075ss.T8056-130101/A	CCC No./N° CC - FMS NO. / N° VME
Solicitation Closes - L'invitation prend fin at - à 2:00 PM on - le 2 April 2014	Time Zone Fuseau horaire Eastern Standard Time
F.O.B. - F.A.B Plant-Usine : <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: April Campbell	Buyer Id - Id de l'acheteur 075ss
Telephone No. - N° de téléphone 819-956-1111	FAX No. - N° de FAX 819-997-2229
Destination of Goods, Services and Construction: Destinations des biens, services et construction : <p style="text-align: center;">Specified Herein Précisé dans les présentes</p>	

**Instructions : See Herein
Instructions : voir aux présentes**

Delivery Required - Livraison exigée See Herein	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de telephone 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



PART 1 - GENERAL INFORMATION

1. Introduction

The bid solicitation document is divided into six parts plus attachments and annexes as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment and the Non-Disclosure Agreement form.

2. Summary

- (i) Transport Canada is seeking professional services in support of the regulatory Cooperation Council agreement between Canada and the United States which pledged to work together on enhancing the effectiveness and safety of child restraint systems. The required services are expected to result in a new design for labels on the correct installation of infant and booster child restraint systems and proper securing of the child in the seat;
- (ii) The services will be delivered to Transport Canada located in Ottawa, Ontario;
- (iii) The period of the contract will be from Contract Award date to October 30, 2014;
- (iv) Bidders must provide a complete list of names, or other related information as needed, pursuant to section 01 of Standard Instructions 2003. Furthermore, as determined by the Special Investigations Directorate, Departmental Oversight Branch, each individual named on the list may be requested to complete a Consent to a Criminal Record Verification form and related documentation. Consult 4.45 and 5.16 of the Supply Manual for more information.
- (v) This requirement is subject only to the Agreement on Internal Trade (AIT). The requirement is limited to Canadian goods and/or services.
- (vi) This requirement consists of strategic communication services which are excluded from the application of the NAFTA as per Annex 1001.1b-2, Section B, Class T and excluded from the application of the WTO-AGP under Appendix 1, Annex 4 as they are not one of the applicable commodities listed under these agreements.

3. Debriefings

After contract award, bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days of receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.



4. Communications

As a courtesy and in order to coordinate any public announcements pertaining to this contract, the Government of Canada requests that successful Bidders notify the Contracting Authority 5 days in advance of their intention to make public an announcement related to the recommendation of a contract award, or any information related to the contract. The Government of Canada retains the right to make primary contract announcements.

5. Conflict of Interest

The Work described herein and the deliverable items under any resulting Contract specifically exclude the development of any statement of work, evaluation criteria or any document related to a bid solicitation. The Contractor, its subcontractor(s) or any of their agent(s) directly or indirectly involved in the performance of the Work and/or in the production of the deliverables under any resulting Contract will not be precluded from bidding on any potential future bid solicitation related to the production or exploitation of any concept or prototype developed or delivered under any resulting Contract.



PART 2 - BIDDER INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation 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.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2013-06-01) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

2. Submission of Bids

Bids 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 bid solicitation.

3. Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than ten (10) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders 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 the Bidder do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

4. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, 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 bidders.

5. Improvement of Requirement During Solicitation Period

Should bidders consider that the specifications or Statement of Work contained in the bid solicitation could be improved technically or technologically, bidders are invited to make suggestions, in writing, to the Contracting Authority named in the bid solicitation. Bidders must clearly outline the suggested improvement as well as the reason for the suggestion. Suggestions that do not restrict the level of competition nor favour a particular bidder will be given consideration provided they are submitted to the Contracting Authority at least ten (10) days before the bid closing date. Canada will have the right to accept or reject any or all suggestions.



6. Basis for Canada's Ownership of Intellectual Property

Transport Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, on the following grounds: the main purpose of the contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination.

7. Maximum Funding

The maximum funding available, for the contract resulting from the bid solicitation is \$100,000.00, (including participant's incentives at a maximum value of \$2,400.00), applicable taxes extra. Bids valued in excess of \$100,000.00 will be considered non-responsive. This disclosure does not commit Canada to pay the maximum funding available.



PART 3 - BID PREPARATION INSTRUCTIONS

1. Bid Preparation Instructions

Canada requests that bidders provide their bid in separately bound sections as follows:

Section I: Technical Bid (4 hard copies).

Section II: Financial Bid (1 hard copy).

Section III: Certifications (1 hard copy)

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

Canada requests that bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper; and
- (b) use a numbering system that corresponds to the bid solicitation.

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, bidders should:

- (1) use 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, print double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

The technical bid should clearly address and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

1.1 Bidders must submit their financial bid in accordance with the following:

- (a) A firm, all inclusive price for the Work, in accordance with Part 2, Article 7, Maximum Funding. The total amount of Applicable Taxes is to be shown separately, if applicable. The information should be provided in accordance with Part 4, Article 1.2.2, Financial Bid Presentation Table.
- (b) Prices must be in Canadian funds, Canadian customs duties and excise taxes included, and Goods and Services Tax (GST) or Harmonized Sales Tax (HST) excluded. The Delivered Duty Paid (DDP) destination is Transport Canada located in Ottawa, Ontario.

For the purpose of the bid solicitation, bidders with an address in Canada are considered Canadian-based bidders.



1.1.1 Price Breakdown

Bidders are requested to detail the following elements for the performance of each task of the Work, as applicable:

- (a) Labour: For each individual and (or) labour category to be assigned to the Work, indicate:
 - i) the firm hourly rate, inclusive of overhead and profit; and
 - ii) the estimated number of hours.
- (b) Travel and Living Expenses: Indicate the number of trips and the number of days for each trip, the cost, destination and purpose of each journey, together with the basis of these costs which must not exceed the limits of the Treasury Board (TB) Travel Directive. With respect to the TB Directive, only the meal, private vehicle and incidental allowances specified in Appendices B, C and D of the Directive <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>, and the other provisions of the Directive referring to "travellers", rather than those referring to "employees", are applicable.
- (c) Other Direct Charges: Identify any other direct charges anticipated, such as rentals, and provide the pricing basis.
- (d) Applicable Taxes: Identify applicable taxes separately.

Section III : Certifications

Bidders must submit the certifications required under Part 5.



PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.

An evaluation team composed of representatives of Canada will evaluate the bids.

1.1 Technical Evaluation

Except where expressly provided otherwise, the experience described in the bid must be the experience of the Bidder itself (which includes the experience of any companies that formed the Bidder by way of a merger but does not include any experience acquired through a purchase of assets or an assignment of contract). The experience of the Bidder's affiliates (i.e. parent, subsidiary or sister corporations), will not be considered.

1.1.1 Mandatory Requirements

At time of bid closing, the Bidder must comply with the following mandatory requirements and provide the necessary documentation to support compliance. Any bid which fails to meet the following mandatory criteria will be declared non-responsive and will not be given further consideration. Each criterion should be addressed separately.

Mandatory Requirements			
Item	Description	Pass	Fail
M1	The Project Manager must possess a minimum of 5 years of experience managing research projects.		
M2	One of the Human Factors Specialist must possess a minimum of 5 years of experience in the field of human factors research, with at least one project relevant to human factor testing in vehicle safety.		
M3	The Graphic Designer must possess a minimum of 5 years of experience working as a Graphic Designer.		

1.1.2 Point Rated Criteria

The Bidder meeting the Mandatory Requirements will be scored against the Point Rated Criteria specified below. Points will be assigned based on the degree to which the information provided demonstrates the Bidder's capability to perform and successfully carry out the requirement described in this SOW. Bidders are advised to address the evaluation criteria in the order presented and in sufficient depth to allow proper evaluation.

Item	Description	Points
R1	Recruitment Strategy	7
R2	Work Breakdown Structure	20
R3	Collective Team Qualifications and Experience	44
	Total Available Points	71
	Minimum Required Score (65%)	46



Point Rated Criteria			
R1 Recruitment Strategy (Maximum available points: 7)			
Description	Scoring Methodology	Score	Cross Reference to Proposal
<p>The Bidder should detail the Recruitment Strategy that will be utilized to achieve and maintain the participation rate, excluding the incentive provided by Canada. Bidders should address:</p> <ul style="list-style-type: none"> a. Each activity that will be undertaken b. Explain the relevance of each activity to the Focus Testing and Installation Testing c. Explain how the minimum participation rate will be maintained throughout the project 	<ul style="list-style-type: none"> • 1 point for every detailed activity undertaken to recruit volunteers (to a maximum of 3 points) • 1 point for each for the relevance to the SOW of each individual activity (to a maximum of 3 points) • 0.5 points for maintaining a stable participation rate (to a maximum of 1 point) 		

Point Rated Criteria			
R2. Work Breakdown Structure (Maximum available points: 20)			Cross Reference to Proposal
Description	Scoring Methodology	Score	
<p>The Bidder should provide a work breakdown structure addressing the following items:</p> <ul style="list-style-type: none"> a. Major milestones b. Key tasks c. Allocation of proposed resources by role, task, and the associated level of effort d. Deliverables 	<p>The work breakdown structure will be scored based on how the Bidder will ensure the tasks and allocation of resources will meet the project delivery date. Items will be rated based on the following:</p> <ul style="list-style-type: none"> 0 unsatisfactory, information is unreasonable and unlikely to achieve the final delivery date 2.5 satisfactory, information is provided, and reasonable 5 exceeded, information is provided and strongly supports bidders ability to meet the delivery dates 	<ul style="list-style-type: none"> a. _____ b. _____ c. _____ d. _____ 	



Point Rated Criteria

R3 Collective Team Qualifications and Experience (Maximum available points: 44)

Identify the name / initials of the proposed resource in each category. Demonstrated experience must be supported by specific projects identified in the proposed resources' resume. For clarity, for each proposed resource, the page number of the resume should be identified. Marks allocated for education will represent the highest level of education achieved for each proposed resource. Bidders should identify all Categories of Work and Proposed Resources for the project. Additional Categories of Work and/or resources may be added, as appropriate.

Description		PM	HFS 1	HFS 2	GD	RA	CRSS	Total
Initials of Proposed Resource:								
a	Education – BA or BSc							
b	Education - MSc							
c	Demonstrated experience in project management							
d	Demonstrated experience with conducting literature reviews							
e	Demonstrated experience in obtaining IRB ethics approval							
f	Demonstrated experience with graphics design							
g	Demonstrated experience with child restraint systems							
h	Demonstrated experience with product safety labels and warnings.							
i	Demonstrated experience in undertaking focus group testing.							
j	Demonstrated experience in product usability testing and/ or behavioral observations							
k	Demonstrated experience with data reduction and descriptive and inferential statistical analyses							
TOTAL								
Scoring Methodology:					Legend:			
Points are awarded on the basis of total percentage of proposed resources that demonstrate the skill / experience. 1 to 25% of resources = 1 point 26 to 50% of resources = 2 points 51 to 75% of resources = 3 points 76 to 100% of resources = 4 points					HFS 1 HFS 2 GD RA CRSS PM		Human Factor Specialist 1 Human Factor Specialist 2 Graphic Designer Research Assistant Child Restraint System Specialist Project Manager	

1.2 Financial Evaluation

1.2.1 Evaluation of Price

The price of the bid will be evaluated in Canadian dollars, Applicable Taxes excluded, Delivered Duty Paid (DDP), Canadian customs duties and excise taxes included.



1.2.2 Financial Bid Presentation Table

Milestone No.	Deliverable	Firm Price	Estimated Delivery Date
1	Final Work Plan and Schedule	\$	5 days after Kick-Off meeting.
2	Literature Review Report	\$	
3	Label Design Prototypes	\$	
4	Ethics Approval / Consent Form	\$	
5	Recruitment of Participants	\$	
6	Focus Testing Materials	\$	
7	Focus Testing Report	\$	
8	Final Label Design	\$	
9	Installation Testing	\$	
10	Final Report	\$	Oct 30, 2014
	Total (Applicable Taxes Extra)	\$	

2. Basis of Selection - Highest Combined Rating of Technical Merit and Price

2.1 To be declared responsive, a bid must:

- (a) comply with all the requirements of the bid solicitation;
- (b) meet all mandatory criteria; and
- (c) obtain the required minimum of 46 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 71 points.

2.2 Bids not meeting (a) or (b) or (c) will be declared non-responsive.

2.3 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.

2.4 To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60%.

2.5 To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40%.

2.6 For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.



2.7 Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

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 135 and the lowest evaluated price is \$45,000 (45).*

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

	Bidder		
	Bidder 1	Bidder 2	Bidder 3
Overall Technical Score	115/135	89/135	92/135
Bid Evaluated Price	\$55,000.00	\$50,000.00	\$45,000.00
Technical Merit Score	$115/135 \times 60 = 51.11$	$89/135 \times 60 = 39.56$	$92/135 \times 60 = 40.89$
Pricing Score	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
Combined Rating	83.84	75.56	80.89
Overall Rating	1st	3rd	2nd



PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and documentation to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default, if any certification made by the Bidder is found to be untrue whether during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with this request will also render the bid non-responsive or will constitute a default under the Contract.

1. Mandatory Certifications Required Precedent to Contract Award

1.1 Code of Conduct and Certifications - Related documentation

By submitting a bid, the Bidder certifies that the Bidder and its affiliates are in compliance with the provisions as stated in Section 01 Code of Conduct and Certifications - Bid of Standard Instructions 2003. The related documentation therein required will assist Canada in confirming that the certifications are true.

1.2 Federal Contractors Program for Employment Equity - Bid Certification

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

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list at the time of contract award.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list during the period of the Contract.

2. Former Public Servant Certification

Contracts with former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts with FPS, bidders must provide the information required below.

Definitions

For the purposes of this clause,

"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, in the context of the fee abatement formula, 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 to the *Canada Pension Plan Act*, R.S., 1985, c. C-8.

Former Public Servant in Receipt of a Pension

Is the Bidder a FPS in receipt of a pension as defined above? YES () NO ()

If so, the Bidder must provide the following information:

- (a) name of former public servant;
- (b) date of termination of employment or retirement from the Public Service.

A contract for the services of a FPS who has been retired for less than one year and who is in receipt of a pension as defined above is subject to a fee reduction (abatement formula) as required by Treasury Board Policy.

Work Force Reduction Program

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of a work force reduction program? YES () NO ()

If so, the Bidder must provide the following information:

- (a) name of former public servant;
- (b) conditions of the lump sum payment incentive;
- (c) date of termination of employment;
- (d) amount of lump sum payment;
- (e) rate of pay on which lump sum payment is based;
- (f) period of lump sum payment including start date, end date and number of weeks;
- (g) number and amount (professional fees) of other contracts subject to the restrictions of a work force reduction program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including the Goods and Services Tax or Harmonized Sales Tax.

3. Additional Certifications Precedent to Contract Award

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



3.1 Canadian Content Certification

This procurement is limited to Canadian goods and Canadian services.

The Bidder certifies that:

- () a minimum of 80 percent of the total bid price consist of Canadian goods and Canadian services as defined in paragraph 5 of clause A3050T.

For more information on how to determine the Canadian content for a mix of goods, a mix of services or a mix of goods and services, consult Annex 3.6.(9), Example 2, of the Supply Manual. (<https://buyandsell.gc.ca/policy-and-guidelines/supply-manual/annex/3/6>)

3.2 SACC Manual clause A3050T (2010-01-11), Canadian Content Definition

3.3 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting 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 Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder 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 Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-responsive.

3.4 Education and Experience

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.

3.5 Language Capability

The Bidder certifies that it has the language capability required to perform the Work, as stipulated in the Statement of Work.

3.6 Certification

By submitting a bid, the Bidder certifies that the information submitted by the Bidder in response to the above requirements is accurate and complete.



PART 6 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

1. Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex A.

2. Standard Clauses and Conditions

All clauses and conditions identified in the Contract 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.

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 Contract

The period of the Contract is from date of Contract Award to October 30, 2014, inclusive.

4. Authorities

4.1 Contracting Authority

The Contracting Authority for the Contract is:

April Campbell
Public Works and Government Services Canada
Science Procurement Directorate
Place du Portage, Phase III, 11C1
11 Laurier Street
Gatineau, Quebec K1A 0S5

Telephone: 819-956-1111
Facsimile: 819-997-2229
E-mail address: april.campbell@tpsgc-pwgsc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

4.2 Technical Authority

The Technical Authority for the Contract is: (To be determined at contract award)

The Technical Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Technical Authority; however,



the Technical Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

4.3 Contractor's Representative

(To be determined at contract award)

5. Proactive Disclosure of Contracts with Former Public Servants (if applicable)

SACC Manual Clause A3025C (2013-03-21), Proactive Disclosure of Contracts with Former Public Servants

6. Payment

6.1 Basis of Payment

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid firm prices, as specified in Annex B for a cost of \$ _____ **(insert the amount at contract award)**, including incentive payments to participants. Customs duties are included, and Applicable Taxes are extra.

6.2 Limitation of Price

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

6.3 Method of Payment

6.3.1 Milestone Payments

1. Canada will make milestone payments in accordance with the Schedule of Milestones detailed in Annex B and the payment provisions of the Contract, up to 100 percent of the amount claimed and approved by Canada if:
 - (a) an accurate and complete claim for payment using form [PWGSC-TPSGC 1111](#), Claim for Progress Payment, and any other document required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
 - (b) the total amount for all milestone payments paid by Canada does not exceed 100 percent of the total amount to be paid under the Contract;
 - (c) all the certificates appearing on form [PWGSC-TPSGC 1111](#) have been signed by the respective authorized representatives;
 - (d) all work associated with the milestone and as applicable any deliverable required have been completed and accepted by Canada.

6.4 SACC Manual Clauses

A9117C (2007-11-30), T1204 - Direct Request by Customer Department



7. Invoicing Instructions - Milestone Payments

1. The Contractor must submit a claim for payment using form PWGSC-TPSGC 1111, Claim for Progress Payment.

Each claim must show:

- (a) all information required on form PWGSC-TPSGC 1111;
 - (b) all applicable information detailed under the section entitled "Invoice Submission" of the general conditions;
 - (c) the description and value of the milestone claimed as detailed in the Contract .
2. Goods and Services Tax (GST) or Harmonized Sales Tax (HST), as applicable, must be calculated on the total amount of the claim before the holdback is applied. At the time the holdback is claimed, there will be no GST/HST payable as it was claimed and payable under the previous claims for progress payments.
 3. The Contractor must prepare and certify an original claim on Form PWGSC-TPSGC 1111, and forward it to the Contracting Authority for certification in an electronic format to the electronic mail address identified under section entitled "Authorities" of the Contract. Adobe Reader (.pdf) format is acceptable. The Contracting Authority will then forward the certified claim, in an electronic format, to the Technical Authority for appropriate certification after inspection and acceptance of the Work takes place, and onward submission to the Payment Office for the remaining certification and payment.
 4. The Contractor must not submit claims until all work identified in this claim is completed.

8. Certifications

8.1 Compliance

Compliance with the certifications and related documentation provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the entire contract period. If the Contractor does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

- 8.2 SACC Manual Clause A3060C (2008-05-12) Canadian Content Certification.

9. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in _____ **(to be inserted at contract award)**.

10. 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 Articles of Agreement;
- (b) the general conditions 2040 (2013-06-27), General Conditions – Higher Complexity - Services;
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;



(e) the Contractor's bid dated _____ **(to be inserted at contract award)**.

11. Foreign Nationals (Canadian Contractor)

SACC Manual clause A2000C (2006-06-16), Foreign Nationals (Canadian Contractor)

12. Insurance

SACC Manual clause G1005C (2008-05-12), Insurance



ANNEX A STATEMENT OF WORK

CHILD RESTRAINT SYSTEM (CRS), LABEL DESIGN AND TESTING

1. INTRODUCTION

Transport Canada, under the *Motor Vehicle Safety Act*, establishes safety regulations for the manufacture and importation of motor vehicles and motor vehicle equipment to reduce the risk of death, injury and damage to property and the environment. This includes equipment for use in the safe restraint of children in vehicles. Transport Canada develops and enforces regulations for the manufacturing and importation of child car seats, raises awareness and shares information on the selection and appropriate use of child seats, investigates public complaints related to child seats, and conducts research to identify risk areas that can be addressed through enhancements to education or regulation.

In Canada, motor vehicle collisions continue to be the leading cause of accidental death for children under 5 years of age (Statistics Canada, 2009). When used properly, Child Restraints Systems (CRS) can significantly reduce the risk of injury in collisions. It is evident from the literature that a considerable amount of research has investigated the design of product labels and warnings. Significant research has been undertaken individually on design and on performance; however, there is little investigation of the two components in a single study. A CRS can be designed with the utmost regard to safety, however, if it is not properly installed within a vehicle or if a child is not properly secured with the restraint, the degree of safety and protection provided by the CRS decreases significantly.

As part of the Regulatory Cooperation Council (RCC) agreement, Canada and the United States have pledged to work together on auto safety issues and child restraint systems. Transport Canada has been reviewing child restraint labels to determine if the effectiveness for users can be improved. The National Highway Traffic Safety Administration (NHTSA) has also been reviewing child restraint labels. Transport Canada's review is to consider various forms of misuse, improve alignment between the two countries, and explore methods to deal with the language needs of the two countries.

2. BACKGROUND

There have been a number of government funded studies into CRS label design and installation performance in Canada and the United States. CRS misuse can be categorized into two broad categories:

- 1) incorrect installation of the CRS to the vehicle; and,
- 2) incorrect securing of the child to the CRS.

A study was conducted by Rudin-Brown et al., (2002, see 10. Relevant Information) to assess the effectiveness of different label designs on user's child seat installation performance for both forward and rear-facing child seats using anthropomorphic test devices. The authors found that, overall, the label based on human factors principles and guidelines resulted in higher usability ratings and better task performance. The results from the 2002 study made several recommendations for CRS label design.

Issues still exist with CRS misuse. There is a need to examine this issue again in the context of CRS label design and how labels with fewer words and more effective graphics might be help to reduce misuse.

3. OBJECTIVE

The goal of this Contract is to provide guidance on label designs, to assist the regulatory process for labels affixed to child restraint systems.



There are two main objectives for this project:

- 3.1 To design new prototype labels to best aid users in installing infant and booster child restraint systems into a vehicle and properly securing the child within the seat.
- 3.2 To conduct focus group testing and installation testing that will evaluate the performance of newly designed labels.

4. TASKS

The Contractor must attend a Kick Off meeting with the Technical Authority to address any outstanding issues and review, clarify, and/or make minor adjustments to the work plan and schedule, as appropriate. The meeting may be in person at the Technical Authorities facility, or via teleconference. The Contractor must provide a final copy of the work plan and schedule within 5 business days of the Kick-Off Meeting.

The Work will be conducted in eight Tasks:

Task 4.1	Literature Review
Task 4.2	Label Design
Task 4.3	Ethics Approval
Task 4.4	Recruitment of Participants
Task 4.5	Focus Testing
Task 4.6	Final Label Design
Task 4.7	Installation Testing
Task 4.8	Reports

4.1 Literature Review

The Contractor must conduct a literature search of relevant research papers in the area of human factors of warning label design and CRS installation. The results of the literature search must be used to guide the label design.

The Contractor must review the labels on popular models of convertible CRS and booster seats to identify best practices and to select representative seats for the purposes of comparison. They must also identify a set of labels that are minimally compliant to the Canadian and United States motor vehicle safety standards (CMVSS/FMVSS 213). A report detailing the results of the literature review is to be provided to the Technical Authority, including any research that they will be used to support the label design task.

4.2 Label Design

The Contractor must design a minimum of two labels each for the CRS in a) forward position; b) rear facing position; and, c) the booster seat; for a total of at six labels. The prototype labels will be initially designed based on input from the latest research, guidelines and best practices. The prototype labels should be designed to help avoid higher risk CRS misuses (e.g., choosing the correct stage of restraint, incorrect belt routing, absence of top tether, loose installation and loose harnesses). The prototype labels do not need to comply with current safety standards.

The Contractor must provide a minimum of two subject matter experts in the area of product safety label design and one subject matter expert in CRS safety. The experts will participate in the design of the labels by providing advice and suggestions throughout the design process. The initial six prototype labels will be revised based on advice from the Technical Authority. The Technical Authority will provide comments on the prototype labels within 5 business days of receipt. The prototype labels must undergo a minimum of two design iterations each be approved by the Technical Authority prior to the Focus Testing.



4.3 Ethics Review

The Contractor must obtain Institutional Review Board (IRB) approval for research involving human subjects and provide the Technical Authority with a copy of the approval reflecting the final Study Design. A Consent Form must be developed and used by the Contractor to document the participant's informed consent prior to their participation.

<http://www.pre.ethics.gc.ca/eng/policy-politique/initiatives/tcps2-eptc2/Default/>

4.4 Recruitment of Participants

A minimum of 60 participants must be recruited for both the Focus Testing and the Installation Testing.

For the Focus Testing, a minimum of 12 participants will evenly divided across the groups by gender (male to female) and be between 20 to 40 years of age. The participants from the Focus Testing must not be used again for the Installation Testing.

For the Installation Testing, a minimum of 48 participants must be recruited and must meet the following criteria:

- A ratio of experience to inexperienced of 2:1 in installing a CRS infant and/or booster seat;
- Be evenly divided by gender (male to female)
- Reflect an age range of 20 to 39 years versus 40 and older

As a means of recognizing participants Transport Canada will allocate an incentive of up to \$40.00 / participant, who complete the CRS Focus Testing or Installation testing, to a maximum of \$2,400.

4.5 Focus Testing

The 12 participants will be divided into two groups of six, with each group focussing on all of the labels (3 minimally compliant labels on seats and the approved prototype labels). Both groups will be provided with some background information and short 15-minute tutorial on proper CRS use and the most common and risky types of CRS misuse. The focus group testing will last for a minimum of 90 minutes, not including the initial tutorial.

The Contractor must provide the draft materials to quantitatively assess the results of the Focus Testing to the Technical Authority for review and approval. The Technical Authority may provide comments, recommendations or request revisions to the material. The Contractor must address the input from the Technical Authority and make changes prior to undertaking the Testing, as appropriate.

The Technical Authority may be present to unobtrusively observe the Focus and Installation Testing.

The Contractor must provide an Interim Report detailing the results of the Focus Testing to the Technical Authority within 10 business days of the conclusion of the testing.

4.6 Final Label Design

Following the Focus Testing, a final set of three draft labels must be designed based on the results of the testing; one for each type of restraint (forward facing CRS, rear facing CRS, and booster seat). The Contractor must submit all three draft labels and a brief description of each label and explain the recommended designs to the Technical Authority for review. The Technical Authority will provide comments on the three draft labels within 5 business days. The labels will be revised based on these



comments and submitted to the Technical Authority for approval within 10 business days. The resulting three final labels will then be used in the Installation Testing at 4.7.

4.7 Installation Testing

Complete test data on a minimum of forty-eight (48) participants is required with:

- A) the Label condition being a between subject variable and;
- B) the seat type (CRS and booster) being within subjects variable.

There must be a minimum of twenty-four (24) participants using the 3 minimally compliant labels and twenty-four (24) with the 3 final newly designed labels. Each participant will install the 6-month, 18-month and 6-year old child anthropomorphic test devices. The order of installation must be counterbalanced.

The study will focus on the higher risk misuses (e.g., choosing the correct stage of restraint, incorrect belt routing, absence of top tether, loose installation and loose harnesses). The Contractor must follow the test procedures that were used in Rudin-Brown, Greenley, Barone, Armstrong, Salway, and Norris (2002; section 4.4 Procedure). However, for the purposes of this study, the CRSs and booster seats will be installed in the rear of a 2014 model family vehicle. The choice of vehicle is to be approved by the Technical Authority.

An Observer will take ratings on a Task Checklist during the CRS and booster seat installations to rate, performance, identify errors and make comments. The Contractor must provide video camera(s) with audio to capture each installation and record the participants' think aloud commentary.

Upon completion of each trial, the Contractor must make certain that participants complete a Subjective Questionnaire that assesses how easy they found each task to complete. At the same time, an observer must measure and record all CRS and child anthropomorphic test device installation errors using an Evaluation Checklist and the associated severity ratings. After both trials, participants must complete an additional subjective task-based usability questionnaire to rate overall label usability.

The Contractor is to provide necessary equipment and research facilities. The Contractor is responsible for obtaining the following materials for the purposes of this research project:

- Child seats (CRS and booster)
- 2014 Model Vehicle(s) for installing the seats
- Video camera(s)
- Questionnaires and Checklists
- Measurement equipment

4.8 REPORTS

4.8.1 Technical Environment

All interim, draft and final material must be provided in electronic format only. One electronic copy of all final documents shall be delivered in Microsoft Office (Word, Excel, Powerpoint).

4.8.2 Draft Report

The Contractor must provide to the Technical Authority a draft report that includes all elements of the approach and methodology and the results of the literature review and both testing components. The Report is to include, at a minimum, the following:

- Executive Summary



- Introduction
- Background
- Objectives
- Method
- Results
- Discussions
- References
- Appendices providing source material

The Draft Report must be provided to the Technical Authority in electronic format for review and comments. The Technical Authority will provide a written response addressing any issues, recommendations, within 10 business days

4.8.3 Final Report

The Contractor is to address the comments received on the draft report from the Technical Authority and prepare a final report..

5. PROGRESS REPORTING

The Contractor must provide written and oral progress reports at the request of the Technical Authority or his/her designated representative(s).

In addition to the submission of all deliverables and fulfillment of obligations specified herein, it is the responsibility of the Contractor to facilitate and maintain regular communication with the Department. Communication is defined as all reasonable efforts to inform the Technical Authority of plans, decisions, proposed approaches, implementation, and results of work, to ensure that the project is progressing well and in accordance with expectations. Communication may include: phone calls, electronic mail, faxes, mailings, and meetings. In addition, the Contractor is to immediately notify the Technical Authority of any issues, problems, or areas of concern in relation to any work completed under the contract, as they arise.

6. DEPARTMENTAL SUPPORT

The Technical Authority will be responsible for providing as required direction and guidance to the Contractor, and accepting and approving Contractor deliverables on behalf of the department. Additionally, as required for the completion of the work, the Project Authority will:

- a) Ensure that appropriate subject matter experts and stakeholders from within the department are available to the Contractor, as required, to provide input, answer questions, evaluate deliverables and participate in meetings;
- b) Provide available reference and supporting documentation to the Contractor;
- c) Review and provide comments on draft reports and all submitted deliverables;
- d) Provide contact information and facilitate access to stakeholders, as required, for the completion of the work; and,
- f) Provide the Contractor with other as-required assistance to enable the Contractor to proceed on schedule with the completion of assigned deliverables.



7. GOVERNMENT FURNISHED EQUIPMENT

The Technical Authority will provide the following materials to the Contractor:

6-month, 18-month and 6-year old Child anthropomorphic test devices (ATDs)

8. LANGUAGE

The Work may be conducted in either official language, however all communication between the Contractor and the Technical Authority must be in English.

9. DELIVERABLES

The deliverables outlined below must be submitted to the Technical Authority for review and acceptance of the work completed. All Reports and document versions must be provided in electronic format only. Electronic copies of all Reports must be delivered in the following format (as appropriate to their form): Microsoft Excel, Microsoft Word either via e-mail or on a USB stick.

The Work may be conducted in either official language, however all deliverables must be submitted in English to the Technical Authority.

ITEM	DELIVERABLES	DATE OF DELIVERY
1	Final Work Plan and Schedule	5 days after Kick-off meeting
2	Literature Review Report	
3	Label Design Prototypes	
4	Ethics Approval / Consent Form	
5	Recruitment of Participants	
6	Focus Testing Materials	
7	Focus Testing Report	
8	Final Label Design	
9	Installation Testing	
10	Final Report	Oct 30, 2014
	Total	



10. RELEVANT INFORMATION

10.1 Laws and Regulations

The laws and regulations of Canada and the United States are considered applicable to the work stated herein and include, but are not limited to, the following:

Canadian Motor Vehicle Safety Act <http://laws-lois.justice.gc.ca/eng/acts/m-10.01/>

US Federal Motor Vehicle Safety Standard (FMVSS) 213. Standard No. 213; Child restraint systems.
<http://www.ecfr.gov/cgi-bin/text-idx?SID=7201c01a821453f58bfefd53d9c13178&node=49:6.1.2.3.37.2.7.48&rgn=div8>

Canadian Motor Vehicle Safety Standard (CMVSS) 213 – Child Restraint Systems
<http://www.tc.gc.ca/eng/acts-regulations/regulations-sor2010-90.htm>

10.2 Studies

Rudin-Brown CM, Greenley M, Barone A, Armstrong J, Salway A, Norris B. (2002) *Behavioural evaluation of child restraint system (CRS) label/ warning effectiveness*. Transport Canada publication No. TP13987-E, July. <http://www.tc.gc.ca/eng/motorvehiclesafety/tp-tp13987-menu-150.htm#report>:

Statistics Canada (2009). Mortality, Summary List of Causes 2009. Catalogue no. 84F0209X.
<http://www.statcan.gc.ca/pub/84f0209x/84f0209x2009000-eng.htm>



ANNEX B BASIS OF PAYMENT

(At contract award, prices will be inserted from Attachment 1, Financial Bid Presentation Sheet)

The Contractor will be paid the following firm amounts upon the Technical Authority's review and acceptance of all deliverables for each milestone:

Milestone	Deliverable	Firm Price	Est. Delivery Date
1	Final Work Plan and Schedule	\$	5 days after Kick-Off meeting.
2	Literature Review Report	\$	
3	Label Design Prototypes	\$	
4	Ethics Approval / Consent Form	\$	
5	Recruitment of Participants (Include \$2,400.00 incentive)	\$	
6	Focus Testing Materials	\$	
7	Focus Testing Report	\$	
8	Final Label Design	\$	
9	Installation Testing	\$	
10	Final Report	\$	Oct. 30, 2014
	Total	\$	

Total all-inclusive Firm Price \$ _____
(Applicable Taxes Extra)