

## ADVANCE CONTRACT AWARD NOTICE

**TITLE:** Update to *The Gathering Place* classroom resource for Canadian Heritage.

### INTRODUCTION:

The Department of Canadian Heritage has a requirement for the provision of an update to *The Gathering Place* classroom resource. The purpose of this Advance Contract Award Notice (ACAN) is to signal the government's intention to award a contract for these services to Classroom Connections of 31 Cavell Avenue, Toronto (ON) M4K 1L5. Before awarding a contract, however, the government would like to provide suppliers with the opportunity to demonstrate that they are capable of satisfying the requirements set out in this notice, by submitting a statement of capabilities during the 15 calendar day posting period.

If other potential suppliers submit a statement of capabilities during the 15 calendar day posting period that meet the requirements set out in the ACAN, the government will proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

If no other supplier submits, on or before the closing date, a statement of capabilities meeting the requirements set out in the ACAN, a contract will be awarded to the pre-selected supplier.

### BACKGROUND:

The Capital Experience Program from the National Capital Commission was transferred to the Department of Canadian Heritage (PCH) in Budget 2013. Subsequently, PCH has a requirement to update the current version of *The Gathering Place* classroom resource that explores the role of Canada's Capital Region and is designed for teachers of Grades 5 to 8 across Canada. This resource was developed by Classroom Connections in partnership with the National Capital Commission (NCC) in 2006. The resource was available from Classroom Connections, online and in print, between 2006 and 2010. While parts of this immensely successful classroom resource are still useful, it has become dated in many ways and the program deems it important that *The Gathering Place* be significantly updated.

The work will involve the following:

- Resource Development: Content development and production of *The Gathering Place* educational resource and supporting materials, in English and French.
- Distribution of *The Gathering Place* to 10,000 elementary schools across Canada. This includes contacting individual school boards to confirm contacts and shipping strategies, and contacting curriculum specialists in each school board to encourage promotion, implementation and usage.
- National promotion of *The Gathering Place* to educators through targeted advertisements and articles in educational publications, and through attendance and presentations at educational events and conferences.
- Development of online materials, in English and French, to support *The Gathering Place*. This includes the creation of *The Gathering Place* micro-site on the Classroom Connections



website, and the creation of online extension activities and materials.

The proposed contract is for a period of 3 years, from 2014 to 2017\*.

The estimated value of the contract, including the option period, is 299,411.00 (applicable taxes are extra).

\* There is a possibility that an additional requirement will be needed to support Canada's 150<sup>th</sup> anniversary in 2017, should funding become available.

### **MINIMUM ESSENTIAL REQUIREMENTS:**

Any interested supplier must demonstrate by way of a statement of capabilities that it meets the following requirements:

- At least ten (10) years of experience developing bilingual, educator-vetted teaching resources with cross-Canada curriculum connections that combine traditional and new media teaching approaches and address multiple learning styles.
- At least ten (10) years of experience developing these resources in partnership with federal/provincial/territorial government departments.
- Must have reliable contact information for teachers and curriculum consultants at school boards that represent a minimum of 80% of elementary schools in Canada (with representation in each province and territory).
- At least ten (10) years of experience submitting resources for approval by the Curriculum Services Canada.
- Access to an advisory board of youth, education and curriculum experts for resource vetting and feedback.
- Knowledge and understanding of best practices in promotion of educational resources to teachers, administrators and school boards.
- At least seven (7) years of experience producing promotional and advertising materials, placing advertisements in pedagogically-themed magazines and online publications.
- Ability to promote resource to educators at education conferences across Canada.
- Experience collecting, synthesizing and analyzing resource feedback from teachers.

### **JUSTIFICATION FOR THE PRE-SELECTED SUPPLIER:**

Classroom Connections is the only organization capable of doing the work for the following reasons:

-Classroom Connections holds the copyright for The Gathering Place, and it is impossible for any other educational consultants to update the content.

-The Classroom Connections distribution network provides a turn-key service that includes resource development, resource vetting and feedback by educators, graphic design, printing, distribution directly to educators who will use the resource, effective promotion of the resource to teachers, and resource evaluation.

-The Classroom Connections distribution strategy includes individually contacting school boards across Canada (representing 10,000 elementary schools) to let them know about the resource and confirm with them the people who should receive it (teachers who will most likely use the resource). It also includes contacting curriculum specialists for each school board to get them to support the resource and promote/implement it in classrooms. Follow up with contacts after shipping the resource to confirm it was received.

- Only Classroom Connections has the distribution network and brand recognition among teachers. Classroom Connections and The Gathering Place have been established as brands that are trusted by educators, and we have been unable to find another educational consultant that has a comparable ability to penetrate the education market and get educational resources into schools, into the hands of teachers who will use them in their classrooms.

Ownership of any Foreground Intellectual Property arising out of the proposed contract will vest in the Contractor.

**RESPONSE:**

Suppliers who consider themselves fully qualified and available to meet the specified requirements may submit a statement of capabilities in writing to the Contracting Authority identified in this Notice on or before the closing date of this Notice. The statement of capabilities must clearly demonstrate how the supplier meets the advertised requirements.

The closing date and time for accepting statements of capabilities is November 6, 2014 at 2:00 P.M. EST.

Inquiries are to be directed to:

Lynn Levesque  
Procurement and Contract Specialist  
Contracting and Materiel Management Directorate  
Department of Canadian Heritage  
Telephone: 819-994-5119  
Facsimile: 819-953-4133  
E-mail: [Lynn.Levesque@pch.gc.ca](mailto:Lynn.Levesque@pch.gc.ca)

Statements of capabilities are to be sent electronically (by e-mail) to:

Name of Contracting Authority  
[Lynn.Levesque@pch.gc.ca](mailto:Lynn.Levesque@pch.gc.ca)



**POLICY INFORMATION:**

- Government Contracts Regulations (GCRs) – article 6.(d) Only one person/supplier is capable of performing the contract.
- Subject to WTO-AGP
- Subject to NAFTA
- Subject to Canada-Peru Free Trade Agreement
- Subject to Canada-Chile Free Trade Agreement
- Subject to Canada-Columbia Free Trade Agreement
- Subject to AIT