

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

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

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

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

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

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

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

Comments - Commentaires

Title - Sujet Quantitative & Qualitative	
Solicitation No. - N° de l'invitation G9292-151383/A	Date 2014-10-15
Client Reference No. - N° de référence du client G9292-15-1383	
GETS Reference No. - N° de référence de SEAG PW-\$\$CY-010-65910	
File No. - N° de dossier cy010.G9292-151383	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2014-11-10	Time Zone Fuseau horaire Eastern Standard Time EST
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Mondoux, Glenn	Buyer Id - Id de l'acheteur cy010
Telephone No. - N° de téléphone (613) 991-5791 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: EMPLOYMENT AND SOCIAL DEVELOPMENT CANADA PORTAGE IV LVL 1 140 PROMENADE DU PORTAGE GATINEAU Quebec K1A0J9 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address

**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St./ 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

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

REQUEST FOR PROPOSAL (RFP)

Public Opinion Research Services (POR) Nunavut Inuit Labour Force Analysis – Inuit in Nunavut and Public Sector Employment

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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, Basis of Payment, Evaluation Procedures and Criteria, Project Template and Political Neutrality Certification.

2. Summary

Public Works and Government Services Canada (PWGSC) on behalf of Employment and Social Development Canada has a requirement for the provision of Public Opinion Research Services. The objective of the public opinion research is to build upon existing data and analysis on the availability, interest and level of preparedness for public sector employment of the Inuit of Nunavut (specifically those who are beneficiaries under the Nunavut Land Claim Agreement (NLCA)).

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.

4. Definition of Public Opinion Research (POR)

This project falls under the Treasury Board definition of POR described in the Communications Policy of the Government of Canada

<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316§ion=text#sec5.8>. Within this definition, Government of Canada POR is defined as follows:

“...is the planned gathering, by or for a government institution of opinions, attitudes, perceptions, judgements, feelings, ideas, reactions, or views that are intended to be used for any government purpose, whether that information is collected from persons (including employees of government institutions), businesses, institutions or other entities, through quantitative or qualitative methods, irrespective of size or cost.”

The broad definition includes any aspect of POR including activities such as the design and testing of a collection method and tools, as well as the sampling, gathering, inputting, coding and primary analysis of data, and online panel development and management.

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 (2014-09-25) 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: one hundred and twenty (120) days

1.1 SACC Manual Clauses

NUMBER	DATE	DESCRIPTION
A3050T	2010-01-11	Canadian Content Definition
A9033T	2012-07-16	Financial Capability
A3015T	2014-06-26	Certifications - Bid

1.2 Maximum Funding:

The maximum funding available for the Contract resulting from the bid solicitation is **\$ 200,000** (including all expenses, travel and applicable taxes). Bids valued in excess of this amount will be considered non-responsive. This disclosure does not commit Canada to pay the maximum funding available.

2. Submission of Offers

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the Request for Proposal.

***Bid Receiving Unit
Public Works and Government Services Canada
11 Laurier Street
Place du Portage, Phase III, Core 0A1,
Gatineau, Québec K1A 0S5
Fax No: (819) 997-9776***

Please note that bids sent by email 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 seven (7) 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 by the laws in force in the province of Ontario.

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

6. Basis for Canada's Ownership of Intellectual Property

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

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 (four (4) hard copies)
 Section II: Financial Bid (one (1) hard copy)
 Section III: Certifications (one (1) hard copy)

A softcopy of the technical or financial bid may be requested (CD, DVD or USB). If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

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 that of the Request for Proposals.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process Policy on Green Procurement

(<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, bidders are encouraged to:

1. use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and/or 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.

Solicitation No. - N° de l'invitation

G9292-151383/A

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

cy010

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

G9292-15-1383

File No. - N° du dossier

cy010G9292-151383

CCC No./N° CCC - FMS No/ N° VME

Section II: Financial Bid

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 Financial Evaluation

1.1.1 Mandatory Financial Criteria

In their financial proposal, Bidders must demonstrate that they can complete the project within the budget of **\$200,000** (including all expenses, travel and HST).

1.2 Technical Evaluation

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

2. Basis of Selection

- 1. 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. obtain the required minimum score in each Rated Criteria which are subject to minimum point rating specified in this solicitation..
- 2. Bids not meeting (a) or (b) or (c) will be declared non responsive. The responsive bid with the highest number of points will be recommended for award of a contract, provided that the total evaluated price does not exceed the budget available for this requirement.

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 with the bid

1.1 Integrity Provisions - Associated Information

By submitting a bid, the Bidder certifies that the Bidder and its Affiliates are in compliance with the provisions as stated in Section 01 Integrity Provisions - Bid of Standard Instructions 2003. The associated information required within the Integrity Provisions will assist Canada in confirming that the certifications are true.

1.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" 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.

2. Additional Certifications Required Precedent to Contract Award

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

2.1 Canadian Content Certification

2.1.1. *SACC Manual* clause A3050T (2010-01-11) Canadian Content Definition.

2.1.2. This procurement is limited to Canadian services.

The Bidder certifies that: () the service offered is a Canadian service as defined in paragraph 2 of clause A3050T.

2.2 Status and Availability of Resources

2.2.1 *SACC Manual* clause A3005T (2010-08-16) Status and Availability of Resources

2.3 Education and Experience

2.3.1 *SACC Manual* clause A3010T (2010-08-16) Education and Experience

PART 6 - RESULTING CONTRACT CLAUSES

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

1. Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A" and the Contractor's technical bid entitled _____, dated _____.

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 (2014-09-25), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

2.2 Supplemental General Conditions

4008 (2008-12-12), Personal Information, apply to and form part of the Contract.

2.3 Protection and Security of Data Stored in Databases

- a) The Contractor must ensure that all the databases containing any information related to the Work are located in Canada or, if the Contracting Authority has first consented in writing, in another country where:
 - a. equivalent protections are given to personal information as in Canada under legislation such as the Privacy Act, R.S. 1985, c.P-21, and the Personal Information Protection and Electronic Documents Act, S.C. 2000, c.5, and under any applicable policies of the Government of Canada; and
 - b. The laws do not allow the government of that country or any other entity or person to seek or obtain the right to view or copy any information relating to the Contract without first obtaining the Contracting Authority's written consent.

In connection with giving its consent to locating a database in another country, the Contracting Authority may, at its option, require the Contractor to provide a legal opinion (from a lawyer qualified in the foreign country) that the laws in that country meet the above requirements, or may require the Contractor to pay for Canada to obtain such a legal opinion. Canada has the right to reject any request to store Canada's data in a country other than Canada if there is any reason to be concerned about the security, privacy, or integrity of Canada's data. Canada may also require that

any data sent or processed outside of Canada be encrypted with Canada-approved cryptography and that the private key required to decrypt the data be kept in Canada in accordance with key management and storage processes approved by Canada.

- b) The Contractor must control access to all databases on which any data relating to the Contract is stored so that only individuals with the appropriate security clearance are able to access the database, either by using a password or other form of access control (such as biometric controls).
- c) The Contractor must ensure that all databases on which any data relating to the Contract is stored are physically and logically independent (meaning there is no direct or indirect connection of any kind) from all other databases, unless those databases are located in Canada (or in another country approved by the Contracting authority under subsection 1) and otherwise meet the requirements of this article.
- d) The Contractor must ensure that all data relating to the Contract is processed only in Canada or in another country approved by the Contracting Authority under subsection 1.
- e) The Contractor must ensure that all domestic network traffic (meaning traffic or transmissions initiated in one part of Canada to a destination or individual located in another part of Canada) is routed exclusively through Canada, unless the Contracting Authority has first consented in writing to an alternate route. The Contracting Authority will only consider requests to route domestic traffic through another country that meets the requirements of subsection 1.
- f) Despite any section of the General Conditions relating to subcontracting, the Contractor must not subcontract (including to an affiliate) any function that involves providing a subcontractor with access to any data relating to the Contract unless the Contracting Authority first consents in writing.

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 award to May 31st, 2015, inclusive.

5. Authorities

5.1 Contracting Authority

The Contracting Authority is:

Public Works and Government Services Canada
Communication Procurement Directorate
Constitution Square
360 Albert Street, 12th Floor
Ottawa, Ontario K1A 0S5

Attn.: Glenn Mondoux
Tel.: 613-991-5791
Fax: 613-991-5870
E-Mail Address: glenn.mondoux@tpsgc-pwgsc.gc.ca

The Contracting Authority (or delegated representative) is responsible for the management of this Contract. Any changes to the Contract must be authorised in writing by the Contracting Authority. 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.

5.2 Project Authority

The Project Authority for the Contract is:

Name:
Title:
Organization:
Address:
Tel.
Fax.
E-Mail Address:

The Project Authority is responsible for all matters concerning the technical content of the Work under this contract. Any proposed changes to the scope of the Work are to be discussed with the Project Authority, but any resulting change can only be confirmed by a contract amendment issued by the Contracting Authority.

5.3 Contractors Representative

Name:
Title:
Organization:
Address:
Tel.
Fax.
E-Mail Address:

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 - Ceiling Price

Details contained in the Contractor's proposal entitled: _____, dated _____.

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the work, as determined in accordance with the Basis of Payment in Annex B , to a ceiling price of \$ _____ (insert amount at contract award). Customs duties are included and Harmonized Sales Tax is extra, if applicable.

The ceiling price is subject to downward adjustment so as not to exceed the actual costs reasonably incurred in the performance of the Work and computed in accordance with the Basis of Payment.

7.2 Limitation of Price

SACC Manual clause C6000C (2011-05-16) Limitation of Price

7.3 Discretionary Audit

SACC Manual clause C0705C (2010-01-11) Discretionary Audit

8. Invoicing Instructions

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. Instruction to contracting officers: Use the following paragraph when invoices must be accompanied by supporting documents. The documents listed are examples only and must be revised to reflect the requirement. Delete this paragraph if no supporting documents are required.

Each invoice must be supported by:

- I. a copy of time sheets to support the time claimed;
- II. a copy of the release document and any other documents as specified in the Contract;
- III. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
- IV. a copy of the monthly progress report.

Invoices must be distributed as follows:

- A. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
- B. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

9. Certifications

SACC Manual Clause A3015C (2014-06-26) Certifications – Contract

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

10. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of 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 supplemental general conditions 4008 (2008-12-12)
- (c) the general conditions 2035 (2014-09-25);
- (d) Annex A, Statement of Work;
- (e) Annex B, Basis of Payment;
- (f) The Contractor's bid dated _____.

12. Political Neutrality Certification

The Contractor must complete and submit the Political Neutrality Certification in **Annex "E"** with the final report submitted to the Project Authority.

ANNEX A

STATEMENT OF WORK

1. Background Information

In 1993, the Government of Canada (GoC), the Government of Nunavut (GN) and Nunavut Tunngavik Inc (NTI) signed the Nunavut Land Claims Agreement (NLCA), and the Nunavut Act leading to the creation of the Territory of Nunavut on April 1st, 1999.

For more information:

- NLCA: <https://www.aadnc-aandc.gc.ca/eng/1100100030601/1100100030602>

Article 23 of the NLCA reflects the aspirational “objective” of increasing Inuit participation in government employment among NLCA beneficiaries to a representative level.” A “representative level” is defined in the NLCA as “a level of Inuit employment within Government reflecting the ratio of Inuit to the total population in the Nunavut Settlement Area; this definition will apply within all occupational groupings and grade levels”.

The Inuit population in Nunavut is young and rapidly growing and their continuing educational and skills development is central to the success of the economy. Research on the availability, interest and preparedness of Inuit for participation in public sector employment will contribute to the objectives of the NLCA as well as Employment and Social Development Canada’s central mandate of improving labour market outcomes for all Canadians.

2. Objective

The objective of the public opinion research (POR) conducted under this request for proposal is to build upon existing data and analysis on the availability, interest and level of preparedness of NLCA¹ beneficiaries for public sector employment. The information gathered will be used to inform analyses, programs and services that support Inuit participation in public sector employment.

Research on the perceptions, attitudes and barriers related to education, training and labour market participation may help to inform understanding of the availability, interest and preparedness of Inuit for employment within the public sector. More specifically the POR will examine the following themes:

- Desirability of public sector employment: how desirable is employment within the public sector to NLCA beneficiaries (i.e. would they accept a public sector position?). How does the desirability of positions within the GoC, GN, local, municipal, regional and traditional economies within Nunavut compare?

¹ See Article 35 of the NLCA. All eligible Inuit of the Nunavut Settlement Area have the opportunity to be enrolled as a beneficiary of the NLCA. All beneficiaries are Canadian citizens, Inuk according to customs and usages, and identify as Inuk.

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- Preparedness/skills: what are the perceived skill and education requirements for employment within Nunavut's public sectors and how do these requirements: (a) compare with NLCA beneficiaries' perceived level of preparedness; and (b) affect NLCA beneficiaries' interest in public sector employment? What types of informal/experiential learning (e.g., learning through traditional activities and other activities that do not lead to certification) do NLCA beneficiaries have that they perceive to be readily transferable to employment in the public sector?
 - Awareness of public sector opportunities and training supports: are NLCA beneficiaries aware of public sector employment opportunities? Are they aware of available education and training supports? Have they taken advantage of such supports or do they plan to?
 - Employment conditions: do perceptions related to typical public sector wages, working hours and the flexibility or lack of flexibility in scheduling (e.g. possibility for part-time versus full-time, holidays, seasonal work) affect Inuit participation in public sector employment?
 - Distance to work/work location: how do issues related to location affect the participation of NLCA beneficiaries in public sector employment?
 - Cultural/language barriers: do language and/or cultural differences – or perceived differences – affect the participation of NLCA beneficiaries in public sector employment?
 - Socioeconomic barriers: how do concerns related to housing, poverty, health, and other socioeconomic factors affect the participation of NLCA beneficiaries in public sector employment?

3. Target Population

Males and females in the working-age population of Nunavut (those aged 15 to 64, as defined by the Census) who are beneficiaries under the NLCA.²

² See Article 35 of the NLCA. All eligible Inuit of the Nunavut Settlement Area have the opportunity to be enrolled as a beneficiary of the NLCA. All beneficiaries are Canadian citizens, Inuk according to customs and usages, and identify as Inuk.

4. Requirement and Proposed Methodology

This research is being conducted according to:

- Part 3 (23.3.1) of the NLCA, which states that the Government shall “undertake a detailed analysis of the labour force of the Nunavut Settlement Area to determine the availability, interest and level of preparedness of Inuit for government employment. The data shall be maintained and updated on an on-going basis.”
- The following Communications Policy of Canada's policy statements:
 - “Consult the public, listen to and take account of people's interests and concerns when establishing priorities, developing policies, and planning programs and services;”
 - “Ensure that institutions of the Government of Canada are visible, accessible and accountable to the public they serve;” and
 - “Identify and address communication needs and issues routinely in the development, implementation and evaluation of policies, programs, services and initiatives.”

Approach

In order to gauge the availability, interest, and level of preparedness of NLCA beneficiaries for government employment, the approach must detail appropriate methodologies and sampling/sample size based on the specificity of the target audience, geographic scope, and research objectives. The proposed approach must involve strategic choices in relation to (a) the populations that can be effectively covered and (b) the type of techniques that are practical given the geographic location, the ease/difficulty of conducting the research, and the suitability of given techniques for the target audience.

To the extent possible, the proposed methodologies should be designed to take into account Inuit language, culture and lifestyle in Nunavut.

Methodology: Specifically, the desired approach should include - but is not limited to - a quantitative survey component with a minimum of 500 completes with the target audience, supported by cognitive pre-testing of the questionnaire with the target population (in English and appropriate languages/dialects of Nunavut, with capacity to conduct the survey in French if applicable). The Project Authority is open to bidders proposing other approaches/methodologies which support the research objectives.

The supplier should also address barriers/challenges to low response rates and detail solutions to keep them as high as possible, and note the expected response rate.

Research Instruments

The supplier and the Project Authority representatives will work to develop research instruments that represent the best possible approach to determine the levels of availability, interest and level of preparedness of Inuit for government employment in the Territory of Nunavut. Potential considerations include (but are not limited to):

- Length;
- Clarity and appropriate language;
- Verifying how expressions translate into appropriate languages/dialects of Nunavut; and
- Ensuring that the research instruments resonate with the target audience.

5. Technical Requirements

The supplier is responsible for ensuring all requirements are met. Notwithstanding the requirements below, one final report combining all research findings is desired. Executive summaries for all methodologies used in this research project must be included in the final report.

The supplier must prepare a detailed methodological plan outlining how they expect to complete the research and ensure reliable results.

Methodological Plan

Upon awarding of the contract, the supplier and the Project Authority will meet for further discussions.

Quantitative Research

The supplier must adhere to the current *Standards for the Conduct of Government of Canada Public Opinion Research - Telephone Surveys* (see <http://www.tpsgc-pwgsc.gc.ca/rop-por/telephone-eng.html>).

In addition, the supplier must adhere to the Marketing Research and Intelligence Association's Code of Conduct and Good Practice; the Government of Canada's Communications Policy (<http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316§ion=text#sec5.8>) and ESDC's reporting requirements as stated below.

Qualitative Research

The supplier must adhere to the Marketing Research and Intelligence Association's Code of Conduct and Good Practice; the *Government of Canada's Communications Policy* and ESDC's reporting requirements as indicated below.

Additional Tasks

In addition to the Standards mentioned above, the supplier must comply with the following tasks and deliverables, as established by ESDC:

- Attend meetings (in person or via conference call) with the Project Authority to discuss research purpose and objectives, design issues, research schedule and reporting, etc.
- Register the research with the National Survey Registration System.
- For quantitative research component, the supplier must:
 - Provide an analysis plan that relates the research questions and analytical methods to the research objectives;
 - Design (and as applicable, programme and pre-test) quantitative research instruments.
 - Purchase and administering of sample, if applicable;
 - Conduct ten (10) pre-test interviews (each) in English, French (if applicable) and the appropriate languages/dialects of Nunavut (bidder to advise on this point).
 - Provide a pre-test report and documentation to Project Authority within two (2) business days following the pre-test.
 - Ensure a minimum of eight (8) call backs for landlines (bidder to advise on minimum for cellular) are made to each number before the number is retired (bidder to advise on this point).
 - Ensure that all possible area codes for the Territory of Nunavut (phone and cellular) are included, or as laid out in the sampling plan.
 - Monitor call-dispositions/reasons for non-response throughout the field period.
 - All open-ended questions to be coded after a minimum of 10 per cent of the target number of survey completions has been achieved.
 - Enter results and analyse the resulting interview data to create tables and coding procedures defined in consultation with the Project Authority;
 - Create and deliver a data file with all the results of the survey in SPSS format including verbatim responses (version 14 or later)
- For cognitive pre-testing of the questionnaire (and any other qualitative research proposed) the supplier must:
 - Provide a rationale for the approach to the qualitative studies and a justification of the design choices proposed, particularly the rationale for decisions concerning the selection and/or exclusion of portions of the target audiences, the appropriateness of the qualitative techniques proposed, taking into account the specific needs and characteristics of the target audiences;
 - Provide details on the number of participants/interviewees including how they will be selected and recruited, incentives, research locations and facilities, duration of research sessions and schedule; supplier should describe the control mechanisms they will use to ensure the presence of recruited participants at research sessions;
 - If focus groups are proposed, locations should allow for an additional viewing room, fitted out with a closed-circuit audio/video system setup for observation purposes, if possible.

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- Design and translate recruitment screeners/moderator/interview guides in English/French, and the appropriate languages/dialects of Nunavut as required.
 - Recruit participants while adhering to Marketing Research and Intelligence Association's (MRIA's) Code of Conduct on recruitment specifications.
 - Describe the methods it will use to invite respondents. Details will be provided as to how privacy considerations and issues of consent will be addressed.
 - Use ESDC's participant incentive payment sheets and submit these to ESDC along with relevant invoices.
 - If incentives are to be included, ESDC must approve suggested incentive amount. Supplier to advise on amount.
 - Professional moderation of focus groups/interviews in English/French, and the appropriate languages/dialects of Nunavut, depending on the requirements for the particular location.
 - Arrange for simultaneous translation as required.
 - Quality Control: All deliverables (in all languages) will be checked, edited and validated before sending to the Project Authority (this includes all memos, drafts/final reports, PowerPoint decks, etc.).
 - Delivery of a verbal debrief following the first evening of fieldwork.
 - Delivery of a verbal debrief from all fieldwork 1 day following the completion of the fieldwork.
 - Delivery of a 2-4 page topline memo of findings from all fieldwork 5 days following completion of the research.
 - For the final report, ensuring that verbatims are reported as originally stated and translation appears as footnote and not in body of text.
 - Ensure ESDC can receive all deliverables by email.
- Provide Project Authority with regular progress reports throughout the fieldwork (schedule to be determined once contract is awarded, at minimum, beginning of field, mid-field and near end of field).
 - Provide the Project Authority with partial research results by mid-field work and complete topline results immediately following completion of fieldwork (schedule to be determined once contract is awarded);
 - Project Authority to approve all research instruments prior to implementation.

Additional Information

(For information purposes only) The following organizations have experience or mandates in various aspects of contracting with Inuit People or firms. Such outside organizations known to the Crown include:

- Economic Development and Transportation (Government of Nunavut)
- Nunavut Arctic College/NAC (Government of Nunavut)
- Aboriginal Affairs & Northern Development /AANDC (Government of Canada)
- CAN-NOR (Government of Canada)
- Employment and Social Development Canada (ESDC, formerly HRSDC, Government of Canada)
- PWGSC (Government of Canada)
- Nunavut Tunngavik Inc. (NTI) Inuit firm list: <http://inuitfirm.tunngavik.com/>

Deliverables

- Timelines:
 - For each phase of research, a 2-4 page topline memo will be due within five (5) business days of the completion of fieldwork. Preliminary data-tables (labelled) must also be delivered within that timeframe, as well as a PowerPoint presentation of topline quantitative research findings (in graphical format).
 - For each phase of research, a draft report of findings will be due two (2) weeks following the delivery of the topline.
 - Production of detailed draft report of combined quantitative and qualitative findings due two (2) weeks after the final topline memo.
 - Finalization of report following approval from Project Authority.
 - **All work, with the exception of the oral presentations, must be completed by March 31, 2015.**
 - Up to two (2) in-person English-language presentations of the results in the National Capital Region (Ottawa-Gatineau) will be required by May 31, 2015.
- In consultation with the Project Authority, supplier to design all research instruments and translate research instruments into French/English and the appropriate languages/dialects of Nunavut.
- The Draft/Final Report must include:
 - Executive summary:
 - A 2-4 page executive summary highlighting the background (i.e., rationale, objectives and issues addressed), methodology, main findings.
 - The executive summary must also be produced as a separate document.
 - A description of the methodologies used and the specifications including:
 - Method of data collection (i.e., telephone, cell phone, RDD, in person, etc.)
 - Sample frame (sample size, sample source and sampling procedures)
 - Target population
 - Length of questionnaire, screening guide, interview guide etc.
 - Date of research fieldwork
 - Locations of fieldwork
 - For quantitative research only:
 - any weighting required
 - the expected response or participation rate (use the Marketing Research and Intelligence Association's formula)
 - margin of sampling error and confidence interval
 - response rate and calculation method
 - a statement as to the degree of extrapolation to a broader audience
 - detailed call disposition report
 - an analysis of non-response bias consisting of at least three variables in the survey sample with the equivalent parameters of the population, normally available from Statistics Canada

- A separate PowerPoint file containing graphical presentation of the results, including written descriptions of subgroup findings in the notes section for each question. All graphs must be created in MS PowerPoint format and must comply with requirements for accessibility for the visually impaired. This includes: creating graphs with plain white backgrounds (no corporate logos) and, if using multiple colours, ensure they are sufficiently contrasting to ensure visibility for accessibility purposes (See Common Look and Feel Policy for more information: <http://www.tbs-sct.gc.ca/clf2-nsi2/index-eng.asp>, or W3C Web Content Accessibility Guidelines under "Contrast" <http://www.w3.org/TR/WCAG20/#contentdef>)
 - Detailed data tables as laid out in analysis plan (if applicable)
 - Fully labeled and cleaned SPSS dataset (including full variable and value labels as well as weighting variables). Ensure that the SPSS file does not contain any respondent identifiers such as name or any contact information. (if applicable)
 - All quantitative deliverables to conform to Section 15 of the Standards for the Conduct of Government of Canada Public Opinion Research - Telephone Surveys (see <http://www.tpsgc-pwgsc.gc.ca/rop-por/telephone-eng.html>).
- Analysis of research findings for all components of the research (quantitative and qualitative).
 - In appendices, all research instruments (questionnaires, screeners, moderator's guides, interview guides, etc.). any communications material used in conducting the research such as advanced notice/messages/scripts, reminder notices/scripts, taglines, products, letters, or publications produced for the purpose of marketing/publicizing the research or for recruiting purposes.
 - Ensure Project Authority can receive all deliverables in selected format (by email, DVD, or secure FTP sites, etc.). Per new Departmental directive, no deliverables can be delivered by USB stick or other USB device.
 - Quality Control: All deliverables have been checked; edited and validated by the senior consultant before sending to the Project Authority (this includes all memos, drafts/final reports, research instruments, PowerPoint decks, etc.). Please note: documents with too many spelling or grammatical errors will be returned to the supplier.
 - Electronic copies (in both Word and PDF formats) of the final research report including all required appendices.
 - Up to two (2) in-person English-language presentations of the results in the National Capital Region (Ottawa-Gatineau). Note that these presentations will be required in April or May 2015.
 - Translation of the final Executive Summary into English/French. (The final report will be translated into English or French by the Project Authority).

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- The cover page of the Draft/Final report as well as the separate executive summaries must contain (Project Authority can provide examples):
 - Contract number;
 - PWGSC-issued POR number;
 - Title of report;
 - Award date of the contract;
 - Final end-of-field date;
 - Report delivery date;
 - Contracted cost (including HST) of the research;
 - The name of the supplier and the supplier's contact information on the front page (Plain cover - few graphics or logos please – no watermark. If corporate logo desired, please provide a .jpg file of the logo for web-posting purposes);
 - A mention on the cover page, in the other official language, that the report is available on request in that official language (the English report will include the statement « Ce rapport est aussi disponible en français, sur demande » and the French report will include the statement “This report is also available in English, upon request”; and
 - General client contact information (nc-por-rop-gd@hrsdc-rhdcc.gc.ca) on the front page.
 - A separate Executive Summary in English and French must contain a signed certification (**See Annex “E”**) on the part of the supplier's senior officer confirming that the final deliverables comply with the political neutrality requirement in section 6.2.4 of the revised Procedures for Planning and Contracting Public Opinion Research in the Government of Canada.

Invoicing

- First invoice sent electronically to Project Authority and PWGSC, along with supporting documents. All subsequent invoices (with supporting documents) can be sent solely to Project Authority.

It is the Project Authority's responsibility:

- To approve all research instruments and deliverables;
- To translate the final report; and
- As per the Federal Accountability Act, the department must send electronic copies of the final report to Library and Archives Canada within 6 months of the end of fieldwork. The final report will become part of the public domain.

Disclosure for Collection of Personal Information

1. For the purpose of performing the work under the contract, the Supplier shall collect, on behalf of Employment and Social Development Canada (ESDC), information such as demographic information, attitudes and opinions.

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2. The Supplier shall collect the information referred to in section 1 above, directly from the individuals to whom that information relates unless the individuals authorise collection from another source or the direct collection of information might result in the collection of inaccurate information.
 3. The Supplier shall inform the individuals of the purpose of the collection, including any statutory authority for the collection, of their right to refuse to provide any or all of the requested information and any possible consequence of such refusal, and of their right of access and correction.
 4. The Supplier shall make every effort to ensure the accuracy of the information collected pursuant to section 1 above.
 5. Unless otherwise required by law or authorized in writing by the individuals to whom that information relates, the Supplier shall not collect, use or disclose the information referred to in section 1 above except for the purpose of performing the work under the contract.
 6. The Supplier shall maintain all information referred to in section 1 above, and make sure it is only accessible in Canada.
 7. The Supplier shall segregate all records containing information referred to in section 1 above (whether in electronic format or in hard copy) from its other records, and keep all databases in which such records are to be maintained physically independent from all other database, directly or indirectly, which are located outside Canada.
 8. The Supplier shall ensure that all aspects of the processing of information referred to in section 1 above are conducted and only accessible in Canada.
 9. The Supplier shall take all necessary measures to ensure that every person it hires, or the services of whom it retains to fulfill its obligations under this contract, knows and complies with all the terms and conditions of this contract with respect to the protection of information referred to in section 1 above.
 10. Unless otherwise required by law or authorized in writing by the individuals to whom that information relates, the Supplier will ensure that no information referred to in section 1 above, is disclosed to a third party for a purpose authorized herein, unless there is a written agreement between the Supplier and the third party, imposing upon the third party obligations that are the same as those that are imposed upon the Supplier under this contract with respect to the protection of this information.
 11. The information referred to in section 1 above remains at all times under the control of ESDC.
 12. The information referred to in section 1 above is protected by the *Privacy Act* and any other applicable federal laws governing the protection of personal information held by federal institutions.
 13. Unless otherwise required by law or authorized in writing by the individuals to whom that information relates, the Supplier shall not make any copies of the information referred to in section 1 above except with the written consent of ESDC.
 14. Unless otherwise required by law or authorized in writing by the individuals to whom that information relates, upon expiry or termination of the contract, whichever is earlier, the Supplier shall destroy the information referred to in section 1 above and copies thereof, if any.

ANNEX B

Basis of Payment

B1 NOTE TO BIDDERS

Bidders are requested to submit hourly and other rates detailed herein. The names of resources identified in any resulting contract must be those that are submitted as part of this bid.

The Supplier will be paid in accordance with the following Basis of Payment for Work performed pursuant to any resulting contract. The hourly and any other rates are firm and will be used in the evaluation where applicable.

Cost Proposal Requirements:

The costing proposal must be submitted as a separate section within the proposal.

1) The Costing Proposal must include:

- i. a detailed work plan showing the dates when all phases of the tasks, **as described in the Statement of Work at Annex "A"**, will be completed.
- ii. a detailed breakdown of the costs associated with each task outlined above, including person hours and per diem fees by resource, broken down by employees expected to work on this project, travel expenses (if required, identified separately) and other expenses (clearly delineated), such as translation, printing, etc. to complete the project, including all taxes.

Note. The Project Authority will not provide - Support Services. Travel expenses, which meet Treasury Board guidelines, are to be built into the costing proposal.

B2 HOURLY RATES

The firm hourly rates are all inclusive. They 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 supplier's hardware and software], word processing, reports, work estimates, photocopying, courier and telephone charges, local travel and the like) are included in the firm hourly rates identified hereunder, and will not be permitted as direct charges under any contract. Suppliers are not permitted to charge hourly rates to prepare work estimates or for travel time.

B3 SUBCONTRACTED SERVICES

The Supplier will be reimbursed at cost for any actual expenditures reasonably and properly incurred to acquire goods and services from outside suppliers at the supplier's price, net of any trade or prompt payment discounts.

B4 DIRECT EXPENSES - EXTERNAL AND INTERNAL

In certain cases and at the sole discretion of the Minister, where services outside of normal overhead expenses are required to complete the Work, such expenses may be allowable as direct expenses given the service(s) is/are documented in the approved contract. All such direct expenses must have prior authorization of the Project Authority and will be invoiced at cost with no allowance therein for overhead or profit.

B5 TRAVEL AND LIVING EXPENSES

The Supplier will be paid its authorized travel and living expenses, reasonably and properly incurred in the performance of the Work, at cost, without any allowance for overhead or profit, in accordance with the meal, private vehicle and incidental allowances specified in Appendices B, C and D of the Treasury Board Travel Directive (<http://www.tbs-sct.gc.ca/hr-rh/gtla-vgcl/>), and with the other provisions of the directive referring to travelers, rather than those referring to employees. All payments are subject to government audit. All travel must have prior authorization of the Project Authority.

+ANNEX C**EVALUATION PROCEDURES AND CRITERIA****C.1 EVALUATION OF PROPOSALS**

The evaluation of the service proposal will be done in stages as follows:

Stage 1: Mandatory Requirements

Stage 2: Rated Requirements

SERVICE PROPOSAL

Proposals will be evaluated according to the mandatory criteria and then by the point rating system. Bidders should address these requirements in order, and in sufficient depth in their proposals. An item not addressed in the proposal will be deemed as either not meeting the mandatory criteria or given zero points under the point rating system.

STAGE 1 - MANDATORY REQUIREMENTS**M1: Client Liaison**

The Bidder must identify one (1) senior researcher/consultant to act as the client liaison. The Bidder must provide the name, title and contact information for the person identified. Communication between ESDC and the client liaison can be conducted in English or in French.

M2: Proposed Team

The Bidder must identify a minimum of two (2) proposed researchers/consultants (one principal, one backup) to work on the project, and submit a Curriculum Vitae (CV) for each person identified. The CV's submitted will be evaluated in the rated requirements under R5 – Proposed Team.

M3: Project Experience

To demonstrate their experience, Bidders must provide, for each researcher/consultant identified in M2 – Proposed Team, details on a minimum of two (2) to a maximum of four (4) previous projects. At least fifty per cent of projects put forward by the bidder must include a quantitative research component. Projects must have been conducted over the past eight (8) years (from the closing date for this RFP). All cited project experience must be from projects which included a research component with members of Canada's aboriginal communities and at least one (1) quantitative project must have been conducted in Canada's North (North of the 60th parallel). Projects submitted will be evaluated in the rated requirements under R5 (c) – Knowledge and Project Experience.

NOTE: In order to ensure that the evaluation team gets the information needed to evaluate the Project Experience, please ensure that the information detailed in Annex "D" is provided on a "per project" basis.

M4: Timeframe

The Bidder must demonstrate in their work plan submitted in response to R6, that they can complete the project and submit the final report by March 31st, 2015.

M5: Inuit Benefit Plan

The Bidder must include an Inuit Benefit Plan (IBP) as part of their proposal. The IBP must demonstrate the suppliers' use of the employment of Inuit labour, engagement of Inuit professional services, or use of suppliers that are Inuit or Inuit firms, in carrying out the Work outlined in this request for proposals.

M6: Market Research Standards

The Bidder must agree in writing to conform to all applicable quantitative research standards of the Government of Canada (<http://publiservice.tpsgc-pwgsc.gc.ca/rop-por/recherche-research-eng.html#a1>) and the Marketing Research and Intelligence Association of Canada (<http://mria-arim.ca/about-mria/standards/code-of-conduct-for-members>).

M7: Software and tools

Bidder must identify the data collection software and analysis tools they will be using. The Project Authority will require detailed data-tables plus a variable-labelled SPSS dataset containing collected quantitative data, but excluding any respondent identifiers such as name or any contact information. Bidders must confirm that they can meet this requirement.

STAGE 2 - RATED REQUIREMENTS (MAXIMUM POINTS: 510)

To be compliant, bidders must meet the minimum required points in each rated criteria where a minimum number of points is stipulated.

R1: Understanding of the Requirement (Minimum 14, Maximum 20 points):

The Bidder should provide a narrative summary which reflects their understanding of the Statement of Work for conducting research regarding the availability, interest and level of preparedness of NLCA beneficiaries for public sector employment (simply repeating the Statement of Work, in whole or in part, does not indicate an understanding of the project's aims and objectives or the ability to carry it out). This section should provide a high-level summary of the proposed approach, including methodology, discussion of key research challenges and any major difficulties anticipated.

Criterion	0 Points (criterion not met)	10 points (criterion is partially met)	14 points (criterion met)	20 points (criterion is exceeded)
Understanding of the requirement	Not provided or unclear. Does not demonstrate an understanding of the requirements of the Statement of Work.	Bidder demonstrates partial understanding of conducting research regarding the availability, interest and level of preparedness of NLCA beneficiaries for public sector employment. Elements are missing or unclear.	Bidder provides a clear and detailed understanding of conducting research regarding the availability, interest and level of preparedness of NLCA beneficiaries for public sector employment. Their summary includes proposed approach, methodology, and discussion of challenges, and difficulties anticipated.	Bidder provides a clear and detailed understanding of conducting research regarding the availability, interest and level of preparedness of NLCA beneficiaries for public sector employment. Their summary includes proposed approach, methodology, and discussion of challenges and difficulties anticipated. In addition, possible solutions have been provided for each challenge identified.
Score: _____				

R2. Methodology (Maximum 120 points):

Based on the approach detailed in the Statement of Work (Annex A), the bidder should detail appropriate methodologies and sampling/sample size based on the target audience, geographic scope, and research objectives. The proposed approach should involve strategic choices in relation to (a) the populations that can be effectively covered (b) the type of techniques that are practical given the geographic location, the ease/difficulty of conducting the research, and the suitability of given techniques for the target audience. Bidders should provide a rationale for these choices as part of their proposal.

Specifically, the desired approach should include - but is not limited to - a quantitative survey component with a minimum of 500 completes with the target audience, supported by cognitive pre-testing of the questionnaire with the target population (in English and the appropriate languages/dialects of Nunavut, with capacity to conduct the survey in French if applicable).

The Project Authority is open to bidders proposing other approaches/methodologies which support the research objectives. If additional research methods are proposed accompanied by sound rationale, a maximum of 10 points will be awarded to the bidder (See R2.2 below). Examples could include: additional focus groups or in-person intercept interviews to reduce coverage error, **innovative sampling techniques which address differences in audience subsets, etc.** The Bidder should also address barriers/challenges to low response rates and detail solutions to keep them as high as possible. **Specifically, the methodology should be broken out under the following five headings (sections can reference each other):**

R2.1 Proposed Methodology (Minimum 77, Maximum 110 points) on overall score for R2.1:

A: (Minimum 42, Maximum 60 Points)

Criterion	0 Points (criterion not met)	30 points (criterion is partially met)	42 points (criterion met)	60 points (criterion is exceeded)
a) Methodology: The proposed quantitative approach	Not provided or unclear. Does not demonstrate an understanding of the requirement. Quantitative survey component is not included. Rationale is not provided.	Lacks details. Does not fully demonstrate an understanding of the methodological requirements as stated in the Statement of Work. Methodology is not clearly based on the target audience, geographic scope, and research objectives. Some of the required elements are missing. Rationale is unclear.	Demonstrates a full understanding of the methodological requirements as stated in the Statement of Work and provides a clear and detailed methodological approach. All elements are clearly addressed and detailed. A minimum quantitative sample of 500 is proposed. Methodology is based on the target audience, geographic scope, and research objective. Rationale is clearly explained.	Demonstrates a full understanding of the methodological requirements as stated in the Statement of Work and provides a clear and detailed methodological approach. All elements are practical, and clearly addressed and detailed. A quantitative sample of 520+ is proposed. Methodology is based on the target audience, geographic scope, and research objective. Rationale is clearly explained and detailed.

B: (Maximum 10 Points, No Minimum)

Criterion	0 Points (criterion not met)	5 points (criterion is partially met)	10 points (criterion is met)
b) Methodology: The proposed cognitive pre-testing approach	Not provided or unclear. Does not demonstrate an understanding of the requirement. Rationale is not provided.	Lacks details. Does not fully demonstrate an understanding of the requirements as stated in the Statement of Work. Cognitive-pre-testing methodology is not clearly based on the target audience, geographic scope, and research objectives. Rationale is unclear.	Demonstrates a full understanding of the cognitive pre-testing methodology and requirement and provides a clear and detailed methodological approach. All elements are clearly addressed and detailed. Cognitive pre-testing research proposed includes a minimum of five individuals in each language/dialect proposed by the bidder, including English Methodology is based on the target audience, geographic scope, and research objective. Rationale is clearly explained.

C: (Minimum 14, Maximum 20 Points)

Criterion	0 Points (criterion not met)	10 points (criterion is partially met)	14 points (criterion met)	20 points (criterion is exceeded)
c) Sampling	Not provided or unclear. Does not demonstrate an understanding of the requirement Sampling/sample size is not based on the target audience, geographic scope, and research objectives.	Lacks details and is unclear. Does not fully demonstrate an understanding of the requirements relating to the target audience, geographic scope, and/or research objectives.	Demonstrates a full understanding of the requirements. Sampling/sample size is clearly based on the target audience, geographic scope, and research objectives. Includes details on sub-group sampling within the audience (age, gender, education, location, etc...). Information clear and detailed.	Demonstrates a full understanding of the requirements relating to sampling. Sample/scope exceeds minimum requirements. Sampling/sample size is clearly based on the target audience, geographic scope, and research objectives and provides examples and explanations to further add value. Includes details on sub-group sampling within the audience (age, gender, education, location, etc...). Information clear and detailed.

D: (Maximum 20 Points, No Minimum)

Criterion	0 Points (criterion not met)	10 points (criterion is partially met)	14 points (criterion met)	20 points (criterion is exceeded)
d) Barriers and Challenges to Low Response Rates in the North	Not provided or unclear. Does not discuss and detail barriers or solutions.	Limited information provided. Discussion of barriers and solutions provided do not demonstrate an understanding of the requirement. Or, some barriers provided with limited information on solutions. Unclear.	Information provided is clear and demonstrates a full understanding of the barriers relating to response rates. Workable solutions are provided.	Clear and detailed information provided. Demonstrates a full understanding of the barriers relating to response rates. Detailed, workable solutions are provided for each barrier identified, along with detailed examples of experience in overcoming barriers.

Total for R2.1: a + b + c + d**R2.2 Other Proposed Methodologies (Maximum 10 points, no minimum)**

Criterion	0 Points (criterion not met)	5 points (criterion is partially met)	7 points (criterion met)	10 points (criterion is exceeded)
Other Proposed Research Methodologies	Not provided or unclear.	Limited information provided. Unclear.	Information provided is clear and demonstrates a detailed understanding of how additional, proposed methodologies will help to meet the minimum methodological criterion and research objectives. Proposed methodology(ies) are based on the target audience, geographic scope, and research objective, and include a clear rationale.	Information provided is clear and detailed and demonstrates an understanding of how additional, proposed methodologies will go significantly beyond the minimum criterion(s) and greatly enhance the project's ability to meet the research objectives. Proposed methodology(ies) are based on the target audience, geographic scope, and research objective, and are accompanied by a clear rationale that demonstrates how they will support research objectives.

Total for R2.2: _____

Total for R2: E2.1 + E2.2

R3. Inuit Benefit Plan (IBP) (Minimum 14, Maximum 20 points):

As submitted under M5, Bidders should describe how they will engage Inuit professional services or the use of firms who qualify as an "Inuit Firm" under Article 24, Part 1: Definitions, of the Nunavut Land Claim Agreement <https://www.aadnc-aandc.gc.ca/eng/1100100030601/1100100030602>:

Criterion	0 Points (criterion not met)	10 points (criterion is partially met)	14 points (criterion met)	20 points (criterion is exceeded)
Inuit Benefit Plan	Not provided or not clearly described. Does not demonstrate an understanding of the requirement.	Described but lacks detail. Does not fully demonstrate an understanding of the requirements.	Clearly described and detailed. Demonstrates a full understanding of the requirement.	Clearly described and detailed. Demonstrates the bidders' full understanding and experience in engaging Inuit professional services or Inuit firms.
Total: _____				

R4. Proposed Team (Minimum 170, Maximum 250 Points)

The Curriculum Vitae's (CV)'s provided for each researcher/consultant proposed in M2 will be evaluated as follows.

- a) Academic qualifications / training / certifications / publications / awards and memberships relevant to the design, conduct and reporting of market research/public opinion research/social science/aboriginal and/or northern studies/statistics/economics.** For each academic qualification submitted, please specify the field of study in the CV. An average score for all proposed researchers will be calculated.

(Minimum 35 points per researcher/consultant, Maximum 50 points)

	Academic Qualifications									
Name of Researcher / Consultant	High school (32 points) College not relevant (33 points) College relevant (34 points) University not relevant (35 points) University relevant (40 points)					Certifications Accreditations, certificates etc.)	Training (Courses / workshops / seminars / conferences	Publications (Academic papers, professional association articles, reports for any and all levels of government, etc...).	Awards and Memberships (i.e. Marketing Research Intelligence Association, ESOMAR, etc...).	Total points assigned
	32 pts	33 pts	34 pts	35 pts	40 pts	(3 points)	(3 points)	(3 points)	(1 point)	(Max. 50 points)
Total Points										
Final Score (Average points for all Researchers / Consultants)										

b) Work experience: (Minimum 70 Points, Maximum 100 points)

As demonstrated in their CV's, the bidder should identify the total number of years of overall market research/public opinion research/social science/aboriginal and/or northern studies/statistics/economics experience for each researcher/consultant proposed. An average score of all the proposed researchers/consultants will be calculated.

(Minimum 70 points per researcher/consultant, Maximum 100 points)

	Number of years overall of relevant experience					
Name of Researchers / Consultants	Less than or equal to 2 yrs 60 pts (60%)	Greater than 2 yrs but less than or equal to 3 yrs 70 pts (70%)	Greater than 3 yrs but less than or equal to 5 yrs 80 pts (80%)	Greater than 5 yrs but less than or equal to 8 yrs 90 pts (90%)	Greater than 8 yrs 100 pts (100%)	Total points assigned (Maximum 100 points)
Total Points						
Final Score (Average points for all Researchers / Consultants)						

c) Knowledge and Project Experience (Minimum 65, Maximum 100 points).

For each researcher/consultant proposed, the Bidder should provide a minimum of two (2) projects and a maximum of four (4) projects to demonstrate the researcher/consultants knowledge and project experience. The projects must include the following:

- At least fifty per cent (50%) of projects put forward by the bidder must include a quantitative research component;
- At least one (1) quantitative project must have been conducted in Canada's North (North of the 60th parallel);
- At least one (1) project submitted must have included a qualitative research component;
- All projects must have included a component with Canada's Aboriginal peoples (bidder must demonstrate that the research methodology / research instruments were specifically designed for this target population);
- All research must have been conducted over the last eight (8) years;
- Projects that do not include a component with Canada's Aboriginal peoples will not be evaluated;
- Projects cited could also be mixed-mode projects (i.e. contain a mixture of quantitative and qualitative research); and
- All cited project experience must be from projects which included a research component(s) with members of Canada's Aboriginal communities.

The projects submitted by the Bidder should demonstrate experience in research design, implementation, and management of quantitative and/or qualitative research, with a focus on managing and conducting research with Canada's Aboriginal Peoples. Projects that do not demonstrate this experience will not be evaluated.

Researchers/Consultants can cite the same projects if more than one team member worked on them. The researcher/consultant must have led on one of the research projects cited as an example³.

For each project cited, Bidders should provide a complete profile (see Annex D for detailed information required). Information provided should include project title; researcher(s), current client contact information (for reference check); project start and end date, project description; description of methodology, target audience(s); geographic coverage; and deliverables.

Each project presented by the bidder will be evaluated as follows: the first two projects listed by the bidder (project 1 and project 2) will be rated up to a maximum of 35 points each. Projects 3 and 4 (if listed) will be rated up to a maximum of 15 points each. The bidder must clearly identify the order of projects. Failure to do so will result in the Project Authority determining points based on the order in which the projects are presented in the bidder's proposal.

An average score of project experience of all the proposed researchers will be calculated.

(Minimum 65 points per researcher/consultant, Maximum 100 points)

³ The researchers/consultants could have been co-leads on cited projects.

The first 2 projects submitted for each researcher/consultant will be evaluated as follows:

Criterion	Points
Project Title: Project title is included	1
Researcher(s)/Consultants(s): Name of researcher (s)/consultant(s) involved in the project and their role(s) is included	1
Client: Valid name and contact information of Client (must include email and telephone) is included	1
Project start/end date: Project start/end date (MM/YY) is included and the project was conducted within the last eight (8) years from the closing date of this RFP	1
Project Description: Maximum 10 points broken down as follows: i) The project background is described clearly (5 points) ii) The project objectives/goals are described clearly (5 point)	10
Methodology: Maximum 10 points broken down as follows: i) The methodology(ies) used is described clearly (5 points) ii) The rationale for each methodology described is provided clearly (5 points)	10
Target Audience: Description of the project's target audience (s) is included	4
Geographic Coverage: A clear detailed description of the geographic regions covered in the study (e.g. National, provincial, and territorial) is described	4
Deliverables: How the research results and analysis were delivered to the client: (e.g. Report(s), client presentations, oral briefings, memorandums, etc...). is described	3
Total	35

The third and fourth projects submitted for each researcher/consultant will be evaluated as follows:

Criterion	Points
Project Title: Project title is included	0.5
Researcher(s)/Consultants(s): Name of researcher (s)/consultant(s) involved in the project and their role(s) is included	0.5
Client: Valid name and contact information of Client (must include email and telephone) is included	0.5
Project start/end date: Project start/end date (MM/YY) is included and the project was conducted within the last eight (8) years from the closing date of this RFP	0.5
Project Description: Maximum 10 points broken down as follows: i) The project background is described clearly (2.5 points) ii) The project objectives/goals are described clearly(2.5 point)	5
Methodology: Maximum 10 points broken down as follows: i) The methodology(ies) used is described clearly (2.5 points) ii) The rationale for each methodology described is provided clearly (2.5 points)	5
Target Audience: Description of the project's target audience (s) is included	1
Geographic Coverage: A description of the geographic regions covered in the study (e.g. National, provincial, and territorial) is described	1
Deliverables: How the research results and analysis were delivered to the client: (e.g. Report(s), client presentations, oral briefings, memorandums, etc...). is described	1
Total	15

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G9292-15-1383

Amd. No. - N° de la modif.

File No. - N° du dossier

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Buyer ID - Id de l'acheteur

cy010

CCC No./N° CCC - FMS No/ N° VME

Name of Researcher/Consultant	Project 1 total score	Project 2 total score	Project 3 total score	Project 4 total score	Total points assigned (Maximum 100 points per person)
Total Points					
Final Score (Average points for all Researchers/Consultants)					

R5: Work Plan (Minimum 70, Maximum 100 Points):

Sufficient detail should be provided to allow an overall understanding of how, when, where and by whom the project tasks will be undertaken and completed, and how the project objectives will be met. It should include how the tasks will be distributed among the team members.

Work to be completed by March 31, 2015:

The Bidder should provide a detailed work plan that demonstrates their ability to complete the project by **March 31st, 2015**, including, but not limited to – the tasks below:

- Kick-off meeting to discuss research purpose and objectives, design issues, research schedule and draft report, etc.;
- Design research instruments (recruitment screeners, moderator's/interviewer's guides, questionnaires);
- Approval of instruments;
- Translation of the instruments into the appropriate languages/dialects of Nunavut and French if necessary (Bidder to advise);
- Conduct fieldwork for all research components;
- Provide progress reports;
- Analyze the results of the fieldwork;
- Provide a verbal and written debrief within five (5) days after end of each field period;
- Provide a written draft report in English or French with separate executive summaries in the form requested by the Project Authority;
- Finalize report upon approval from the Project Authority; and
- Quality control throughout the project.

Work to be completed by May 31, 2015:

- The Bidder's workplan should also demonstrate their ability to complete the following by **May 31st, 2015**:
- Oral presentations in the National Capital Region.

Criterion	0 Points (criterion not met)	50 points (criterion is partially met)	70 points (Criterion is met)	100 points (criterion is exceeded)
Work Plan	Bidder did not present a work plan or the work plan does not demonstrate the work can be completed in the required timeframes.	Bidder presented a work plan which partially responded to the requirements listed above or the work plan is lacking in details and unclear.	Bidder provided a work plan which clearly responded to all the requirements listed above. The work plan clearly demonstrates that the work can be completed in the required timeframes.	Bidder provided a clear and detailed work plan which exceeded the requirements listed above. The work plan clearly demonstrates that the work can be completed in the required timeframes
Total:				

ANNEX D**PROJECT TEMPLATE**

In order to ensure that the evaluation team gets the information needed to evaluate the Research Projects, please ensure that the following information is provided on a “per project” basis.

The Bidder is to use the headings and subheadings provided below: use plain language; provide facts and sources.

Project Title:	Name of project.
Researcher(s) / Consultant(s):	Name of researcher(s) involved in the project and their role(s).
Client:	Valid name and contact information of Client (must include email and telephone). Client may be contacted to confirm information provided in this template.
Project start/end date:	Start: (Month/Year) End: (Month/Year)
Project Description:	Project Description: i) The project background is clearly described ii) The project objectives/goals are clearly described
Methodology:	Methodology: i) The methodology(ies) used is clearly described ii) The rationale for each methodology described is provided clearly
Target Audience:	Provide a description of the project's target audience(s).
Geographic Coverage:	Provide a description of the geographic regions covered in the study (e.g. National, provincial, and territorial).
Deliverables:	Describe how the research results and analysis were delivered to the client: (e.g. Report(s), client presentations, oral briefings, memorandums, etc...).

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ANNEX E

POLITICAL NEUTRALITY CERTIFICATION

Political Neutrality Certification

This certification is to be submitted with the final report submitted to the Project Authority.

I hereby certify as Senior Officer of _____ that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the *Communications Policy of the Government of Canada* and *Procedures for Planning and Contracting Public Opinion Research*. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate or ratings of the performance of a political party or its leaders.

Signed _____

Date _____