



**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

Proposal to: **Statistics Canada**
Propositions aux: **Statistique 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 or attached hereto, the supplies and services listed herein or on any attached sheets at the price(s) set out therefore.

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 articles et les services énumérés ici et sur toute feuille ci-annexée, au(x) prix indiqué(s).

Date of Solicitation – Date de l’invitation: July 14, 2014	
Address inquiries to – Adresser toute demande de renseignements à: david.brazeau@statcan.gc.ca	
Area code and Telephone No. Code régional et N° de téléphone 613-951-4163	Facsimile No. N° de télécopieur
Send proposals to: Statistics Canada MACS – Bids Receiving Distribution Centre Attn : David Brazeau Room 0702, Main Building 150 Tunney’s Pasture Driveway Ottawa ON K1A0T6 Solicitation # 1920-0009766	Envoyer les propositions à : Statistique Canada SMC – Réception des soumissions Centre de distribution Attn : David Brazeau Immeuble Principal, pièce 0702 150, prom. Du Pré-Tunney Ottawa ON K1A 0T6 DP No. 1920-0009766

Instructions :
Municipal taxes are not applicable.

Unless otherwise specified herein by the Crown, all prices quotes are to be net prices in Canadian funds including Canadian customs duties, excise taxes, and are to be F.O.B., including all delivery charges to destination(s) as indicated. The amount of the Goods and Services Tax is to be shown as a separate item.

Instructions:
Les taxes municipales ne s’appliquent pas.

Sauf indication contraire, énoncée par la Couronne, dans les présentes, tous les prix indiqués sont des prix nets, en dollars canadiens, comprenant les droits de douane canadiens, la taxe d’accise et doivent être F.A.B., y compris tous frais de livraison à la (aux) destination(s) indiquée(s). La somme de la taxe sur les produits et services devra être un article particulier.

Solicitation No – N° de l’invitation : 1920-0009766
Solicitation closes – L’invitation prend fin At – à : 14:00 heures (Eastern Standard time / Heure avancée de l’est) On – le : August 13, 2014

Name and title of person authorized to sign on behalf of vendor (type or print) – Nom et titre de la personne autorisée à signer au nom du fournisseur (caractère d’impression).
Name – Nom :
Title – Titre :

Vendor Name and Address – Raison sociale et adresse du fournisseur	
Facsimile No – N° de télécopieur :	
Telephone No – N° de téléphone :	
Signature	Date



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PART 1 - GENERAL INFORMATION

1. Introduction

The bid solicitation 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 Task Authorization Form.

2. Summary

Statistics Canada requires the provision of a full range of graphic, web and exhibit and display design services on an “as and when required basis”.

The scope of the services, covered by this contract, is detailed in attached Annex “A” – Statement of Work.

The period of the contract is for one (1) year following contract award.

The requirement is subject to the provisions of the Agreement on Internal Trade (AIT).

Bidders 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 bid solicitation.

Statistics Canada anticipates awarding a contract to the three (3) responsive Bidders with the lowest evaluated price per point.

3. Debriefings

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.



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 (2014-06-26) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: sixty (60) days

Insert: ninety (90) days

2. Submission of Bids

Bids must be submitted only to Statistics Canada (Statcan) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by facsimile to Statcan 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 awarded to FPS, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

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 Bidder a FPS in receipt of a pension? Yes () No ()

If so, the Bidder must provide the following information, for all FPS in receipt of a pension, as applicable:

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

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? 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 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 - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than five (5) 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 question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.



5. Applicable Laws

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



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;
- (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) (<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 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 Bid

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly 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 Basis of Payment in Annex "B". The total amount of Applicable Taxes must be shown separately.

Section III: Certifications

Bidders must submit the certifications required under Part 5.



PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

1.1 Technical Evaluation

Mandatory and point rated technical evaluation criteria are included in Annex "D".

1.2 Financial Evaluation

1.2.1 Mandatory Financial Criteria

SACC Manual Clause A0220T (2014-06-26), Evaluation of Price

2. Basis of Selection

To be declared responsive, a bid must:

- a) comply with all the requirements of the bid solicitation;
- b) meet all mandatory technical evaluation criteria; and
- c) achieve a minimum overall score of 75% on the point-rated technical evaluation criteria.

Bids not meeting (a) or (b) or (c) will be declared non-responsive. Neither the responsive bid that receives the highest number of points nor the one that proposed the lowest price will necessarily be accepted. The three (3) responsive bids with the lowest evaluated price per point will be recommended for award of a contract.



PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and associated information 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 in carrying out any of its obligations under the Contract, if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, 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 and to cooperate with any request or requirement imposed by the Contracting Authority may render the bid non-responsive or constitute a default under the Contract.

1. Certifications Required Precedent to Contract Award

1.1 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" list (http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml) available from [Employment and Social Development Canada \(ESDC\) - 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.



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".

1.1 Task Authorization

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

1.1.1 Task Authorization Process

Task Authorization:

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

As more than one contract has been awarded for this requirement, the first request to perform a task will be sent to the first ranked contractor (the contractor having received the lowest price-per-point score). If that contractor confirms in writing that it is unable to perform the task as a result of previous commitments under a TA, the request to perform a task will then be forwarded to the contractor ranked second. This process will continue until the task can be performed by another contractor. If no contractor can perform the task, Canada reserves the right to acquire the required Work by other means. A contractor may advise the Project Authority and the Contracting Authority in writing that it is unable to carry out additional tasks as a result of previous commitments under a TA and no request to perform a task will be sent to that contractor until that contractor has given notice in writing to the Project Authority and the Contracting Authority that it is available to perform additional tasks.

Following the first TA, additional TAs will be sent to Contractors in a manner that ensures proper rotation between the Contractors and ensures equal distribution of the work amongst the Contractors. An exception to this distribution will be made when the requirement is for follow-on work or when a specific Contractor's style/experience is required.

Task Authorization Process:

1. The Project Authority will provide the Contractor with a description of the task using the Task Authorization" form specified in Annex "D".
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis(bases) and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority, within two (2) calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

1.1.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$ 7,500.00, Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Contracting Authority before issuance.

1.1.3 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause,

"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and

"Minimum Contract Value" means 2.5%.

2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

1.1.4 Periodic Usage Reports - Contracts with Task Authorizations

The Contractor must compile and maintain records on its provision of services to the federal government under authorized Task Authorizations issued under the Contract.

The Contractor must provide this data in accordance with the reporting requirements detailed below. If some data is not available, the reason must be indicated. If services are not provided during a given period, the Contractor must still provide a "nil" report.

The data must be submitted on a quarterly to the Contracting Authority.

The quarterly 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; and
- 4th quarter: January 1 to March 31.

The data must be submitted to the Contracting Authority no later than ten (10) calendar days after the end of the reporting period.

Reporting Requirement- Details

A detailed and current record of all authorized tasks must be kept for each contract with a task authorization process. This record must contain:



For each authorized task:

- i. the authorized task number or task revision number(s);
- ii. a title or a brief description of each authorized task;
- iii. the total estimated cost specified in the authorized Task Authorization (TA) of each task, exclusive of Applicable Taxes;
- iv. the total amount, exclusive of Applicable Taxes, expended to date against each authorized task;
- v. the start and completion date for each authorized task; and
- vi. the active status of each authorized task, as applicable.

For all authorized tasks:

- i. the amount (exclusive of Applicable Taxes) specified in the contract (as last amended, as applicable) as Canada's total liability to the contractor for all authorized TAs; and
- ii. the total amount, exclusive of Applicable Taxes, expended to date against all authorized TAs.

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 (2014-06-26), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

3. Security Requirement

There is no security requirement applicable to this Contract.

4. Term of Contract

4.1 Period of the Contract

The period of the Contract is from date of Contract to _____ inclusive (period of one year, *to be completed at contract award*).

4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) additional one (1) year periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least thirty (30) calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.



5. Authorities

5.1 Contracting Authority

The Contracting Authority for the Contract is:

David Brazeau
Coordinator, Materiel and Contract Services
Statistics Canada
Corporate Support Services Division
150 Tunney's Pasture Driveway
Ottawa ON

Telephone: 613-951-4163
E-mail address: david.brazeau@statcan.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.

5.2 Project Authority (to be identified at contract award)

The Project Authority for the Contract is:

Name:
Title:
Organization:
Address:

Telephone:
Facsimile:
E-mail address:

The Project 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 Project Authority; however, the Project 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.

5.3 Contractor's Representative (to be completed with bid)

Primary Contact:

Name:
Title:
Telephone:
Email:

Back-up Contact:

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. Payment

7.1 Basis of Payment – Limitation of Expenditure – Task Authorizations

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment Annex “B”, to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are included and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

7.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$ _____ (insert amount at contract award), Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Contracting Authority before issuance.

7.3 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ _____. Customs duties are excluded and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - a. when it is 75 percent committed, or
 - b. four (4) months before the contract expiry date, or
 - c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,

whichever comes first.



4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

7.4 Single Payment

SACC *Manual* clause H1000C (2008-05-12) Single Payment

7.5 Discretionary Audit

SACC *Manual* clause C0100C (2010-01-11) Discretionary Audit – Commercial Goods and/or Services

7.6 Time Verification

SACC *Manual* clause C0711C (2008-05-12) Time Verification

8. 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 release document and any other documents as specified in the Contract;
- c. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
- d. a copy of the monthly progress report.

2. Invoices must be distributed as follows:

- a. The original and one (1) copy must be forwarded to the following address for certification and payment.

Financial and Administrative Services Division (FASD)

RH Coats Building, Finance Counter (RHC 6L)
100 Tunney's Pasture Driveway, Ottawa, ON K1A 0T6
Financecounter@statcan.gc.ca

- b. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

9. Certifications

9.1 Compliance

The continuous compliance with the certifications provided by the Contractor in its bid and the ongoing cooperation in providing associated information are conditions of the Contract. Certifications are subject to verification by Canada during the entire period of the Contract. If the Contractor does not comply with any certification, fails to provide the associated information, 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.



9.2 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "FCP Limited Eligibility to Bid" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

10. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

11. 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 2035 (2014-06-26) General Conditions – Higher Complexity - Services;
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) the signed Task Authorizations (including all of its annexes, if any);
- (f) the Contractor's bid dated_____.

12. Insurance

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

13. Author's Alterations

SACC *Manual* clause P1009C (2007-11-30) Author's Alterations

14. Dispute Resolution Services

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1 (1) of *the Department of Public Works and Government Services Act* will, on request, and consent of the parties, to participate in an alternative dispute resolution process to resolve any dispute between the parties respecting the interpretation or application of a term and condition of this contract and their consent to bear the cost of such process, provide to the parties a proposal for an alternative dispute resolution process to resolve their dispute. The Office of the procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by e-mail at boa.opo@boa.opo.gc.ca.

15. Contract Administration

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1 (1) of *the Department of Public Works and Government Services Act* will review a complaint filed by (*the supplier or the contractor or the name of the entity awarded this contract*) respecting administration of this contract if the requirements of Subsection 22.2 (1) of the *Department of Public Works and Government Services Act* and Sections 15 and 16 of the *Procurement Ombudsman Regulations* have been met, and the interpretation and application of the terms and conditions and the scope of the work of this contract are not in dispute. The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by e-mail at boa.opo@boa.opo.gc.ca.



ANNEX "A" - STATEMENT OF WORK

1. Overview

To provide a full range of graphic, Web, and display-design services on an 'as and when requested' basis.

2. Scope of work

To provide design services for print, electronic media, training materials, web pages, and displays on an 'as and when requested' basis. The contractor will adhere to federal policies, guidelines, programs and practices in communications and publishing, as referenced in the federal Communications Policy.

Graphic design

Graphic design is the art and profession of rendering visual communications that combine images, words, and ideas to convey information in a way that produces a specific reaction from an audience.

Web design

Web design is the art and profession of planning and creating websites. It encompasses several different facets, including technical development, webpage layout, content production, and visual design,

Display design

Display design is the art and profession of developing a concept design to be used for official department functions (primarily internal, but some external), although only for events related to government business.

2.1 Products

The contractor will provide a full range of design services for print and electronic media (including Internet and intranet), as well as training products, displays, production art, and non-technical illustration services to meet the publishing needs (and other communications needs) of Statistics Canada.

The most common types of work will be the design and layout of a variety of publication-quality, graphic-design products that will include the following:

- magazines, periodicals, newsletters, etc.
- brochures and pamphlets
- business/calling cards
- bookmarks
- posters
- reports, assessments and policy documents
- books and inserts
- maps, graphs, tables
- certificates and awards
- cartoons
- illustrations and images (produced in black and white, especially mixed colours or four-colour process)
- informational kits (kit folders with inserts, etc.)
- conference support materials
- electronic media, including Internet/intranet design and graphics, PDFs, e-bulletins, e-newsletters, overhead presentations, etc.



- minimal animation, such as Flash for web pages, as a part of the graphic design (this does not include animation for a full-feature video)
- exhibits and displays
- training/e-learning products
- visual identifiers (corporate look and feel)
- infographics
- signs and banners

The contractor will be provided with details for each requirement on a project-by-project basis by the identified user.

2.2 Services

The contractor will provide the following creative services for products, as required by the project authority: task-authorization instructions, draft or rough mock-ups, marked-up printed copies, photographs, digitized electronic media or other material, as supplied. Any or all of the services may be required for each project.

2.2.1 Creative consultation

The contractor will offer consultation, brainstorming, and research services related to the development of the concept and creative/graphics, Web, e-learning and animation (i.e., Flash) design.

Consultation services may be required in person at the business location of the project authority, or by video conference (for those who have video conferencing equipment), in person at the premises of the contractor, or by teleconference. The purpose of these consultations will be to develop or present creative ideas, as specified by the project authority for each project.

The contractor may need to be available for face-to-face meetings as required, to discuss a project.

2.2.2 Project management for creative services

The contractor will coordinate and oversee all aspects of the design work to its completion. Hourly rates include all aspects of design management, including research related to the development of the concept, quality assurance of all work completed by the contractor, production coordination, project scheduling and tracking, client and contractor liaising, meetings and design presentations, as required.

The contractor will be required to

- provide project management services of all assigned projects, from the concept development and creative design stages to completion of final files
- provide status reports for works in process as required by the project authority
- manage the workflow and budget throughout the process, to ensure that each project stays on time and on budget.

2.2.3 Concept development, art direction and creative design

The contractor will provide creative examination and concept development services for each design that will be developed or brand that will be updated.

The contractor may be required to do the following:

- Develop the design and provide two acceptable design concepts based on consultation with the project authority for each project unless otherwise requested by the project authority. These designs must meet the requirements of the Federal Identity Program, federal multiculturalism and official languages. The chosen design out of the two concepts provided to the project authority will become property of the Crown.
- Provide art direction to designers to ensure a high-quality product in keeping with the approved concept and design.

2.2.4 Design rendering

Based on creative consultation, the contractor may be asked to create visual recordings of the developed concept and of the design interpretations. The contractor may be required to do any of the following:

- Design preliminary design thumbnails (either electronic or hard copy) for approval as required.
- Design black and white sketches as required.
- Prepare charts, graphs, tables and similar 'graphic' items.
- Create images or scan supplied photos for print or electronic media using web-safe colour pallets and formats as required.
- Retouch supplied photographs or images as required.
- Revise the selected concept to produce a final design for approval (changes after this point will be considered author's alterations).
- Prepare and provide comprehensive colour mock-ups of all design proposals and their subsequent revisions either in hard copy or PDF, as per instructions from the project authority.
- Develop sample 'pages'/storyboarding for electronic applications.
- Design web pages, templates and icons.
- Illustrate or retouch on the computer.
- Design animation and Flash.
- Design, create or modify PDF files (including PDF/X).
- Produce master CDs or DVDs, which can include PDF files, splash pages/start-up screens, graphic user interfaces and menu pages, for navigation purposes.
- Test for accessibility and web page optimization on various browsers and screen resolutions.
- Tag metadata in HTML.
- Convert files from word-processing software.
- Convert documents to HTML, or from HTML to text format (i.e., Microsoft Word and WordPerfect) as required.
- Create Web-ready art that includes ASP coding and HTML coding, as required.
- Provide graphic design for training and e-learning products.
- Provide graphic design for displays and exhibits.
- Complete print specifications for solicitation and contracting purposes as required.

2.2.5 Creative illustration

The contractor may be required to provide creative illustration services including, but not limited to, the following:

- line illustrations, continuous-tone illustrations
- electronic or hard copy image thumbnails (for approval), black and white sketches or full comprehensive illustrations
- final production files of illustrations

The project authority will indicate the size of each creative (non-technical) illustration.

The contractor will observe the requirements and instructions applicable to line illustrations, continuous-tone photographs and continuous-tone illustrations.

2.2.6 Typography/text layout as a part of the graphic design

The contractor will be responsible for the design and selection of the typography for written matter using a combination of typefaces, point sizes, line length, leading (line spacing) and letter spacing, as required, for the graphic design or illustration and page layout. The contractor will be expected to

- Prepare the typographic design/text layout.
- Provide crisp and sharp type, and conform to current standards of the trade. Ensure that type styles and typefaces are in accordance with the Statistics Canada's requirements.
- Convert and format the supplied text.
- Provide page proofs.

2.2.7 Inscriptions/calligraphy

- The contractor will provide calligraphy services.
- The project authority will specify inscriptions for certificates, diplomas or other documents.

2.2.8 Layout and production

This process combines all the elements, up to the final stage, which will be used by the project authority, the printer, the producer of exhibits and displays or the web master when producing the final product. The contractor may be required to complete the final layout, including the following:

- Translate electronic text files between programs.
- Remove or correct formatting errors in the contractor's own work.
- Convert/format supplied text.
- Remove or correct formatting errors in client-supplied text, as required by the project authority.
- Prepare typographic elements as part of the design and layout of supplied text, as required. All text will be of a suitable resolution based on current industry standards for the media and the trade.
- Lay out text or images to the final format.
- Import charts, graphs and tables for inclusion in the layout, as required.
- Import images (illustrative, photographic, etc.) for inclusion in the layout.
- Resolve design issues as they arise during the layout.
- Key in changes or corrections to text or images.
- Prepare final electronic artwork for production.



3. Quality assurance

The contractor will initiate any quality control procedures that may be necessary to achieve error-free components including, but not limited to, the following:

- quality assurance of the design services and the final design product
- quality assurance to ensure successful functionality and transfer of a Web design to various departmental environments
- quality assurance of changes to client-supplied typographic elements, including word breaks in English and French and text reflow
- proofreads of all keyed-in changes or corrections the contractor performed on client-supplied text
- proofreads of client-supplied text or changes to text, including word breaks in English and French, punctuation, verification of typographical errors, as required by the project authority
- review of all changes or corrections to images.

4. Final design product—final files for print, electronic media, and exhibits displays

The contractor will provide final artwork for a wide range of print products, electronic media and displays.

The final design product will be supplied to the project authority as final electronic artwork on the specified media. Final error-free, camera-ready hard copy boards may be required for line illustrations or continuous-tone illustrations as specified by the project authority.

Final electronic artwork and laser proofs will be produced as follows:

- Artwork will be set according to printer or electronic/web master specifications or as specified by the project authority.
- The contractor will return all completed work and all related files (i.e., layered or native files, text files, electronic files, graphics, and images) as well as the output proofs. These files will be supplied on current electronic media such as CDs or as specified by the project authority.
- Information sheets containing the proper information on software, versions, fonts, colours, graphics, scanned images, etc., will be supplied with the electronic media.
- Special instructions, including trapping, spreading, and choking information, will be provided with the electronic media.
- Scanned images will be supplied on the specified media and all other electronic sources required to proceed.
- All final deliverables destined for websites must be created and compiled using industry-standard software packages and must be ready for posting to a web server.
- Sets of files for posting on websites must be accompanied by a specifications form that includes a file directory listing all folders and files included and identifying which file serves as the home page, the development software (including version number) used to create the web pages and any other information necessary to ensure correct appearance and functionality after posting. (The contractor must provide at no extra charge the source files used for the creation of text and graphics that appear in the files for posting on websites).
- All illustrations and photographs will be in place in final files.
- Filename extensions must be properly updated in all layouts and must include appropriate extensions (i.e., filename.eps, filename.qxd).
- Final files for displays created in Illustrator must be embedded and saved as an .eps as opposed to an .ai file. Convert fonts to outlines on all vector artwork.
- All logos for final files for exhibits/displays must be supplied as EPS vector files and not raster files such as Photoshop .eps, .jpeg, .gif or .tiff.



- Instructions indicating the dominant and secondary colour for any duotones will be indicated on the electronic media or laser proof, or resolved in final form within the electronic files.
- A laser proof (output from a laser printer, laser-image setter or equivalent) will be supplied with the electronic media identifying all particulars of production.
- Laser copies produced to indicate the position of illustrations will be clearly marked "for position only" or in French "positionnement seulement".
- Colour divisions will be provided and clearly demonstrated on laser proofs, and approved by the client.
- All sets of files for electronic media must be accompanied by colour laser proofs demonstrating the on-screen appearance of the final product.
- The contractor may be required to store an electronic version of original materials developed under a task authorization, and will maintain an inventory of such materials. Ownership of the material, and copyright of the materials, will always be vested in Statistics Canada.

5. Material supplied

Material supplied by the project authority for any of the creative services may be supplied to the contractor in the form of handwritten instructions, drafts or rough sketches, printed specimens with changes indicated, typewritten manuscript, photographs, blueprints, HTML, PDFs, photocopies or electronic media. Copy languages supplied for each task authorization will usually be in English or French, but may be in any other language required for the project. Proofreading of languages other than English or French is not required under this contract.

6. Software

Statistics Canada typically uses the following software:

- PC-based
- Mac-based
- Microsoft Suite
- Adobe Creative Suite
- WordPerfect
- Lotus Suite

7. Photographs

The project authority will supply all photographic imagery to the contractor in either hard copy (slide, print or transparency) or as electronic files. The contractor will be responsible for acquiring or preparing electronic files of the hard-copy imagery to a suitable quality for final use (high- or low-resolution scans, as required by the project authority), unless otherwise authorized by the project authority. The contractor may be required to retouch photographs. The contractor may also be required to occasionally purchase photography from commercial image banks. The contractor is responsible for ensuring that the image usage follows all of the image bank's copyright regulations.

8. Author's alterations

The author's alterations or any alteration to the design or illustrative matter, as requested by the project authority, is not a correction to the contractor's own work. The author's alterations will be directed only in writing by the project authority, and will be completed at Statistics Canada's expense.

9. Components of the work and components return

- All projects should be delivered in an environmentally responsible manner, to the greatest extent possible.
- The contractor will deliver all completed projects, together with all draft material, as specified by the project authority, once the requirements under a task authorization have been completed.
- All original material supplied or created (artwork, electronic media, and photographs) during production, for any creative requirements, is deemed to be the property of Statistics Canada, and must be returned to the project authority identified in the task authorization within five working days after the request has been received and at no additional cost to Statistics Canada.
- Components must be packaged appropriately and shipped in a manner to ensure safe delivery at the specified destination. Secondary packaging should be reduced, reusable, or recyclable, whenever possible.
- Components include any electronic files that the contractor may be holding as parts of a task authorization. Invoice payments applicable to the specific task authorization may be withheld until final electronic files are received. The contractor must provide the files on appropriate media such as CD and DVD, as requested. The use of reusable electronic devices is preferable, whenever possible.

10. Service standards—response time and initial meeting

10.1 Regular service

- The contractor must respond to the project authority, upon notification of any regular service requirement, within 24 business hours.

10.2 Urgent service

- The contractor will be expected to respond to the project authority, upon notification of any urgent service requirement, within four business hours.

11. Considerations

11.1 Contractor's responsibilities

The project authority will sign off on all final proofs, unless otherwise specified. The contractor will be responsible for the quality of the electronic media supplied to the project authority for use by the printer, web master or producer of exhibits and displays, and is responsible for any costs related to problems associated with file preparation. The contractor will be responsible for any errors in components they have produced. Errors are to be corrected by the contractor at no cost to Statistics Canada. Major errors will result in the job being immediately rejected. All rejected work will be returned to the contractor for correction at the contractor's expense.

11.2 Design considerations

All final graphic design materials produced must respect all applicable Government of Canada and departmental policies, standards, guidelines and regulations. All graphic design materials produced should display the Federal Identity Program, the Canada word mark, and the corporate colours. Use of these marks is governed by Government of Canada guidelines available at http://www.tbs-sct.gc.ca/fip-pcim/index_e.asp.

All electronic products should reflect the Common Look and Feel (CLF) guidelines published in the Treasury Board Secretariat's Communications Policy available at <http://www.tbs-sct.gc.ca/communications/index-eng.asp>.



Publishing Policies and Publications are available at <http://www.tbs-sct.gc.ca/communications/gp-ge-goc-eng.asp>

All final deliverables destined for the Internet must be coded and compiled in a manner compliant with the Government of Canada's Common Look and Feel 2.0 for the Internet standards, and must use only the Web-safe colours, as specified in the Government of Canada's Common Look and Feel 2.0 for the Internet standards available at <http://www.tbs-sct.gc.ca/clf-nsi/default.asp>.

11.3 End-product considerations (where possible)

Where the contractor is involved in the recommendation or specification of printing requirements, the following standards will be adhered to:

- The Government of Canada requires that vegetable-based inks be specified whenever possible.
- The Government of Canada requires that paper stocks conforming to the following be specified whenever possible: The Government of Canada uses only paper stocks considered environmentally preferable. Selection of these papers is based on factors such as sustainable development, life-cycle management or forest management. For this contract, papers from manufacturers certified under the Environmental Choice Program, or who are using fibre originating from a sustainably-managed forest certified to a third-party verified forest certification standard such as the Forestry Stewardship Council, Sustainable Forestry Initiative or the Canadian Standards Association Sustainable Forest Management Standard will be acceptable for completion of the work.
- The quality of work will be specified in the printing specifications as either informational or library, in accordance with the latest issues of Public Works and Government Services Canada publications entitled *Quality Levels for Printing* or *Quality Levels for Colour Reproduction*.

12. Quality standards for graphic services

- Contractors must produce work of professional quality and use only material that will result in a final product of the quality level ordered by the project authority. Specifications provided by the project authority must be adhered to. Only a top-quality level of work will be acceptable. All electronic artwork produced must meet generally accepted federal government standards for printing, colour reproduction, typesetting and binding.
- For the creative graphic and preparation of the non-technical illustrations, all work must meet current standards of the trade and must meet the requirements of the project authority.
- The project authority may stipulate additional quality assurance requirements, as needed. These will be stipulated in the task authorization/contract, and must be adhered to.

13. Shipping

All shipments will be free on-board destination to the addresses specified in each task authorization.

14. Environmental considerations

All non-electronic correspondence and deliverables should be certified as originating from a sustainably-managed forest or with a minimum of 30% recycled content and processed chlorine free, whenever possible. Double-sided photocopying will be the default unless otherwise specified by the project or contracting authority. Photocopied documents are to be in black and white format unless otherwise specified.

The contractor is encouraged to provide proofs for client review, as well as approval, either on-screen or by email, CD, DVD or zip file, wherever possible.



ANNEX "B" - BASIS OF PAYMENT

All prices are in Canadian dollars, GST/HST extra, FOB job site.

Professional Services

The Contractor will be paid a firm all inclusive rate in Canadian dollars, GST/HST extra if applicable for design services provided to the Project Authority identified in any Task Authorization.

The rates charged for professional services are all-inclusive. The rates are to include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting only GST and HST if applicable. All expenses normally incurred in providing the services (i.e. project office space [including the Contractor's hardware and software], routine art materials [pens, pencils, paper, etc.], word processing, reports, photocopying, courier and telephone charges, local travel and the like) are included in the rates identified herein, and will not be permitted as direct charges under any Task Authorization.

The Contractor is subject to the Applicable Laws as outlined in article 13 of the resulting Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

Straight Time - defined as eight (8) consecutive hours of work performed between the hours of 7:00 a.m. and 5:00 p.m, Monday through Friday.

Overtime - defined as hours outside of the Straight Time hours identified above, including Statutory Holidays. The Contractor must obtain prior approval from the Project Authority prior to the performance of any overtime work. Canada is not liable for overtime charges that are not pre-authorized by the Project Authority.

Should overtime work be required and authorized, the rates stated herein will be increased by 50%.

Travel and Living Expenses

The Contractor 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 Treasury Board Travel Directive (http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/TBM_113/td-dv_e.asp), and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

With respect to Modules 2, 3, and 4 of the Directive, meals will be reimbursed based on receipts up to a maximum of the daily allowances specified in Appendix C or D of the Directive, as applicable. If receipts are unavailable, the Contractor may sign a Declaration in order to receive reimbursement.

Note: The Contractor is not an employee of Canada and as such, is not eligible for any Government of Canada employee benefits as they pertain to the Treasury Board Travel Directive, or otherwise.

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

All payments are subject to Government Audit.

Material Mark-up

The following materials may be charged for at the rate of net cost, plus a 10% mark-up to cover overhead and profit, with the written approval of the Project Authority:



- 3-D models in any medium (ie. clay);
- Storyboards;
- Full-size hard-copy mock-ups;
- Re-touched hard-copy photographs.

BIDDERS MUST ENTER THEIR PRICES ON THE MS EXCEL SPREADSHEET PUBLISHED ON THE GOVERNMENT ELECTRONIC TENDERING SERVICE (<https://buyandsell.gc.ca/procurement-data/tenders>) AND RETURN IT ON CD/DVD ALONG WITH A PRINT OUT OF THE COMPLETED ANNEX "B" BASIS OF PAYMENT WITH THEIR BID.



ANNEX "C" - TASK AUTHORIZATION FORM

TASK AUTHORIZATION			
Contractor:		Contract Number:	
Task Number:		Date:	
Financial Coding:		Commitment:	
TA Request (For completion by Technical Authority)			
Description of Services Required as per Statement of Work			
Anticipated Delivery Date			
TA Proposal			
Estimated Cost of Services			
Category of Service to be provided (as identified in Annex B – Basis of Payment of the Contract)	Price	EstiLevel of Effort (in hours)	Extended Cost
	\$		\$
GST/HST			\$
Total Estimated Cost			\$
TA Signing Approval			
5. Signing Authorities			
Name, Title and Signature of Individual Authorized to Sign on Behalf of Contractor			Date
Name, Title and Signature of Individual Authorized to Sign on Behalf of Statistics Canada (Project Authority)			Date
Name, Title and Signature of Individual Authorized to Sign on Behalf of Statistics Canada (Contracting Authority)			Date

TA Proposal



Name of Contractor:			
Category of Service to be provided (as identified in Annex B – Basis of Payment of the Contract)	Rate	Level of Effort (in hours)	Extended Cost
	\$		\$
	\$		\$
	\$		\$
	\$		\$
Total Services Cost			
Material (if applicable)	Laid Down Cost	Mark up %	
	\$	%	\$
	\$	%	\$
	\$	%	\$
Total Services and Material Cost			\$
Sub-Total			\$
GST/HST			\$
Total Estimated Cost			\$
TA Signing Approval			
Name, Title and Signature of Individual Authorized to Sign on Behalf of Contractor			Date
Name, Title and Signature of Individual Authorized to Sign on Behalf of Statistics Canada (Project Authority)			Date
Name, Title and Signature of Individual Authorized to Sign on Behalf of Statistics Canada (Contracting Authority)			Date



ANNEX “D” - TECHNICAL EVALUATION CRITERIA

MANDATORY REQUIREMENTS

M1 Mandatory Evaluation Criteria

M1 Mandatory Criteria	Pass / Fail	Mandatory
<p>M1. The Bidder must have a minimum of five (5) years of experience, within the past eight (8) years, in developing bilingual (English and French) promotional, communications, and direct or Web marketing materials (e.g., brochures, flyers, posters, pamphlets, bookmarks, postcards, banner ads, email, etc.) for Canadian public sector organizations*.</p> <p>The Bidder must have been under contract to provide services to at least three (3) different** organizations.</p> <p>To demonstrate experience, the Bidder must provide the following information:</p> <ul style="list-style-type: none"> a) A list of projects valued at \$5,000 and over, for each public sector organization; b) A description of each project including scope, target audience, and final outputs; c) The start and end dates of each project; and d) The client information (name, name of organization, contact information). <p><i>*“Canadian public sector organizations” is defined as any federal government department or agency, Agent of Parliament, provincial department or agency, or municipal government.</i></p> <p><i>** Organizations are considered different if they are not within the same department or are from different levels of government. Branches or sections within a department or agency are NOT considered different organizations.</i></p>		<p>Mandatory (if not provided, no further evaluation)</p>
<p>M2. The Bidder must provide one (1) sample each of two (2) projects completed for different Canadian federal government clients, which demonstrate compliance with the following:</p> <ul style="list-style-type: none"> a) Federal Identity Program (FIP) b) Official Languages Act c) Canadian Multiculturalism Act <p>Sample projects must be provided in hard copy (paper copy) and will not be returned to the Bidder. Sample projects must be accompanied by a brief description (no more than 250 words) of how the project is deemed to meet the aforementioned requirements.</p>		<p>Mandatory (if not provided, no further evaluation)</p>



RATED EVALUATION CRITERIA

R1 Methodology

R1.1 Methodology - Communication	Score	Maximum Points
<p>0 points: No description provided.</p> <p>1 point: The description provided is not complete. Information is missing for one (1) or more of the following elements:</p> <ul style="list-style-type: none"> • how the Bidder can be contacted; • the Bidder’s standard hours of operation; • the Bidder’s availability for after-hours communications. <p>2 points: The description is complete. The information provided demonstrates any of the following:</p> <ul style="list-style-type: none"> • the Bidder can be contacted by telephone or by email only; • the Bidder’s standard hours of operation; • the Bidder can be contacted outside standard hours of operation. <p>3 points: The description is complete. The information provided demonstrates all of the following:</p> <ul style="list-style-type: none"> • the Bidder can be contacted by telephone or by email only; • the Bidder’s standard hours of operation; • the Bidder can be contacted outside standard hours of operation. 		3
R1.2 Methodology – Project kick-off	Score	Maximum Points
<p>0 points: No description provided.</p> <p>1 point: The description provided is not complete. Information is missing for one (1) or more of the following elements:</p> <ul style="list-style-type: none"> • the Bidder’s methodology for reviewing requirements with both client and production staff involved in project; • the Bidder’s methodology for devising work schedule to meet deadlines; • the Bidder’s methodology for selecting acceptable design concepts to be presented to client. <p>2 points: The description is complete. The information provided demonstrates any of the following:</p> <ul style="list-style-type: none"> • the Bidder’s methodology for reviewing requirements with both client and production staff involved in project; • the Bidder’s methodology for devising work schedule to meet deadlines; • the Bidder’s methodology for selecting acceptable design concepts to be presented to client. <p>3 points: The description is complete. The information provided demonstrates all of the following:</p> <ul style="list-style-type: none"> • the Bidder’s methodology for reviewing requirements with both client and production staff involved in project; • the Bidder’s methodology for devising work schedule to meet deadlines; • the Bidder’s methodology for selecting acceptable design concepts to be presented to client. 		3



R1.3 Methodology - Proofing	Score	Maximum Points
<p>0 points: No description provided.</p> <p>1 point: The description provided is not complete. Information is missing for one (1) or more of the following elements:</p> <ul style="list-style-type: none"> • the Bidder's capacity to provide electronic proofs in PDF format; • the Bidder's capacity to provide proofs in paper format; • a description of the Bidder's approval documentation submitted with proofs. <p>2 points: The description is complete. The information provided demonstrates any of the following:</p> <ul style="list-style-type: none"> • the Bidder has the capacity to provide electronic proofs in PDF format; • the Bidder has the capacity to provide proofs in paper format; • the Bidder describes the approval documentation submitted with proofs. <p>3 points: The description is complete. The information provided demonstrates that all of the following:</p> <ul style="list-style-type: none"> • the Bidder has the capacity to provide electronic proofs in PDF format; • the Bidder has the capacity to provide proofs in paper format; • the Bidder describes the approval documentation submitted with proofs. <p>4 points: The description is complete. All of the requirements for 3 points are satisfied and</p> <ul style="list-style-type: none"> • the Bidder hosts or uses a service that hosts an electronic portal to view digital proofs in any file format. 		4
R1.4 Methodology – Changes or author's alterations	Score	Maximum Points
<p>0 points: No description provided.</p> <p>1 point: The description provided is not complete. Information is missing for one (1) or more of the following elements:</p> <ul style="list-style-type: none"> • the Bidder's methodology for capturing/recording changes requested by client; • the Bidder's methodology for tracking project versions/iterations; • the Bidder's methodology for ensuring quality assurance of changes and author's alterations. <p>2 points: The description is complete. The information provided demonstrates any of the following:</p> <ul style="list-style-type: none"> • the Bidder's methodology for capturing/recording changes requested by client; • the Bidder's methodology for tracking project versions/iterations; • the Bidder's methodology for ensuring quality assurance of changes and author's alterations. <p>3 points: The description is complete. The information provided demonstrates all of the following:</p> <ul style="list-style-type: none"> • the Bidder's methodology for capturing/recording changes requested by client; • the Bidder's methodology for tracking project versions/iterations; • the Bidder's methodology for ensuring quality assurance of changes and author's alterations. 		3



R1.5 Methodology – Submission of final artwork	Score	Maximum Points
<p>0 points: No description provided.</p> <p>1 point: The description provided is not complete. Information is missing for one (1) or more of the following elements:</p> <ul style="list-style-type: none">• the Bidder's methodology for performing a final review of project against original specifications and author's alterations;• the Bidder's methodology for preparing and verifying final files as per client specifications;• the Bidder's methodology for obtaining final approval and/or acceptance of delivered project. <p>2 points: The description is complete. The information provided demonstrates any of the following:</p> <ul style="list-style-type: none">• the Bidder's methodology for performing a final review of project against original specifications and author's alterations;• the Bidder's methodology for preparing and verifying final files as per client specifications;• the Bidder's methodology for obtaining final approval and/or acceptance of delivered project. <p>3 points: The description is complete. The information provided demonstrates all of the following:</p> <ul style="list-style-type: none">• the Bidder's methodology for performing a final review of project against original specifications and author's alterations;• the Bidder's methodology for preparing and verifying final files as per client specifications;• the Bidder's methodology for obtaining final approval and/or acceptance of delivered project.		3
Total score for R1:		16



CORPORATE PROFICIENCY EVALUATION

R2 Corporate Proficiency

R2.1 Art Direction – Experience and Qualifications	Score	Maximum Points
Person responsible for art direction		
<p>0 points: No description provided.</p> <p>1 point: The description does not clearly demonstrate who within the Bidder's organization is responsible for art direction.</p> <p>2 points: The description clearly demonstrates that only ONE (1) person within the Bidder's organization is responsible for art direction.</p> <p>3 points: The description clearly demonstrates that MORE THAN ONE person within the Bidder's organization is responsible for art direction.</p>		3
Experience of person responsible for art direction		
<p>0 points: No description provided.</p> <p>1 point: The description does not clearly demonstrate the experience held by the person responsible for art direction.</p> <p>2 points: The description clearly demonstrates that ONE (1) person responsible for art direction has no less than five (5) years of experience in providing art direction in a graphic design context.</p> <p>3 points: The description clearly demonstrates that ONE (1) person responsible for art direction has no less than eight (8) years of experience in providing art direction in a graphic design context.</p> <p>4 points: The description clearly demonstrates that MORE THAN ONE person responsible for art direction has no less than eight (8) years of experience in providing art direction in a graphic design context.</p>		4
Education of the person responsible for art direction		
<p>0 points: No description provided.</p> <p>1 point: The description does not clearly demonstrate the education held by the person responsible for art direction.</p> <p>2 points: The description clearly demonstrates that ONE (1) person responsible for art direction has completed academic training in the field of graphic design.</p> <p>3 points: The description clearly demonstrates that MORE THAN ONE person responsible for art direction has completed academic training in the field of graphic design.</p>		3
R2.1 Designer – Experience	Score	Maximum Points
Number of graphic designers/resources		
<p>0 points: No description provided.</p> <p>1 point: The description does not clearly demonstrate the number of resources within the Bidder's organization who perform graphic design.</p> <p>2 points: The description clearly demonstrates that only ONE (1) person within the Bidder's organization performs graphic design.</p> <p>3 points: The description clearly demonstrates that TWO (2) to FOUR (4) people within the Bidder's organization perform graphic design.</p> <p>4 points: The description clearly demonstrates that FIVE (5) or more people within the Bidder's organization perform graphic design.</p> <p>5 points: The description clearly demonstrates that FIVE (5) or more people within the Bidder's organization perform graphic design, with at least ONE (1) designer specializing in Web design.</p>		5



Experience of graphic designers/resources		
<p>0 points: No description provided.</p> <p>1 point: The description does not clearly demonstrate the experience held by the person(s) responsible for graphic design.</p> <p>2 points: The description clearly demonstrates that ONE (1) person responsible for graphic design has no less than five (5) years of experience in providing such services.</p> <p>3 points: The description clearly demonstrates that TWO (2) people responsible for graphic design have no less than five (5) years of experience in providing such services.</p> <p>4 points: The description clearly demonstrates that THREE (3) or more people responsible for graphic design have no less than five (5) years of experience in providing such services.</p> <p>5 points: The description clearly demonstrates that THREE (3) or more people responsible for graphic design have no less than five (5) years of experience in providing such services AND that ONE (1) person has ten (10) or more years of experience.</p>		5
Education of graphic designers/resources		
<p>0 points: No description provided.</p> <p>1 point: The description does not clearly demonstrate the education held by the graphic designer or the graphic design team.</p> <p>2 points: The description clearly demonstrates that ONE (1) person responsible for graphic design has completed academic training in the field of graphic design.</p> <p>3 points: The description clearly demonstrates that MORE THAN ONE (1) person responsible for graphic design has completed academic training in the field of graphic design.</p> <p>4 points: The description clearly demonstrates that MORE THAN ONE (1) person responsible for graphic design has completed academic training in the field of graphic design and that ONE (1) person has completed academic training in the field of Web design.</p>		4
Total score for R2:		23



ENVIRONMENTAL INITIATIVES EVALUATION

R3 Environmental Initiatives

R3 Environmental Initiatives	Score	Maximum Points
<p>0 points: No description provided OR the description provided does not demonstrate that the Bidder has implemented a corporate environmental initiative.</p> <p>1 point: The description does not clearly demonstrate that the Bidder has implemented a corporate environmental initiative. Clarification is required.</p> <p>2 points: The description clearly demonstrates that the Bidder has implemented a corporate environmental initiative. The description provides details on the initiative, including but not limited to ONE (1) of the following: use of energy-efficient lighting, participation in a recycling program, promotion of carpooling, or other similar initiatives.</p> <p>3 points: The description clearly demonstrates that the Bidder has implemented a corporate environmental initiative. The description provides details on the initiative, including but not limited to TWO (2) of the following: use of energy-efficient lighting, participation in a recycling program, promotion of carpooling, or other similar initiatives.</p> <p>4 points: The description clearly demonstrates that the Bidder has implemented a corporate environmental initiative. It also demonstrates that the Bidder holds a third-party certification, such as ISO 14001, EcoLogo, EnergyStart, Green Seal, EnerGuide, or another verifiable certification. For a maximum number of points, a copy of the certification must accompany the bid.</p>		4
Total score for R3:		4

TOTAL TECHNICAL EVALUATION SCORES

Total Score (R1 + R2 + R3):	/43	(minimum pass mark 30/43)
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PORTFOLIO EVALUATION

R4 Portfolio evaluation

Bidders are required to submit five (5) portfolio pieces in hard copy. Of the five (5) pieces, three (3) must be from Canadian federal government departments/agencies/commissions/boards, EXCLUDING Statistics Canada, and two (2) must be from private sector clients outside the Bidder's own organization. Each piece must be accompanied by a description, no longer than one page, which provides information on the following:

- a) Client
- b) Intended audience
- c) Budget
- d) Parameters/constraints

Each piece will be evaluated for the following:

1) Appropriateness

- Does the design serve the purpose?
- Does the design reflect the client's identity?
- Is the design appropriate to the client?

2) Composition

- Does the design follow the principles of alignment, proximity, repetition and contrast?
- Does the design present one or more focal points that attract the eye?
- Does the design present information in a structured hierarchy?
- Does the design have visual interest to engage the viewer?

3) Typography/text

- Does the design represent textual components in a neat and organized manner, including columns, paragraphs, text boxes and data tables?
- Are the text passages in the design readable?
- Are the typefaces used in the design appropriate?
- Does the design use a variety of type styles to create highlights and textual focal points?

4) Colour

- Is the chosen colour palette pleasing and unified?
- Do the colours used create an appropriate mood that reflects the purpose of the piece?
- Is there sufficient contrast between the text and the background for maximum readability?



RATING SCALE

Rating scale: A score of 1 is least favourable and 5 is most favourable.

Portfolio Piece No. 1 2 3 4 or 5		Description:
Appropriateness	Score	Comments
Does the design serve the purpose?	1 2 3 4 5	
Does the design reflect the client's identity?	1 2 3 4 5	
Is the design appropriate to the client?	1 2 3 4 5	
Composition		
Does the design follow the principles of alignment, proximity, repetition and contrast?	1 2 3 4 5	
Does the design present one or more focal points that attract the eye?	1 2 3 4 5	
Does the design present information in a structured hierarchy?	1 2 3 4 5	
Does the design have visual interest to engage the viewer?	1 2 3 4 5	



Typography/text		
Does the design represent textual components in a neat and organized manner, including columns, paragraphs, text boxes and data tables?	1 2 3 4 5	
Are the text passages in the design readable?	1 2 3 4 5	
Are the typefaces used in the design appropriate?	1 2 3 4 5	
Does the design use a variety of type styles to create highlights and textual focal points?	1 2 3 4 5	
Colour		
Is the chosen colour palette pleasing and unified?	1 2 3 4 5	
Do the colours used create an appropriate mood that reflects the purpose of the piece?	1 2 3 4 5	
Is there sufficient contrast between the text and the background for maximum readability?	1 2 3 4 5	
TOTAL PORTFOLIO EVALUATION SCORE		/ 70 Minimum pass mark is 49/70



Total Score, R1 + R2 + R3:	/43	(minimum pass mark 30/43)
Total Score, R4:	/70	(minimum pass mark 49/70)
		/113