



**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 Amendment – Date de la modification: July 28, 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



AMENDMENT 003

The purpose of this amendment is to:

- Advise Bidders of Questions and Answers
- Modify the evaluation criteria

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Question 7

How many companies are you looking to have listed/accepted for this standing offer/agreement?

Answer 7:

As per Part 4 – Evaluation Procedures and Basis of Selection, 2. Basis of Selection:

“The three (3) responsive bids with the lowest evaluated price per point will be recommended for award of a contract.”

Question 8:

Is it possible to present portfolio pieces made for Crown corporations, such as national public institutions (eg. National Gallery of Canada, Canadian History Museum, Canadian War Museum, Canadian Museum of Nature, etc.) and Canadian government agencies (eg:.. CSA)?

Answer 8:

Submissions from Crown Corporations are acceptable.

As per M1:

“Canadian public sector organizations” is defined as any federal government department or agency, Agent of Parliament, provincial department or agency, or municipal government.

***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.*

Question 9:

Under "R4 Portfolio Assessment", it is mentioned that "Bidders must provide a portfolio of five (5) works in paper format." What do you mean by "paper"? "Would you like a montage of photos (hard copy) showing the portfolio components or the finished products ?

Answer 9:

The submissions must be in paper format and must not be a montage.

Question 10:

We are communicating with you to provide you with a recommendation to amend the tender. In the spirit of collaboration, we hope that you can get a larger number of bidders and find the best business partners for your needs. Believing this recommendation is in your best interest, we hope it will be considered by Statistics Canada:



Expand *the* examples of projects for different clients (criterion M2 p.32) and 3 "public" projects portfolio assessment (part 1 criterion R4 p.40)

You asked bidders agencies to provide two (2) examples of projects for different clients of the Government of Canada (criterion M2) and provide three (3) examples of work that has been made for ministries, agencies, boards or commission in the federal government, excluding Statistics Canada and governments or municipal and provincial agencies (criterion R4).

We recommend that you expand the scope of evaluation of these two (2) criteria to accept examples of projects developed for "Canadian public sector organizations" as defined in criterion M1.

Answer 10:

No changes to evaluation criteria.

Question 11:

In Section 1.1.3 the document discusses a minimum work guarantee and a maximum and minimum contract value. Can you tell me what the maximum contract value is as that appears to be covered in section 7.3 but the value is blank.

Answer 11:

The value of the contract will be identified upon award of contract.

Question 12:

In the statement of work you outline a requirement for graphic design, web design and display design. In both the mandatory and rated sections of the bid samples are required in hard copy only. Are we able to supply prints of the concepts/artwork or photos of the finished product for display design as well as printed copies of web pages for web design. Are these hard copies suitable as these items were never printed or do all of the samples we submit need to have been printed?

Answer 12:

Yes, the materials need to have been printed and samples of those to be provided.

Question 13:

M1 asks for a list and details for projects completed by us valued at over \$5,000.00 for each public sector client. In the past 8 years we have done many jobs for many clients that fit this criteria. How many are required and from how many different clients to satisfy this mandatory requirement?

Answer 13:

This is simply a list of clients' names, start and end dates of each project and a brief description of the scope or project. It is not required to write a resume of each of the entries.

Question 14:

Can the same resources be used as Art Director and Senior Graphic Designer?

Answer 14:

These need to be two (2) different people.



Question 15:

There appears to be a price per point penalty for firms with less than 2 art directors, 5 or more designers, project managers and support staff as smaller firms are not able to get all of the available points in the rated requirements. Are you looking for the larger agencies only to award contracts to?

Answer 15:

No change to evaluation criteria.

Question 16:

Under section R4-Portfolio evaluation, is one copy per project enough? Otherwise, how many are required?

Answer 16:

The bidder should supply four (4) hardcopies for each of the five (5) portfolio pieces submitted.

Question 17:

R2.1 Designer - Experience, are we able to supplement the number of graphic designers/resources with freelance designers, so as to reach five or more people, thus qualifying for 5 points?

Answer 17:

In order to attain full marks, the bidder is required to demonstrate that their organization includes the required amount of employees as stated in R2.1 Designer–Experience.

Question 18:

M1: Following up to Addendum 002, the answer is vague in regard to the amount of projects that we should list. It would be nice to have quantitative tags for this because we believe it is unnecessary to make a list of 60 projects because of point b) that requires a little more research on each project.

Ex: For each organization describe a minimum of three (3) and a maximum of five (5) projects of \$ 5,000 or more.

The total project must demonstrate that it provides this service for a minimum of five (5) years. Between 2006 and 2014. This is a suggestion.

Answer 18:

The bidder must provide no less than 6 projects per organization, with a maximum of 15 per organization.

Question 19:

It is indicated that we should submit five projects in all (3 for federal agencies) and 2 for other clients. Does that mean that we cannot submit more than 5 projects? If we present more than 5 projects, will we be penalized?

Answer 19:

The evaluation committee will only evaluate 5 projects.



Question 20:

On page 7, it is specified that we should use a format that respects the environment: black and white printing. Will we be penalized if we use colour to explain a chart, present a project and/or other?

Answer 20:

No.

Question 21:

It does not seem to be specified in the document that the financial bid should be sealed in a separate envelope. Should we still follow this practice or do we put everything in the same envelope?

Answer 21:

The Financial Proposal must be submitted separately from the Technical Proposal.

Question 22:

Can you tell us the anticipated dollar value (either annually, or in total) of services Statistics Canada expects to procure under the duration of this arrangement?

Answer 22:

The value of the contract will be determined upon award.

Question 23:

Can you tell us about the qualifications of the evaluation team? Does the team evaluating proponents' design services include a professional graphic designer with recognized education and/or professional designation (e.g. RGD)?

Answer 23:

The evaluation team will be comprised of individuals who have many years of experience and professional credentials in the areas of marketing and communications, including graphic design.



**

1- At Annex D – Technical Evaluation Criteria, R2 Corporate Proficiency, R2.1 Art Direction – Experience and Qualifications, Person responsible for art direction :

Delete:

0 points: No description provided.

1 point: The description does not clearly demonstrate who within the Bidder's organization is responsible for art direction.

2 points: The description clearly demonstrates that only ONE (1) person within the Bidder's organization is responsible for art direction.

3 points: The description clearly demonstrates that MORE THAN ONE person within the Bidder's organization is responsible for art direction.

Insert:

0 points: No description provided.

1 point: The description does not clearly demonstrate who within the Bidder's organization is responsible for art direction.

2 points: The description clearly demonstrates that only ONE (1) person within the Bidder's organization is responsible for art direction **OR** the description demonstrates that one (1) of the persons responsible for art direction is also a graphic Designer.

3 points: The description clearly demonstrates that MORE THAN ONE person within the Bidder's organization is responsible for art direction.

2- At Annex D – Technical Evaluation Criteria, R2 Corporate Proficiency, R2.1 Designer – Experience, Number of graphic designers/resources:

Delete:

0 points: No description provided.

1 point: The description does not clearly demonstrate the number of resources within the Bidder's organization who perform graphic design.

2 points: The description clearly demonstrates that only ONE (1) person within the Bidder's organization performs graphic design.

3 points: The description clearly demonstrates that TWO (2) to FOUR (4) people within the Bidder's organization perform graphic design.

4 points: The description clearly demonstrates that FIVE (5) or more people within the Bidder's organization perform graphic design **OR** the description clearly demonstrates that FIVE (5) or more people within the Bidder's organization perform graphic design and demonstrates that one (1) of the persons responsible for graphic design is also responsible for art direction.

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.

3- At Annex D – Technical Evaluation Criteria, R4 Portfolio evaluation:

Delete:

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:

Insert:



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4- At Annex D – Technical Evaluation Criteria, M1 Mandatory Evaluation Criteria

Delete:

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*.

The Bidder must have been under contract to provide services to at least three (3) different** organizations.

To demonstrate experience, the Bidder must provide the following information:

- 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).

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Insert:

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The Bidder must have been under contract to provide services to at least three (3) different** organizations.

To demonstrate experience, the Bidder must provide the following information:

- a) A list of projects valued at \$5,000 and over, for each public sector organization (no less than 6 projects per organization and no more than 15 projects per 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).

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ALL OTHER TERMS AND CONDITIONS REMAIN UNCHANGED