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REQUEST FOR PROPOSAL (RFP)

Reference Number: 1000162499

CLOSING DATE: September 9, 2014 **CLOSING TIME and TIME ZONE: 2PM EDT**

PROJECT TITLE Development of case studies of the Federal Tobacco Control Strategy 2007-2012 Grants and Contributions program, in support of the Lessons Learned and Promising Practices Dissemination Project

Branch/ Directorate Healthy Environments and Consumer Safety Branch (HESCB)
Controlled Substances and Tobacco Directorate (CSTD)
Office of Policy and Strategic Planning (OPSP)
Tobacco Programming and Stakeholder Engagement Unit

Health Canada

FOR ADDITIONAL INFORMATION PLEASE CONTACT: Cheryl Moss
(Departmental Representative)

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RFP Issue Date: August 15, 2014

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PART I **STATEMENT of WORK**

1.0 Scope

1. 1 Title

Development of case studies of the Federal Tobacco Control Strategy 2007-2012 Grants and Contributions program, in support of the Lessons Learned and Promising Practices Dissemination Project

1.2 Introduction

The Tobacco Programming and Stakeholder Engagement unit, Office of Policy and Strategic Planning (OPSP), Controlled Substances and Tobacco Directorate (CSTD) is leading a project that will result in the creation of a series of products that synthesize recommended practices/lessons learned from projects funded through the Federal Tobacco Control Strategy (FTCS) from 2007 to 2012. The dissemination project will promote understanding about the impact of investments of contribution funding on the field of tobacco control and reduction. Its goal is to ensure the legacy of the funding program is sustained and that those developing and administering future programming have access to the lessons learned and promising practices from the FTCS funded projects.

The Tobacco Programming and Stakeholder Engagement unit wishes to work with established academics who are experts in the evidence of tobacco reduction and control. These experts will apply a standard methodology to develop case studies reports that will showcase selected FTCS grants and contributions (G&Cs) projects. These case studies will support previously developed reports on promising practices and lessons learned among FTCS funded projects by illustrating the findings through concrete projects and activities.

Using selected FTCS G&Cs projects, produce five (5) case study reports that will strengthen the dissemination of FTCS G&Cs 2007-2012 lessons learned and promising practices by illustrating those lessons learned and promising practices within concrete projects and activities.

1.3 Estimated Value

The total value of any contract emanating from this request shall not exceed is $40,000.00. This amount includes travel and living expenses and all applicable taxes.

1.4 Background, Assumptions and Specific Scope of the Requirement

The FTCS Contribution Funding Program made $15.759 million available annually from 2007-2012 to fund projects that supported tobacco reduction and control. In 2012, EKOS Research completed a two-part evaluation of the program, which fed into an FTCS Horizontal Evaluation, titled *Horizontal Evaluation of the Federal Tobacco Control Strategy, 2001-2011*. This Horizontal Evaluation report, which was produced by the Evaluation Directorate of the Public Health Agency of Canada (PHAC) and Health Canada (HC), presents a ten-year summative evaluation of the Federal Tobacco Control Strategy (FTCS), with a specific focus on the second half period. One of the recommendations stemming from this report was to identify best/promising practices among the FTCS G&C projects and ensure this information is shared with relevant partners.

The objective of this work is to ensure those that are developing and administrating future tobacco programming have access to the lessons learned and promising practices from the FTCS 2007-2012 G&Cs funded projects. In the Management Response and Action Plan, HC committed to the following: HC will conduct a review of all G&Cs projects funded under the FTCS to identify promising practices and lessons learned.

HC will share the findings from this review with stakeholders and partners.

The responsibility for fulfilling these commitments rests with the Programming and Stakeholder Engagement unit of HECSB-CSTD-OPSP.

To fulfil the first commitment, the Programming and Stakeholder Engagement unit initially commissioned academics and experts to review the G&Cs project proposals and reports related to six key topic areas in order to identify lessons learned, and to anchor those lessons learned within current evidence. Below is a list of the six key topic areas from which lessons learned and promising practices reports are being produced:

1) First Nations and Inuit
2) Health professionals
3) Workplace
4) Pharmacotherapy
5) Young adult cessation
6) International

The Programming and Stakeholders Engagement unit requires the development of case studies to complement the promising practices and lessons learned reports. The case studies are to further define and support the promising practices and lessons learned identified through the previous work by concretely illustrating the findings through tangible situations and circumstances experienced in FTCS projects. For each area listed above (except international), a project will be selected to become the subject of a case study.

Once completed, summaries of the G&Cs lessons learned and promising practices reports, as well as the case studies, will be disseminated to relevant partners and stakeholders. The resource will be distributed through multiple channels, including the Federal/Provincial/Territorial Tobacco Control Liaison Committee and made available on the Health Canada website www.gosmokefree.gc.ca. It is expected that the dissemination of the information would promote understanding about the results, benefits and limitations of the contribution funding investments on the field of tobacco reduction and control.

2.0 Requirements

2.1 Tasks, Activities, Deliverables and Milestones

The Assignment:

The contractor will be provided access to the FTCS 2007-2012 G&C lessons learned/promising practices reports. With advice from the contractor, five (5) projects will be selected by Health Canada for the development of five (5) case study reports (i.e. one project per case study). The projects will be selected according to their ability to demonstrate promising practices in terms of achieved results, processes and methodologies used, as well as the practicability of collaborating with the respective funding recipients for the development of case studies.

The Contractor will develop case study reports for each of the five (5) projects by reviewing the project documentation and interview key informants that were involved in the development and implementation of the project. Key informants must include project coordinators or program managers from the funding recipient organizations and should also include any other key/relevant project staff assigned at the time of the project (if available).

Potential audiences of the case study reports are:

Professionals involved with health promotion, public health and chronic disease prevention, including frontline public health workers;

Program/Project coordinators/managers in governmental, non-governmental and other health organizations; and,

Program/Project coordinators/managers with federal departments who are investing in tobacco control interventions (ie. Health Canada's First Nations and Inuit Health and Communications and Public Affairs Branches, and the Public Health Agency of Canada).

Tasks and Activities:

1. Develop a workplan for the project. The workplan should present the project planned activities and milestones.

2. Review the FTCS G&Cs lessons learned reports related to the five topic areas listed within section 1.4 of this SOW, as well as the applicable G&Cs project reports.

3. Work in close collaboration with Health Canada for the selection of five (5) FTCS G&C projects to be profiled as case studies.

4. Develop a methodology for the production of case studies. The methodology is to outline the type of information to be gathered from the funding recipients and key informants, the approach that will be used to analyse the collected information, as well as the structure to be used to produce the reports. A description of the objectives, tactics and instruments that will be used to develop the case studies is also required.

5. Develop appropriate assessment and analysis instruments (i.e. surveys, scripts, charts, database) that will allow consistency and rigour with regards to the gathering and interpretation of information from projects, as well as the development of case study reports for the five (5) selected G&C projects. It is expected that information specific to the selected projects will be gathered through a combination of direct communication (telephone, email, or in-person), for which it is suggested that a structured set of questions be used, and the study of project documentation. Prior to their implementation, the assessment instruments (survey, scripts) must be reviewed and approved by Health Canada's Access to Information and Privacy Office.

6. Develop two written scripts that would be used to establish contact with the project coordinators: The first script would be used by Health Canada to notify the five (5) selected projects that they have been selected for the development of a case study and to inform them that a contractor will contact them to gather information on their organization and project. The second script would be used by the contractor to describe the project (development of case studies) in detail to project coordinators and/or other people involved in the development and implementation of selected projects to solicit their interest and engagement. The desired outcome of the communication directed by these scripts is an agreement with stakeholders to participate in the project.

7. Establish contact with project key informants (coordinators and/or other people involved in the development and implementation of selected projects) to recruit interest and gather all information needed for the development of case study reports.

8. Collect and analyse information from the projects for the development of case study reports.

9. Produce five (5) draft case study reports. The case study reports must be comparable in their structure and writing style. The case study reports should also be comparable in length.

10. Select, make contact and test the draft case study reports with end-user reviewers (two (2) end-user reviewers per case study) in order to gather their feedback and verify the relevance of the reports. The selected end-user reviewers must represent the potential audience groups identified under section 2.1 of the SOW.

11. Produce five (5) final case study reports, using feedback and comments on the draft reports from end-user reviewers and from Health Canada's project authority and/or representative.

12. Prepare a final report for the project including a comprehensive executive summary, introduction, overview and a conclusion for the overall case study project. The executive summary and introduction should highlight the context for the development of cases studies. It should also present the methodology and explain its relevance for the selection of projects, as well as for the collection and analysis of information. The conclusion must emphasize common findings for the cases studies and highlight what was demonstrated through the cases studies and what the readers can take away the information provided.

<u>Details/instructions for the development of case study reports:</u>

The case studies will investigate and map the areas and findings that have been identified and highlighted in the FTCS G&Cs promising practices and lessons learned reports as well as in the relevant G&C project sections of the 2001-2011 FTCS Horizontal Evaluation report.

The case studies must allow the audience (readers) to explore concrete projects illustrating the lessons learned and promising practices highlighted for the five (5) key FTCS G&Cs topic areas, and highlight the strategies and activities employed in the implementation of the project. The case study reports must provide the audience with relevant, concrete and practical information that enables them to apply learnings in their current and future programs.

The case study reports must include a description of the project setting and situation, a synopsis of the projects partners, target population and a summary of the rationale and objectives of the project, including the basic evidence and/or assumptions used to frame the project. The reports also need to provide a summary of the sequence of the activities and events illustrating the principles, tools and tactics used by the project to achieve its goals and objectives, which are aligned with the promising practices and lessons learned reports. The case study reports should also illustrate the project outcomes (short, medium or long term as applicable) and present the reasons why those outcomes were achieved. The case study reports need to identify both what worked well during the course of a particular project, and what didn't work so well.

As appropriate and applicable, the cases studies must show different perspectives from projects and must provide a description of the limitations of the promising practices or lessons learned illustrated by the case study reports.

The following structure may be used for the development of the case study reports:

Project summary profile: Vertical list highlighting information such as the name of the project lead organization, the key partners involved, the project funders, the community served by the project, the type of setting (i.e. community, school, workplace, rural or urban, etc.), the population of interest, the program focus, the implementation level (i.e. regional, provincial, national) and the stage of development.

Short opening paragraph/introduction

Background information: who is the organization, type of industry, area of interest, organization goals, products, history, key accomplishments and other information of significance

Program/project implementation:

This section should cover two main areas:

a) **Overview/Narrative:** description of the project setting and scenario – offering details regarding the outset situation/context, time, place, players involved, issues/challenges, goals and objectives of the project.

b) **Sequence of events:** Description of the events, decisions, principles, tools and tactics used, how the population was reached, the buy-in, the project manager and actors' perceptions, project outcomes, what worked well or didn't work well, state of completion, next steps and any other relevant information.

Evaluation and results

Summary of lessons learned

Case study conclusion and key elements for readers to remember. The conclusion could also include any advice from the project to other communities.

Project contact, if agreed by the project

Resources, if relevant

While using as much factual information as possible, it is suggested that the case studies be presented in a narrative or story format including some quotes where relevant, adding to the realism and bringing the project activities and actions to life.

Deliverables and Milestones:

The following deliverables shall be produced and delivered in accordance with the specifications above, the Schedule and Estimated Level of Effort provided under section 4.2 of this Statement of Work, as well as the Specifications and Standards described under section 2.2:

Workplan
Methodology
Scripts, assessment and analysis instruments
Draft case study reports (5)
Final case study reports (5)
Final project report - this deliverable should include a comprehensive executive summary, introduction, overview and a conclusion for the overall case studies project.

2.2 Specifications and Standards

The work of this contract must be performed in accordance with standards of quality acceptable to Canada and in full conformity with the specifications and all the requirements of the Contract.

The deliverables are to be provided to the Departmental Representative electronically in MS Word (2010) in English or in French.

2.3 Technical, Operational and Organizational Environment

All work related to this contract will be completed at the contractor's facilities utilizing the equipment of the contractor.

2.4 Method and Source of Acceptance

The Departmental Representative will review and approve all deliverables submitted by the Contractor against the milestones and deliverables outlined in the SOW.

2.5 Reporting Requirements

The Contractor must submit one (1) electronic report to the Project Authority outlining the accomplishments for the given period, open issues and upcoming milestones every two weeks.

These reports are to be provided to the Departmental Representative electronically in MS Word (2010) in English or in French for the duration of the contract.

2.6 Contractor Project Management Control Procedures

The Health Canada individual identified in the SOW as the Departmental Representative or Project / Technical Authority shall review drafts of all deliverables and provide timely comments on all draft products. The Departmental Representative or Project / Technical Authority shall also ensure that the Project Schedule highlighted under Section 4 is respected. This will ensure that the project is brought in on budget, on time and of acceptable quality.

The Departmental Representative is responsible for all matters concerning the technical content of the work, including defining the scope and requirements; monitoring the progress of the work; and inspecting and accepting the deliverables. Any change to the scope of work or the terms of this contract will be subject to approval by the Departmental Representative and authorized in writing with a contract amendment.

An initial in-person, teleconference or webinar meeting between Health Canada and the contractor will be scheduled within the week following the start date of the project. Health Canada will be responsible to arrange the initial meeting. Subsequent meetings will be scheduled as appropriate. Any travel cost is to be covered by the contractor.

2.7 Change Management Procedures

No work should be done outside the statement of work. Any changes to the statement of work shall be mutually agreed upon and shall be in the form of a written contract amendment

2.8 Ownership of Intellectual Property

"Intellectual Property" (IP) includes patents, copyright, industrial design, integrated circuit design, topography, plant breeders' rights, or any rights subject to protection under the law as trade secrets and confidential information. Current Treasury Board Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts states that IP ownership developed under government contracts will remain with the Contractor.

> Section 6 of the Policy states that Under the Crown Procurement Contract, the Crown may own the Foreground for the following reasons:
>
> 6.4 where the main purpose of the Crown Procurement Contract, or of the deliverables contracted for, is:
>
> 6.4.1 to generate knowledge and information for public dissemination;

The Crown will own IP - used when Health Canada decides to retain ownership of the intellectual property, invoking the appropriate exception from Section 6 as described above.

3.0 Other Terms and Conditions of the SOW

3.1 Authorities

The Departmental Representative (or delegated representative) is responsible for the management of this Contract. Any changes to the Contract must be authorized in writing by the Contracting Authority Representative. The Contractor is not to perform Work in excess of or

outside the scope of this Contract based on verbal or written requests or instructions from any government personnel other than the aforementioned officer.
TBD

The Project Authority (or delegated representative) is responsible for all matters concerning the technical content of the Work under the Contract. Any proposed changes to the scope of the Work are to be discussed with the Project Authority, but any resulting changes can only be confirmed by a Contract Amendment issued by the Departmental Representative.
TBD

The person who will handle invoicing and administrative questions will be
TBD

3.2 Health Canada's Obligations

Health Canada shall:

- Arrange an initial meeting with the contractor within the first week of the contract
- Provide other assistance or support to the contractor.
- Work in collaboration with the contractor to select five (5) projects for the purpose of developing case studies.
- Notify the five (5) selected projects that they have been selected for the development of a case study and to inform them that a contractor will contact them to gather information on their organization and project.
- Seek review and approval from Health Canada's Access to Information and Privacy Office for the information assessment instruments (survey, scripts) to be developed as part of the contract.
- Provide the following to the contractor:

    1. Contact information for the G&Cs projects selected for the purpose of developing case studies.
    2. Five (5) FTCS G&Cs lessons learned reports related to the following topic areas:
        - First Nations and Inuit
        - Health professionals
        - Workplace
        - Pharmacotherapy
        - Young adult cessation

    3. Any relevant G&Cs project reports
    4. Access to the FTCS Horizontal Evaluation report
    5. Comments on draft reports within ten (10) working days of submission by the contractor
    6. Acceptance or requirement for revisions of the final reports within fifteen (15) working days of submission by the contractor
    7. Access to relevant government and departmental policies and procedures, publications, reports, studies, etc.
    8. Access to a staff member who will be available to coordinate activities.

3.3 Contractor's Obligations

The contractor shall:

- Work in collaboration with Health Canada to select five (5) projects for the purpose of developing case studies.
- Complete work and produce/deliver contract deliverables as described in the SOW.
- As appropriate and within agreed upon time, apply revisions to deliverables according to comments from the Departmental Representative and the Contracting Authority.
- Communicate with the Departmental Representative on an on-going basis.
- Meet with Health Canada as deemed appropriate by the Departmental Representative and Project Authority.
- Unless otherwise specified, the Contractor must use its own equipment, furnishings and software for the performance of this Statement of Work.

3.4 Location of Work, Work Site and Delivery Point

Any contract resulting from this RFP will be interpreted and governed by the laws of the Province of Ontario.

The work will be performed at the contractor's facilities.

Due to existing workload and deadlines, all personnel assigned to any contract resulting from this RFP must be ready to work in close and frequent contact with the Departmental Representative and other departmental personnel.

3.5 Language of Work

At least one member of the proposed personnel for this project must have the ability to work in both French and English.

HC is under the obligation to respect the spirit and the letter of the *Official Languages Act.*

3.6 Special Requirements

Should the Work under any contract resulting from this RFP involve the collection of personal information as that term is defined in the Privacy Act (R.S.C., c. P 21), then all Intellectual Property Rights in and title to that personal information shall, immediately upon the collection of it by the Contractor, vest in Canada, and the Contractor shall have no right or interest in it. The collection of personal information must align with the Privacy Act.

The information gathered must be located and only accessible in jurisdictions the laws of which do not override, conflict with, or impede the application of the Privacy Act, R.S. 1985,c. P-21, the Personal Information Protection and Electronic Documents Act, 2000, c. 5, and Treasury Board privacy policies either expressly or through subsequent application.

The personal information gathered from the contractor must be physically independent from all other reports, directly or indirectly, that are located in jurisdictions whose laws override, conflict with, or impede the application of the Privacy Act, R.S. 1985, c. P-21, the Personal Information Protection and Electronic Documents Act, 2000, c. 5, and Treasury Board privacy policies either expressly or through subsequent application.

All aspects of information processing must be conducted and only accessible in jurisdictions whose laws do not override, conflict with, or impede the application of the Privacy Act, R.S. 1985, c. P-21, the Personal Information Protection and Electronic Documents Act,2000, c. 5, and Treasury Board privacy policies either expressly or through subsequent application.

The Contractor will be escorted any time they may be on Health Canada premises.

3.7 Security Requirements

There is no security associated with this requirement**.**

3.8 Insurance Requirements

It shall be the sole responsibility of the Contractor to decide whether or not any insurance coverage is necessary for their employees to fulfill the obligations under the contract and to ensure compliance with required federal, provincial or municipal law. Any such insurance shall be provided and maintained by the Contractor at its own expense.

3.9 Travel and Living Expenses

There is no expected travel for this requirement.

4.0 Project Schedule

4.1 Expected Start and Completion Dates

The services of the Contractor will be required for a period of approximately 5 months upon contract award.

4.2 Schedule and Estimated Level of Effort (Work Breakdown Structure)

A detailed work schedule with specific dates will be submitted by the bidder as part of the proposal's work based on the activities outlined in **Section 2.1 Tasks, Activities, Deliverables and Milestones** of this document. The cost section of the proposal should provide a description of the per diem for each individual and/or labour category to be employed on the project.

Payment	Deliverables	Estimated timing	Payment
#1	Workplan	October 6, 2014	5%
#2	Methodology	October 13, 2014	10%
#3	Scripts, assessment and analysis instruments	October 20, 2014	15%
#4	Draft case studies reports (5)	January 20, 2015	30%
#5	Final case studies reports (5)	February 27, 2015	30%
#6	Final report	February 27, 2015	10%

5.0 Required Resources or Types of Roles to be Performed

The Contractor will provide qualified resources to meet the requirements of the Contract

6.0 Applicable Documents and Glossary

6.1 Applicable Documents

Background document:
Federal Tobacco Control Strategy 2001-2011- Horizontal Evaluation: http://www.hc-sc.gc.ca/ahc-asc/performance/eval/ftcs-evaluation-sflt-eng.php

6.2 Relevant Terms, Acronyms and Glossaries

HC – Health Canada
CSTD – Controlled Substances and Tobacco Directorate
OPSP – Office of Policy and Strategic Planning
FTCS – Federal Tobacco Control Strategy
G&Cs – Grants and Contributions
PHAC – Public Health Agency of Canada
EKOS – Research and Evaluation firm
RFP – Request for Proposal

PART II PROPOSAL REQUIREMENTS

7.0 Administrative Instructions for Completion of the RFP

7.0 Administrative Information

7.1 General Information

7.1.1 Components, Language and Number of Copies

You are invited to submit electronic copies in either official language (English or French) of both the Technical and Cost Proposals. The RFP Reference Number and the name of the Requirement must be in the subject line your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm;
- *one electronic* copy of the Technical Proposal;
- one (1) copy of Certifications (Appendix "A") and;
- *one* (1) copy of the Cost/Price Proposal (Appendix "B") **contained in a separate document.**

If the proposal is **greater than 20mb** then the bid submission must be returned to the address below and an email shall be sent to the Departmental Representative (found on page 1) stating it has been sent by courier. You **must** send an email to the Departmental Representative to ensure your bid will be included for this requirement. The RFP Reference Number and the name of the Departmental Representative must be marked on all documents, binders and respective envelopes. Your proposal must be structured in the following manner:

- one covering letter, signed by an authorized representative of your firm;
- four (4) copies of the Technical Proposal;
- one (1) copy of Certifications (Appendix "A") and;
- *one* (1) copy of the Cost/Price Proposal (Appendix "B"), contained in a ***separate sealed envelope*****.**

To the following Address

Health Canada Bid Receiving Unit
Federal Records Centre Building,
161 Goldenrod Driveway (Loading Dock),
Ottawa, Ontario K1A 0K9
Attention: Cheryl Moss
RFP Reference Number: 1000162499

Hours of Operation: 07h30 to 16h30 (EST) Monday to Friday

7.1.3 No Payment for Pre-Contract Costs

No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP. No costs incurred before receipt of a signed contract or specified written authorization from the Departmental Representative can be charged to the proposed contract.

7.2 Delivery Instructions for Bid / Proposal

As per section 7.1.1

The onus for submitting bids on time at the specified location rests with the bidder. It is the responsibility of the bidder to ensure correct and timely delivery of the entire bid to the Crown, including all required information and proposal pages.

7.3 Non-Acceptance of Proposal by Facsimile or Electronic Means

Proposals sent by fax, telex and telegraphic means will **not** be accepted.

7.4 Closing Date and Time

All proposals must be received at the specified time and date on the front page of this Request for Proposal. Proposals received after this time will be returned unopened. The onus for submitting bids on time at the specified location rests with the bidder. It is the bidder's responsibility to ensure correct delivery of its bid to the Crown.

7.5 Time Extension to Closing Date

A request for a time extension to the closing date will be considered only in exceptional circumstances. Any requests for extension must be received in writing by the identified Departmental Representative.

7.6 Non-Compliance / Unacceptable Proposals

Failure to meet the mandatory requirements of this RFP will result in your proposal being declared non-responsive.

Proposals received after the proposal closing time will not be considered and will be returned unopened to the bidder. Further, for any proposals which are found to be non-compliant, the financial part of the bid or proposal will be returned unopened with a letter from Health Canada indicating that the bid/proposal was non compliant.

7.7 Bidders Conference / Site Visits (not mandatory)

There is no site visit with this requirement

7.8 Announcement of Successful Contractor

The name of the successful bidder will be announced on the Buy and Sell Website only upon contract award and sign-off.

7.9 Rights of the Crown

The Crown reserves the right to:

- reject any or all proposals received in response to this RFP;
- accept any proposal in whole or in part; and
- cancel and/or re-issue this requirement at any time.

7.10 Sample Long Form Contract

The successful bidder for this requirement will be expected to enter into agreement with Health Canada as per departmental contract terms and conditions.

7.11 Employment Equity

Please see Appendix “A”

7.12 Procurement Business Number (PBN)

Public Works and Government Services Canada (PWGSC) has adopted the Procurement Business Number (PBN) for all its purchasing databases, and now requires that its suppliers have one for each of their offices that may be awarded contracts. Register with Contracts Canada's Supplier Registration Information (SRI) service to obtain your PBN. As an existing or potential supplier to the Department, you must obtain a PBN to avoid possible delays of any contract award. It is Health Canada’s intention to use this sourcing system for all its procurements of goods and services to which the trade agreements do not apply.

SRI is a database of suppliers who have registered to do business with the Government of Canada. The PBN is created using your Canada Customs and Revenue Agency Business Number to uniquely identify a branch, division or office of your company. Unlike many existing departmental vendor databases, your information in SRI is accessible to all federal government buyers. SRI can help to open up new opportunities with the federal government for requirements not posted on the electronic tendering service, www.buyandsell.gc.ca.

Visit the Contracts Canada Internet site at https://buyandsell.gc.ca/for-businesses/selling-to-the-government-of-canada/register-as-a-supplier for information and registration procedures. Alternatively, you may contact a Supplier Registration Agent at: 1-800-811-1148 or, in the National Capital Region, at 956-3440.

7.13 Order of Precedence

In the case of any dispute which may arise during the period which may be covered by any ensuing contract, the following documents will be considered in order of precedence in terms of importance in resolving any disputes between the parties:

- The Health Canada Contract;

- Any changes to the terms and conditions contained herein which have been approved by General Counsel for Health Canada;
- The Statement of Work in this RFP; and
- The terms identified in this RFP.

8.0 Technical Proposal

8.1 General Information

Your technical proposal must address all the requirements of the SOW and demonstrate that you are capable of meeting all obligations of the contractor specified in the same.

Your technical proposal must meet **all of the Mandatory Requirements** listed in Section 12.0, as well as the **minimum score identified for the Point Rated Requirements** in Section 13.0.

Furthermore, your technical proposal should include the following:

8.2 Understanding of the Requirements

A brief statement that demonstrates that the contractor understands the requirements of the SOW, including the objectives, scope of work and deliverables.

8.3 Approach and Methodology:

8.3.1 General Approach

A description of the overall approach and strategy to this project.

8.3.2 Methodology

Identify methodologies and techniques to be used, including identifying any proprietary information which is proposed to be used in the program.

8.3.3 Work Plan / Project Schedule

Break down the work by task - show phases, planned start, completion dates and the estimated level of effort (i.e. person days) needed to complete the task. The work plan may include a matrix and/or time line charts. A project schedule structured in weeks, reflecting milestones and deliverables, should be included.

8.3.4 Performance and Quality Control

Specify how you propose to deal with the performance and quality assurance of the work provided by your organization to the Crown. Include information about quality control methods and reporting mechanisms.

8.4 Proposed Team

8.4.1 Personnel

Identify the proposed personnel, including **Project Manager**, who will be assigned to this contract, describe the role they will be performing, including the amount of direct time dedicated to the project by principals and/or senior personnel, and explain why they are well suited for the work, referring to their qualifications, certifications, education and experience.

If applicable, include a list of proposed sub-contractors, with reference to their capabilities, experience and degree of involvement in the work.

The bidder must certify in the technical proposal that the information provided in all the personnel résumés has been verified to be true and accurate. In addition, for every resource proposed by the bidder who is not an employee of the firm, the actual resource must certify that they are aware that they are being bid as part of the bid/ proposal and state their relationship with the firm.

8.4.2 Contingency Plan

If the contract cannot be completed by the assigned personnel, the following individual(s) will complete the work. *Attach résumés.*

8.5 Contractor Profile

8.5.1 Organization

Provide background information about your company, including its legal name and the province in which the company is incorporated.

8.5.2 Relevant Work Experience

Describe your company's capacity and experience in this field.

8.5.3 References (Not Mandatory)

If references for a firm or proposed resource are requested, identify the number of referenced; the criteria against which they will be applied; and the specific details which the reference will have to address. Caution should be taken when using references: they are not criteria in themselves but are instead ways of verifying compliance with a specific criteria. Further care should be taken to ensure that the person providing the reference is able to provide objective, useful and valid information.

8.6 Résumés of Personnel

Attach résumés of proposed personnel.

9.0 Cost / Price Proposal Please see Appendix B

9.1 General Information

The Price Proposal must contain a detailed breakdown of the **total quoted price**, by phase, or by major tasks, or both. The Price Proposal should address each of the following, if applicable:

9.1.1 *Per Diem*

For each individual and/or labour category to be employed on the project, including subcontractors, indicate the proposed time rate and the estimated time requirement. Although detailed support for the rates is not requested at this time, you should be prepared to substantiate the proposed rates.

9.1.2 Travel

Not Applicable

9.1.3 Other Expenses

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

9.1.4 Goods and Services Tax / Harmonized Sales Tax

Various items in your cost proposal may be subject to GST / HST or custom duties, and this charge must be included in the cost estimates where applicable.

10.0 Enquiries

All enquiries or issues concerning this procurement must be submitted **in writing only** to the Departmental Representative named on the front cover page of this RFP document **not later than seven (7) working days prior to the bid closing date.**

To ensure consistency and quality of information to Bidders, the Departmental Representative will provide, simultaneously to all bidders to which this solicitation has been sent, any information with respect to significant enquiries received, and the replies to such enquiries without revealing their sources, **provided that such enquiries are received no less than seven (7) working days prior to the bid closing date.**

All enquiries and other communications with government officials throughout the solicitation and evaluation period are to be directed **only** to the Departmental Representative named on the front cover page of this RFP document. **Non compliance with this condition during the bid solicitation and evaluation period may be sufficient reason for bid disqualification.**

PART III BID SELECTION PROCESS

11.0 Introduction

There is a need to have separate mandatory and point-rated criteria against which the bidder must demonstrate that they met the requirements. It is important that the information contained in this section is clear and specific about how and where the bidder is to demonstrate that they met the requirement. It is to be written in a manner that it can be understood by the Aaverage@ bidder.

There can be no burden on the bidder to require additional or specialized information in order to understand how Health Canada will apply the specific criteria; or in the case of the point-rated, how the various points will be assigned. Consideration should be given to identifying mandatory and point-rated criteria in all three traditional categories being proposed.

- Company / Firm Experience;
- Approach; and
- Resources Experience

12.0 Mandatory Requirements

12.1 Method of Evaluation

Mandatory requirements are evaluated on a simple pass or fail basis. Failure by bidders to meet any of the mandatory requirements will render the bidder=s proposal **non-responsive**. The treatment of mandatory requirements in any procurement process is absolute.

Proposers must meet **all** the mandatory requirements described below. This will be evaluated as either “**Yes**” or “**No**”. Proposals not receiving “**Yes**” for any mandatory requirement will ***not*** be considered further.

12.2 Mandatory Requirements

Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal that addresses the requirement identified in the criteria.			
Criteria	**Page #**	**Yes**	**No**

M1: **Previous Project Summaries** The Bidder **MUST** provide detailed written summaries of **two (2)** previous projects that demonstrate the Bidder's or any combination of the Bidder's proposed Team members' expertise in conducting and reporting on program qualitative research of community-based initiatives. These previous projects MUST have been completed within the last five (5) years (calculated on the closing date of the RFP). Within each previous project summary provided, Bidders **should** indicate: 1. the name of the Client/Funder organization; 2. a brief description of the scope of services provided to the Client/Funder organization including subject matter, methodology and techniques employed; 3. details regarding the experience level and complexity of the project; 4. the dates/duration of the project; 5. the dollar value of the project ($CAD) to the Bidder; 6. the total Bidder level of effort (in days) for the duration of the project; and 7. the name, address and telephone number of the Client/Funder project authority to whom the named Bidder reported. *HC reserves the right to contact the referenced project authority to verify the accuracy of information provided within each project summary. Failure on the part of the Bidder to provide accurate and current contact information may result in the Bidder's proposal being deemed non-compliant and be given no further consideration in the evaluation process.*			
M2: Curriculum Vitae The Bidder MUST provide a Curriculum Vitae for each proposed team member, including relevant capabilities, experience, and a description of proposed activities in which each specific team member would be involved.			
M3. Experience of Senior Analyst: The bidder must provide the name of the Senior Analyst who will be assigned to this project and will be responsible for signing-off all deliverables, demonstrating his/her experience, education, qualifications and language capability. The bidder must provide details regarding the proposed Senior Analyst's involvement with regards to the two projects highlighted as part of Mandatory Requirement M1. Include details on the Senior Analyst's participation in the projects described under Mandatory Requirement M1, explaining the level of involvement. For each project, include a list of tasks performed by the proposed Senior Analyst.			

M4: Approach and Methodology: Bidders MUST include within the submitted Proposal a detailed description of their Approach and Methodology containing sufficient information to clearly convey to HC the manner in which the Bidder would undertake the work described in the RFP. Bidders MUST include within their Approach and Methodology, a proposed work plan indicating when major milestones are to be completed and how the Bidder proposes to complete the work within budget and by February 27, 2015.			
M5: Proposed Project Representative: The Bidder MUST identify the name and contact information for the Project Manager who will serve as the single point of contact between HC and the Bidder under any resulting Contract.			
M6: Language of Work At least one member of the proposed personnel must have the ability to work in both French and English.			

13.0 Point Rated Requirements

13.1 Method of Evaluation

State that a proposal with a score less than 60% for technical compliance in each section and/or as a whole will be considered **non responsive**, and eliminated from the competition.

13.2 Point Rated Requirements

Criteria	**Page #**	**Points allocated for the criteria**	**Score**

R1: Previous projects summaries Each of the two (2) Previous project summaries provided in compliance with Mandatory Requirement M1 will be evaluated on the basis of the cited project's relevance and similarity in expertise, scope, complexity, and methodology to HC's requirements on the present project. **Evaluation factors:** Up to five (5) points will be awarded per project summary, to a maximum of ten (10) points, based on the following factor: • The extent to which the project cited is similar and relevant in scope and complexity to the RFP requirements, including consistency of the methodologies and techniques employed with the requirements, thereby demonstrating the Bidder's or the Team members' expertise in the area of program qualitative research. Points for the above factor will be awarded based on grid below: Excellent = 5/5 points per project Good = 4/5 points per project Satisfactory = 3/5 points per project Fair = 2/5 points per project Poor = 1/5 points per project Non-existent = 0/5 points per project		10	

R2: The Senior Analyst: With respect to the Senior Analyst's experience described as part of Mandatory Requirement M3, the extent to which the bidder demonstrated that the Senior Analyst possesses the following experience and expertise will be evaluated. **Evaluation factors:** • planning, implementing and managing projects similar or relevant to the RFP (Up to 5 points); • analyzing and writing up reports similar in scope, size and complexity to the requirements (Up to 5 points); • experience in collecting and analyzing qualitative data for the purpose of conducting qualitative research (Up to 5 points) Points for each of the above factors, will be awarded based on grid below, for each factor: Excellent = 5/5 points Good = 4/5 points Satisfactory = 3/5 points Fair = 2/5 points Poor = 1/5 points Non-existent = 0/5 points		15	

R3: Bidder's Team Members Based on the CVs submitted in compliance with Mandatory Requirement M2, the bidder's proposed team will be evaluated on a cumulative basis. **Evaluation factors:** Up to ten (10) points will be awarded based on the following factors: The extent to which the proposed team is composed of a logical balance of the various professional and technical disciplines necessary to fulfill the tasks laid out in the work plan. Up to 5 points will be awarded based on grid below: Excellent = 5/5 points Good = 4/5 points Satisfactory = 3/5 Fair = 2/5 points Poor = 1/5 Non-existent = 0/5 points The extent of the team's experience in collecting and analyzing qualitative data for the purpose of conducting and reporting on qualitative research. Up to 5 points will be awarded based on grid below: Excellent = 5/5 points Good = 4/5 points Satisfactory = 3/5 points Fair = 2/5 points Poor = 1/5 points Non-existent = 0/5 points		10	

R4: Understanding of the requirements: The extent to which the bidder demonstrates understanding of the requirements of the project will be evaluated according to the following factor: • the proposal demonstrates an understanding of the scope of the Statement of Work and its Description of the Requirements. Up to 10 points will be awarded based on the following scale: Excellent = 10/10 points Good = 8/10 points Satisfactory = 6/10 points Fair = 4/10 points Poor = 2/10 points Non-existent = 0/10 points		10	

R.5: Approach and Methodology Bidders should demonstrate, through a written description of their proposed approach and methodology, how the Bidder intends to undertake the completion of the work, while demonstrating an insightful understanding of the requirement, focusing on the purpose, objectives and intended outcomes of this requirement. Up to the maximum number of points available per factor will be awarded for describing a sound and rigorous approach and methodology, including evidence demonstrating that the approach has been proven successful on previous projects, in response to each of the following factors: a) The extent, to which the proposed objectives are clear, reasonable and consistent with the requirements of the RFP (Up to 5 points); b) The extent to which the proposed work plan, milestones and schedule for the tasks, activities and deliverables meet the needs of the requirements (Up to 5 points); c) The extent to which the proposed design is rigorous, methodologically sound, and reasonable in light of the proposed budget and the overall objectives (Up to 15 points); d) The extent to which the proposed plan and instruments to collect, organize, analyse and compile the information are appropriate, clearly described and consistent with the objectives (Up to 10 points); e) The extent to which the Bidder has included measures to ensure quality control in the proposed work (i.e. steps to ensure reliability and validity) (Up to 5 points); and f) Identify potential challenges and propose workable solutions with examples of previous work (Up to 5 points) Points for each of the above factors (a-f), will be awarded based on the following scale, as applicable per factor: Excellent = 5/5, 10/10 or 15/15 points Good = 4,5, 8/10 or 12/15 points Satisfactory = 3/5, 6/10 or 9/15 points Fair = 2/5, 4/10 or 6/15 points Poor = 1/5, 2/10 or 3/15 points Non-existent = 0/5, 0/10 or 0/15 points		45	

Total points (60% 54 points)		90	

Point Grid:

Excellent = 5/5 points
Good = 4/5 points
Satisfactory = 3/5 points
Fair = 2/5 points
Poor = 1/5 points
Non-existent = 0/5 points

14.0 BASIS OF AWARDING CONTRACT

Contractor Ranking

For the purpose of ranking all technically acceptable proposals, the following ratio will factor the technical and the price component to establish a total percentage score:

Technical: 70%
Price: 30%

Technical Score = $\frac{\text{Bidder=s Points}}{\text{Maximum Points}}$ **x** 70% **Cost Score** = $\frac{\text{Lowest Bid}}{\text{Bidder=s Cost}}$ **x** 30%

Total Score = Technical Score + Cost Score

The proposal will be awarded to **the highest total technical and price score**.

Appendix "A"

CERTIFICATIONS

15.0 In order to confirm the authority of the person or persons signing the certifications or to establish the legal capacity under which the Bidder proposes to enter into Contract, any Bidder who carries on business in other than its own personal name shall, if requested by Canada, provide satisfactory proof of:

(a) such signing authority; and
(b) the legal capacity under which it carries on business;

prior to contract award. Proof of signing authority may be in the form of a certified copy of a resolution naming the signatory(ies) that is (are) authorized to sign this tender on behalf of the corporation or partnership. Proof of legal capacity may be in the form of a copy of the articles of incorporation or the registration of the business name of a sole proprietor or partnership.

Note to Bidders: **The following certification requirements apply to this RFP. Bidders complete these certifications by filling in the appropriate spaces below and include them with their proposal.**

Legal name and bidder's information (print clearly)

Bidder's Legal Name ____

Bidder's Complete Address ____

____

____

Bidder's Phone number (________)____

Bidder's Authorized Representative ____

Bidder's Authorized Representative Phone number (________)________________________

Bidder's Authorized Representative e-mail____

Bidder's GST/HST Number ____

Bidder's province in which he is incorporated. ________________________________

15.1. Bidder Certification

We hereby offer to sell to Her Majesty, in accordance with the Health Canada terms and conditions referred to herein or attached hereto, the goods and/or services listed herein and on any attached sheets at the prices set out therein.

We certify that all information provided herein is accurate. Furthermore we have satisfied ourselves that the personnel proposed by us for this requirement are capable of satisfactorily performing the requirements described herein. In addition, we certify that individuals proposed will be available until completion of the project. Also, that the work specified herein can be met in a timely manner, and will be achieved with the time frame allocated.

_______________________________________ ____________________
Signature of the Authorized Representative of the Bidder Date

15.2. Bid Validity Certification

We certify that all pricing identified in the bid/ proposal will be valid for a period of one hundred twenty (120) days from the closing date of the RFP.

_______________________________________ ____________________
Signature of Authorized Representative of the bidder Date

15.3 Employment Equity

Suppliers who are subject to the Federal Contractors Program (FCP) and have been declared ineligible contractors by Human Resources and Skills Development Canada (HRSDC) are no longer eligible to receive federal government contracts over the threshold for solicitation of bids as set out in the *Government Contracts Regulations*. Suppliers may be declared ineligible contractors either as a result of a finding of non-compliance by HRSDC, or following their voluntary withdrawal from the FCP for a reason other than the reduction of their workforce to less than 100 employees. Any bids from ineligible contractors, including a bid from a joint venture
that has a member who is an ineligible contractor, will be declared non-responsive.

The Bidder, or, if the Bidder is a joint venture the member of the joint venture, certifies its status with the FCP, as follows:

The Bidder or the member of the joint venture

(a) ( ) is not subject to the FCP, having a workforce of less than 100 full-time or part-time permanent employees, or temporary employees having worked 12 weeks or more in Canada;

(b) ( ) is not subject to the FCP, being a regulated employer under the Employment Equity Act, S.C. 1995, c. 44;

(c) ( ) is subject to the requirements of the FCP, having a workforce of 100 or more full-time or part-time permanent employees, or temporary employees having worked 12 weeks or more in Canada, but has not previously obtained a certificate number from HRSDC, having not bid on requirements of

$200,000 or more;

(d) ( ) has not been declared an ineligible contractor by HRSDC, and has a valid certificate number as follows: _______.

______________________________________ ________________
Signature of Authorized Representative of the bidder Date

15.4. Status of Resources

If we have proposed any person in fulfillment of this requirement who is not an employee (of the Bidder), the we hereby certify that we have the written permission from the person to propose his/her services in relation to the Work to be performed in fulfillment of this requirement.

______________________________________ __________________
Signature of the Authorized Representative of the Bidder Date

15.5. Price Certification

We certify that the price quoted in this Proposal is not in excess of the lowest price charged anyone else, including its most favoured customer, for like quality and quantity of the products/services, does not include an element of profit on the sale in excess of that normally obtained on the sale of products/services of like quality and quantity, and does not include any provision for discounts to selling agents. **Furthermore, we certify that our total bid price is not in excess of any funding limitations set out herein.**

______________________________________ __________________
Signature of the Authorized Representative of the Bidder Date

15.6. Joint Venture Information (if applicable)

A joint venture is an association of two or more parties who temporarily combine their money, property, knowledge, or other resources in a joint business enterprise. There are two primary types of joint ventures, the incorporated joint venture and the contractual joint venture, i.e. formed through a contractual agreement between the parties.

If a contract is awarded to a contractual joint venture, all members of the joint venture shall be jointly and severally or solitarily liable for the performance of the Contract.

If the Bidder is submitting a type of joint venture, the Bidder must provide the following information in the proposal:

(a) indicate the type of joint venture:
- incorporated joint venture
- limited partnership joint venture
- partnership joint venture
- contractual joint venture
- other (explain)

(b) provide the legal names and addresses of all of the members of the joint venture (i.e. the legal name of the firm associated with the Business Number (BN) or Social Insurance Number (SIN) for sole proprietorships), as well as the legal name and address of the joint venture business entity.

Appendix "B"

Tableau "A1" – Contract award to March 15, 2015

A	B	C	D (BxC)
Category of Personnel Insert rows as required	Per Diem Rate(s)	Level of Effort/Number of Days Required	Total Costs for Professional Fees TAXES NOT INCLUDED
1.	$		$
2.	$		$
3.	$		$
4.	$		$
5.	$		$
		Sub-Total 1:	$

Travel and Living Expenses *(if applicable and requires Health Canada pre-authorization):*

Table "A2" - Contract award to March 15, 2015

Destination	Accommodation	Meals & Incidentals	Transportation	Total Estimated Travel Costs
	$	$	$	
	$	$	$	
	$	$	$	
	$	$	$	
	$	$	$	
	$	$	$	
			Sub-Total 2:	$

Miscellaneous Expenses *(if applicable and requires Health Canada pre-authorization):*

Table "A3" - Contract award to March 15, 2015

Item	Description	Total Estimated Miscellaneous Expense Cost
1		$
2		$
3		$
4		$
	Sub-Total 3:	$

Bidder total tendered price to perform the work from contract award to March 15, 2015 (Total value of Tables A1, A2, and A3 above,).	$
TOTAL HST	
Bidder total tendered price inclusive of optional periods.	$