

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 0B2 / Noyau 0B2
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 Digital Engagement Services	
Solicitation No. - N° de l'invitation HT399-143551/A	Date 2014-12-15
Client Reference No. - N° de référence du client HT399-14-3551	
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-026-66361	
File No. - N° de dossier cx026.HT399-143551	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2015-01-16	Time Zone Fuseau horaire Eastern Standard Time EST
F.O.B. - F.A.B. Specified Herein - Précisé dans les présentes Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input checked="" type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Andruchow(CX Div.), Cassandra	Buyer Id - Id de l'acheteur cx026
Telephone No. - N° de téléphone (613) 993-7846 ()	FAX No. - N° de FAX (613) 991-5870
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF HEALTH 200 EGLANTINE OTTAWA Ontario K1A0K9 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address
**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

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

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

Solicitation No. - N° de l'invitation

HT399-143551/A

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

cx026

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

File No. - N° du dossier

CCC No./N° CCC - FMS No/ N° VME

HT399-14-3551

cx026HT399-143551

This page has been left intentionally blank. See attached documents. Please note that the numbering is starting back at page one.

TABLE OF CONTENTS

PART 1 - GENERAL INFORMATION

- 1.1 INTRODUCTION
- 1.2 SUMMARY
- 1.3 DEBRIEFINGS

PART 2 - BIDDER INSTRUCTIONS

- 2.1 STANDARD INSTRUCTIONS, CLAUSES AND CONDITIONS
- 2.2 SUBMISSION OF BIDS
- 2.3 FORMER PUBLIC SERVANT
- 2.4 ENQUIRIES - BID SOLICITATION
- 2.5 APPLICABLE LAWS
- 2.6 BASIS FOR CANADA'S OWNERSHIP OF INTELLECTUAL PROPERTY

PART 3 - BID PREPARATION INSTRUCTIONS

- 3.1 BID PREPARATION INSTRUCTIONS

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

- 4.1 EVALUATION PROCEDURES
- 4.2 BASIS OF SELECTION

PART 5 - CERTIFICATIONS

- 5.1 CERTIFICATIONS PRECEDENT TO CONTRACT AWARD

PART 6 - RESULTING CONTRACT CLAUSES

- 6.1 STATEMENT OF WORK
- 6.2 STANDARD CLAUSES AND CONDITIONS
- 6.3 SECURITY REQUIREMENTS
- 6.4 TERM OF CONTRACT
- 6.5 AUTHORITIES
- 6.6 PROACTIVE DISCLOSURE OF CONTRACTS WITH FORMER PUBLIC SERVANTS
- 6.7 PAYMENT
- 6.8 INVOICING INSTRUCTIONS
- 6.9 CERTIFICATIONS
- 6.10 APPLICABLE LAWS
- 6.11 PRIORITY OF DOCUMENTS
- 6.12 INSURANCE
- 6.13 IDEMNITY AGAINST MORALS RIGHTS INFRINGEMENT
- 6.14 COPYRIGHT
- 6.15 COPYRIGHT MENTION
- 6.16 CANADA WORDMARK
- 6.17 RIGHTS
- 6.18 MUSIC RIGHTS AND CLEARANCES
- 6.19 TECHNICAL STANDARDS
- 6.20 STORAGE

- ANNEX A STATEMENT OF WORK
- ANNEX B BASIS OF PAYMENT

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

ANNEX C	EVALUATION GRID
ANNEX D	TO PART 5 - BID SOLICITATION - FEDERAL CONTRACTORS PROGRAM FOR
	EMPLOYMENT EQUITY – CERTIFICATION
ANNEX E	INSURANCE REQUIREMENT
ANNEX F	TASK AUTHORIZATION FORM PWGSC-TPSGC 572

PART 1 - GENERAL INFORMATION

1.1 Introduction

The bid solicitation is divided into six parts plus annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, Evaluation Grids, Federal Contractors Program for Employment Equity Certification Form, Insurance, and Task Authorization Form PWGSC-TPSGC 572.

1.2 Summary

The purpose of this Request for Proposal (RFP) is to seek proposals from bidders interested in providing digital engagement services as outlined in the Statement of Work at Annex A, on an 'as and when requested basis' to Health Canada (HC).

The resulting contract will be in effect from the date of issuance until March 31, 2016 and will include three (3) option periods of twelve (12) months.

As per the Integrity Provisions under section 01 of *Standard Instructions 2003*, bidders must provide a list of all owners and/or Directors and other associated information as required. Refer to section [4.21](#) of the *Supply Manual* for additional information on the Integrity Provisions.

For services requirements, Bidders must provide the required information as detailed in article 2.3 of Part 2 of *the bid solicitation*, in order to comply with Treasury Board policies and directives on contracts awarded to former public servants."

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

The requirement is limited to Canadian goods and/or services.

The Federal Contractors Program (FCP) for employment equity applies to this procurement; see Part 5 - Certifications, Part 6 - Resulting Contract Clauses and the Annex D titled Federal Contractors Program for Employment Equity - Certification."

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

1.3 Debriefings

After contract award, 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.

PART 2 - BIDDER INSTRUCTIONS

2.1 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.

2.2 Submission of Bids

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 bid solicitation.

2.3 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 FPSs, 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 FPSs 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

2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than seven (7) working days before the bid closing date. Enquiries received after that time may not be answered.

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

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 questions or may request that the Bidder do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

2.5 Applicable Laws

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

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

2.6 Basis for Canada's Ownership of Intellectual Property

Health Canada 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: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

Canada requests that bidders provide their bid in separately bound sections as follows:

Section I: Technical Bid (5 hard copies)

Section II: Financial Bid (2 hard copies)

Section III: Certifications (1 hard copy)

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Canada requests that bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process [Policy on Green Procurement](http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, bidders should:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Bid

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

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

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, if applicable.

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

Section III: Certifications

Bidders must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

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

4.1.1 Technical Evaluation

4.1.1.1 MANDATORY TECHNICAL CRITERIA

Bidders must meet all the mandatory requirements of the RFP. No further consideration will be given to Bidders not meeting all the mandatory criteria.

To meet the requirement described herein, the experience of the Bidder must be work for which the Bidder was under contract to external clients. During the evaluation no corporate experience gained through internal clients will be accepted or reviewed. In the case of a joint venture, the combined experience of the parties forming the joint venture will be considered in the evaluation of the experience of the Bidder.

Listing experience without providing any supporting data to describe where and how such experience was obtained will result in the experience not being included for evaluation purposes.

Definitions for the purposes of evaluation:

“External client(s)” means clients exterior to the Bidder's own legal entity (or joint venture partnership) and excludes the parent, subsidiaries or other affiliates of the Bidder.

“Internal client(s)” means clients within the Bidder's own legal entity (or joint venture partnership) and includes the parent, subsidiaries and other affiliates of the Bidder.

“Relevant experience” means demonstrated experience to meet the minimum qualifications specified for each of the key personnel.

M.1 Key Personnel Identification (Curriculum Vitae (CV))

The Bidder must clearly identify the proposed key personnel for the following roles:

- Account Manager
Minimum Required Qualifications:
 - Five (5) years experience in Account Management and a post-secondary degree or diploma in a related field; or
 - Ten (10) years experience in Account Management.
 - Must be able to understand and work in English and in French (comprehension, writing, and oral interaction).
- Senior Strategist

Minimum Required Qualifications:

- Five (5) years experience in developing Digital Engagement and Interactive Strategy as well as post-secondary degree or diploma in marketing, digital/internet, computer science or a related field; or
- Eight (8) years experience in developing Digital Engagement and Interactive Strategy
- Senior Developer for social media applications
Minimum Required Qualifications:
 - Five (5) years experience in IT and Applications or Games technology for the social media environment, and a diploma in IT related field; or
 - Eight (8) years experience in IT and Applications or Games technology for the social media environment.
- Creative Director
Minimum Required Qualifications:
 - Five (5) years experience in Creative Direction for social media, and a post-secondary degree or diploma in a related field; or
 - Ten (10) years experience in Creative Direction
- Production Manager
Minimum Required Qualifications:
 - Two (2) years experience in Production Management, preferably for social media, and post-secondary degree or diploma in a related field; or
 - Five (5) years experience in Production Management.
- Senior Analyst
Minimum Required Qualifications:
 - Three (3) years experience in analytics for social media, and a post-secondary degree or diploma in a related field; or
 - Five (5) years experience in analytics for social media

Each of the key personnel must meet the minimum required qualifications, as specified for each of the identified roles. The Bidder may propose the same individual for more than one role, provided that the individual meets the minimum required qualification for each role.

The Bidder must provide résumés for all identified key personnel proposed to provide the services as described in the Statement of Work at Annex A. The following information must be included for all identified key personnel proposed:

- education/training;
- work history;
- relevant experience.

M.2 Experience of the Firm

The Bidder must demonstrate that it has been contractually bound to an external client or to external clients (outside of the Bidder's own company) for two (2) projects to provide digital social media engagement services as described in the Annex A Statement of Work (SOW).

The two (2) projects must have been completed since January 1, 2012.

A minimum of one (1) of the two (2) described projects must have had an assigned budget of \$100,000.00 or higher.

One (1) project must have been delivered in English and one (1) project must have been delivered in French or bilingually (in English and in French). If a bilingual project is submitted, it can only count as one project: the Bidder cannot submit the French and English versions of one project as their two (2) project samples for evaluation.

A minimum of one (1) of the two (2) described projects must have included the development of videos for social media purposes.

During the evaluation no corporate experience gained through internal clients will be accepted or reviewed.

Each of the two (2) projects must have included all of the following services:

- Developing strategies for social media engagement that include:
 - Conducting research for the development of a social media strategy including analysis of multiple target audiences and latest social media trends.
 - Analysing and recommending digital engagement and interactive technologies to meet the client requirements;
 - Developing social media content
- Developing and implementing a social media campaign
- Developing tracking and evaluation mechanisms

M.2.1 The Bidder must provide all the following information for each of the two (2) digital engagement project samples submitted:

- Title and summary description of the project;
- A description of the target audience;
- Description of the services provided for the project;
- Overall creative approach to meet client objectives;
- List of deliverables of the project, including any social media platforms launched;
- Project results and explanation of how the results met the project's objectives;
- Dollar value of the assigned budget;
- Completion date;
- Client name;
- Sample of content developed in the form of one (1) video for social media (where applicable), and one (1) social media platform developed as part of the digital engagement project, and five (5) content examples such as, but not limited to, tweets, Facebook posts, blog post, pins (hard copy only).

M.2.2 The Bidder must provide a letter of reference for each digital engagement project sample submitted. Each letter of reference must be from the client for the digital engagement project sample and must be addressed to the Bidder. The letter of reference must indicate the client's satisfaction with the performance of the Bidder.

M.3 Financial Proposal

The Bidder must provide costing information strictly in accordance with the Basis of Payment at Annex B. Any deviation from the pricing schedule will render your proposal non-responsive.

FAILURE TO PROVIDE DETAILED INFORMATION FOR ANY OF THE ABOVE MAY RESULT IN THE PROPOSAL BEING DEEMED NON-RESPONSIVE. BIDS NOT MEETING THE ALL THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION.

4.1.1.2 POINT RATED TECHNICAL CRITERIA

Only those proposals which first meet the Mandatory Requirements will be considered in the second stage of the evaluation, the Point Rated Technical Evaluation.

To be considered compliant, bidders must obtain a minimum passing mark of 80% overall for the point rated criteria of the Technical Evaluation. The rating is performed on a scale of **75 points**. Proposals scoring less than 80% overall for the point rated criteria of the Technical Evaluation will not be given further consideration.

Bidders are instructed to address each requirement in sufficient depth to permit a complete analysis and assessment by the Evaluation Team.

Proposals will be evaluated on the completeness and level of detail by which they address the rated requirements. For example, if a description of a process or procedure is requested, the various steps which the Bidder will perform in order to complete the requirement, as detailed in the Annex A Statement of Work (SOW), should be described.

General statements should be avoided. These do not provide details which can be compared to the description of the requirement and therefore evaluated as to their relevancy in fulfilling the requirement, as detailed in the SOW.

Assessment of proposals will be based solely on the information in the Proposal. Canada may seek further information or clarification from the bidder.

The points allocated for selected criteria will be multiplied by the specified weighting factor (w.f.).

R.1 APPROACH AND METHODOLOGY (Maximum of 75 points)

R.1.1 Understanding of the Requirement (Maximum of 45 points)

The Bidder should provide details to describe the social media behaviour of each of the target audiences identified in the Annex A Statement of Work. The Bidder should also provide details to describe the most effective methods to communicate with each of the target audiences. The description should outline any challenges in meeting Health Canada's overall digital engagement objectives for each of the target audience's and the Bidder's proposed solutions.

Solicitation No. - N° de l'invitation
HT399-143551/A
 Client Ref. No. - N° de réf. du client
 HT399-14-3551

Amd. No. - N° de la modif.

 File No. - N° du dossier
 cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
 CCC No./N° CCC - FMS No./N° VME

0	Unsatisfactory	<ul style="list-style-type: none"> Information required was not provided Few elements present Not all elements are described or are poorly described Not enough details are provided to assess how the bidder's approach and methodology will be used to meet to the requirements as described in Annex A - Statement of Work. <p>OR</p> <p>Details do not provide evaluators with an understanding of the social media behavior of the target audience and/or how to effectively communicate with it.</p> <p>OR</p> <p>The description does not outline any challenges in meeting Health Canada's digital engagement objectives or does not provide any solutions.</p>
0.8	Good	<ul style="list-style-type: none"> Most elements present Most elements are well described Details provide evaluators with an understanding of the social media behavior of the target audience and how to effectively communicate with it. The description provides details to outline the challenges in meeting Health Canada's digital engagement objectives with some solutions.
0.9	Very Good	<ul style="list-style-type: none"> All elements present Most elements are well described Substantial details provide evaluators with an understanding of the social media behavior of the target audience and how to effectively communicate with it. <p>The description provides details to outline the challenges in meeting Health Canada's digital engagement objectives with solutions.</p>
1	Excellent	<ul style="list-style-type: none"> All elements present All elements are well described Substantial details provide evaluators with a clear understanding of the social media behavior of the target audience and how to effectively communicate with it. The description provides clear details to outline the challenges in meeting Health Canada's digital engagement objectives with well thought-out solutions.

a.	Canadian parents of kids age 0-16	Points Allocated for R.1.1.a____/5
b.	First Nations and Inuit with a focus on parents of kids age 0-16	Points Allocated for R.1.1.b____/5
c.	Youth (13-17)	Points Allocated for R.1.1.c____/5

Points Allocated for R1.1: ____/15 multiplied by w.f. 3 = : ____/45

R.1.2 Project Management Approach (Maximum of 30 points)

The Bidder should propose a preliminary project management approach that provides flexibility and considers client needs as described in this RFP. It should reflect how the Bidder proposes to work in collaboration with the Project Manager and Project Team and outline the key areas that require input from the Client. It should illustrate how the Bidder will ensure that performance, quality, and scheduled goals are achieved.

The Bidder should provide a detailed description of the proposed project management approach and procedures, schedule controls, risk mitigation, as well as the tools and techniques that will be used to plan, organize, direct and control the Project. The project management approach should also outline how the Bidder proposes to work in collaboration with the Project Authority to insure sufficient time for review and Government approval process.

0	Unsatisfactory	<ul style="list-style-type: none"> Information required was not provided Few elements present Not all elements are described or are poorly described Does not provide details to assess how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. OR <ul style="list-style-type: none"> Does not provide details to describe the tools and techniques that will be used to plan, organize, direct, and control the project. OR <ul style="list-style-type: none"> Does not identify any interaction between the Bidder and the Health Canada Project Authority.
0.8	Good	<ul style="list-style-type: none"> Most elements present Most elements are well described Details provided lead to a good understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. Details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. Details lead to an understanding of the interaction between the Bidder and the Health Canada Project Authority.
0.9	Very Good	<ul style="list-style-type: none"> All elements present Most elements are well described Substantial details lead to a good understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. Details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. Substantial details lead to a good understanding of the interaction between the Bidder and the Health Canada Project

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

		Authority.
1	Excellent	<ul style="list-style-type: none"> · All elements present · All elements are well described · Substantial details lead to a complete and thorough understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. · Clear details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. Substantial details lead to a complete and thorough understanding of the interaction between the Bidder and the Health Canada project Authority and how the Bidder proposes to work in collaboration with the Project Authority to ensure sufficient time for government of Canada approval processes.

Points Allocated for R1.2: ____/10 multiplied by w.f. 3 = : ____/30

4.1.2 Financial Evaluation

4.1.2.1 Mandatory Financial Criteria

The price of the bid will be evaluated in Canadian dollars, Applicable Taxes excluded, FOB destination, Canadian customs duties and excise taxes included.

4.1.2.2 Calculation of average hourly rate

The figures below are for demonstration purposes only and do not represent current or expected hourly rates for digital engagement services.

The financial proposal will be calculated as follows:

Step 1: For each Bidder, an average hourly rate per category of service will be calculated using the rates submitted for each of the periods of the contract.

Example of Step 1:

Bidder A

Category of Service	HOURLY RATE FOR CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	HOURLY RATE FOR OPTION PERIOD 3	AVERAGE HOURLY RATE
ACCOUNT MANAGEMENT AND COORDINATION SERVICES					
Account Management Services	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
Account administrative Services	\$55.00	\$55.00	\$55.00	\$55.00	\$55.00
DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES					
Strategic planning and direction	\$110.00	\$110.00	\$110.00	\$110.00	\$110.00

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

(Senior Strategist)					
Strategic development	\$90.00	\$90.00	\$90.00	\$90.00	\$90.00
TECHNICAL SERVICES					
Senior Developer	\$98.00	\$98.00	\$98.00	\$98.00	\$98.00
Junior Developer	\$88.00	\$88.00	\$88.00	\$88.00	\$88.00
Game Designer and Developer	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Information Architect and Usability Testing	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
CREATIVE AND PRODUCTION MANAGEMENT SERVICES					
Creative Direction	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Graphic Design	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00
Production Manager: digital and interactive	\$90.00	\$90.00	\$90.00	\$90.00	\$90.00
Production Services: digital and interactive	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
MEASUREMENT AND ANALYTICS SERVICES					
Senior Analyst	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Junior Analyst	\$85.00	\$85.00	\$85.00	\$85.00	\$85.00
Blended Hourly Rate (A)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00

Bidder B

Category of Service	HOURLY RATE FOR CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	HOURLY RATE FOR OPTION PERIOD 3	AVERAGE HOURLY RATE
ACCOUNT MANAGEMENT AND COORDINATION SERVICES					
Account Management Services	\$90.00	\$95.00	\$100.00	\$115.00	\$100.00
Account administrative Services	\$50.00	\$55.00	\$60.00	\$65.00	\$57.50
DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES					
Strategic planning and direction (Senior Strategist)	\$100.00	\$105.00	\$110.00	\$115.00	\$107.50
Strategic development	\$95.00	\$100.00	\$105.00	\$110.00	\$102.50
TECHNICAL SERVICES					
Senior Developer	\$120.00	\$125.00	\$130.00	\$135.00	\$127.50
Junior Developer	\$100.00	\$105.00	\$110.00	\$115.00	\$107.50
Game Designer and Developer	\$110.00	\$115.00	\$120.00	\$125.00	\$117.50
Information Architect and Usability Testing	\$120.00	\$125.00	\$130.00	\$135.00	\$127.50
CREATIVE AND PRODUCTION MANAGEMENT SERVICES					
Creative Direction	\$120.00	\$125.00	\$130.00	\$135.00	\$127.50

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

Graphic Design	\$100.00	\$105.00	\$110.00	\$115.00	\$107.50
Production Manager: digital and interactive	\$110.00	\$115.00	\$120.00	\$125.00	\$117.50
Production Services: digital and interactive	\$110.00	\$115.00	\$120.00	\$125.00	\$117.50
MEASUREMENT AND ANALYTICS SERVICES					
Senior Analyst	\$120.00	\$125.00	\$130.00	\$135.00	\$127.50
Junior Analyst	\$100.00	\$105.00	\$110.00	\$115.00	\$107.50
Blended Hourly Rate (A)	\$95.00	\$100.00	\$105.00	\$110.00	\$102.50

Bidder C

Category of Service	HOURLY RATE FOR CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	HOURLY RATE FOR OPTION PERIOD 3	AVERAGE HOURLY RATE
ACCOUNT MANAGEMENT AND COORDINATION SERVICES					
Account Management Services	\$125.00	\$125.00	\$130.00	\$130.00	\$127.50
Account administrative Services	\$75.00	\$75.00	\$80.00	\$80.00	\$77.50
DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES					
Strategic planning and direction (Senior Strategist)	\$125.00	\$125.00	\$130.00	\$130.00	\$127.50
Strategic development	\$110.00	\$110.00	\$115.00	\$115.00	\$112.50
TECHNICAL SERVICES					
Senior Developer	\$125.00	\$125.00	\$130.00	\$130.00	\$127.50
Junior Developer	\$110.00	\$110.00	\$115.00	\$115.00	\$112.50
Game Designer and Developer	\$120.00	\$120.00	\$125.00	\$125.00	\$122.50
Information Architect and Usability Testing	\$120.00	\$120.00	\$125.00	\$125.00	\$122.50
CREATIVE AND PRODUCTION MANAGEMENT SERVICES					
Creative Direction	\$125.00	\$125.00	\$130.00	\$130.00	\$127.50
Graphic Design	\$100.00	\$100.00	\$105.00	\$105.00	\$102.50
Production Manager: digital and interactive	\$120.00	\$120.00	\$125.00	\$125.00	\$122.50
Production Services: digital and interactive	\$120.00	\$120.00	\$125.00	\$125.00	\$122.50
MEASUREMENT AND ANALYTICS SERVICES					
Senior Analyst	\$125.00	\$125.00	\$130.00	\$130.00	\$127.50
Junior Analyst	\$110.00	\$110.00	\$115.00	\$115.00	\$112.50
Blended Hourly Rate (A)	\$110.00	\$110.00	\$115.00	\$115.00	\$112.50

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

Bidder D

Category of Service	HOURLY RATE FOR CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	HOURLY RATE FOR OPTION PERIOD 3	AVERAGE HOURLY RATE
ACCOUNT MANAGEMENT AND COORDINATION SERVICES					
Account Management Services	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Account administrative Services	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00
DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES					
Strategic planning and direction (Senior Strategist)	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Strategic development	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
TECHNICAL SERVICES					
Senior Developer	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Junior Developer	\$90.00	\$90.00	\$90.00	\$90.00	\$90.00
Game Designer and Developer	\$90.00	\$90.00	\$90.00	\$90.00	\$90.00
Information Architect and Usability Testing	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
CREATIVE AND PRODUCTION MANAGEMENT SERVICES					
Creative Direction	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Graphic Design	\$90.00	\$90.00	\$90.00	\$90.00	\$90.00
Production Manager: digital and interactive	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
Production Services: digital and interactive	\$60.00	\$60.00	\$60.00	\$60.00	\$60.00
MEASUREMENT AND ANALYTICS SERVICES					
Senior Analyst	\$90.00	\$90.00	\$90.00	\$90.00	\$90.00
Junior Analyst	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00
Blended Hourly Rate (A)	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00

Bidder E

Category of Service	HOURLY RATE FOR CONTRACT PERIOD	HOURLY RATE FOR OPTION PERIOD 1	HOURLY RATE FOR OPTION PERIOD 2	HOURLY RATE FOR OPTION PERIOD 3	AVERAGE HOURLY RATE
ACCOUNT MANAGEMENT AND COORDINATION SERVICES					
Account Management Services	\$220.00	\$220.00	\$220.00	\$220.00	\$220.00

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

Account administrative Services	\$120.00	\$120.00	\$120.00	\$120.00	\$120.00
DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES					
Strategic planning and direction (Senior Strategist)	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Strategic development	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
TECHNICAL SERVICES					
Senior Developer	\$170.00	\$170.00	\$170.00	\$170.00	\$170.00
Junior Developer	\$130.00	\$130.00	\$130.00	\$130.00	\$130.00
Game Designer and Developer	\$175.00	\$175.00	\$175.00	\$175.00	\$175.00
Information Architect and Usability Testing	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
CREATIVE AND PRODUCTION MANAGEMENT SERVICES					
Creative Direction	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00
Graphic Design	\$210.00	\$210.00	\$210.00	\$210.00	\$210.00
Production Manager: digital and interactive	\$175.00	\$175.00	\$175.00	\$175.00	\$175.00
Production Services: digital and interactive	\$140.00	\$140.00	\$140.00	\$140.00	\$140.00
MEASUREMENT AND ANALYTICS SERVICES					
Senior Analyst	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00
Junior Analyst	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00
Blended Hourly Rate (A)	\$130.00	\$130.00	\$130.00	\$130.00	\$130.00

Step 2: The highest and lowest average hourly rate per category of service will be removed prior to calculation the overall average rate per category. If there are three or fewer bidders, no hourly rates will be removed.

Example of Step 2:

Category of Service	Bidder A Average Hourly rate	Bidder B Average Hourly rate	Bidder C Average Hourly rate	Bidder D Average Hourly rate	Bidder E Average Hourly rate	Overall Average
ACCOUNT MANAGEMENT AND COORDINATION SERVICES						
Account Management Services	\$75.00	\$100.00	\$127.50	\$100.00	\$220.00	\$109.17
Account administrative Services	\$55.00	\$57.50	\$77.50	\$50.00	\$120.00	\$63.34
DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES						
Strategic planning and direction	\$110.00	\$107.50	\$127.50	\$100.00	\$200.00	\$115.00

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

(Senior Strategist)						
Strategic development	\$90.00	\$102.50	\$112.50	\$75.00	\$150.00	\$101.67
TECHNICAL SERVICES						
Senior Developer	\$98.00	\$127.50	\$127.50	\$100.00	\$170.00	\$118.34
Junior Developer	\$88.00	\$107.50	\$112.50	\$90.00	\$130.00	\$103.34
Game Designer and Developer	\$100.00	\$117.50	\$122.50	\$90.00	\$175.00	\$113.34
Information Architect and Usability Testing	\$100.00	\$127.50	\$122.50	\$75.00	\$150.00	\$116.67
CREATIVE AND PRODUCTION MANAGEMENT SERVICES						
Creative Direction	\$100.00	\$127.50	\$127.50	\$100.00	\$210.00	\$118.34
Graphic Design	\$85.00	\$107.50	\$102.50	\$90.00	\$210.00	\$100.00
Production Manager: digital and interactive	\$90.00	\$117.50	\$122.50	\$75.00	\$175.00	\$110.00
Production Services: digital and interactive	\$75.00	\$117.50	\$122.50	\$60.00	\$140.00	\$105.00
MEASUREMENT AND ANALYTICS SERVICES						
Senior Analyst	\$100.00	\$127.50	\$127.50	\$90.00	\$200.00	\$118.34
Junior Analyst	\$85.00	\$107.50	\$112.50	\$75.00	\$150.00	\$101.67
Blended Hourly Rate (A)	\$100.00	\$102.50	\$112.50	\$50.00	\$130.00	\$105.00

Step 3: If any Bidder's average hourly rate per category is more than 50% below or 100% above the overall average of a category of service, its bid will be considered non-responsive.

Example of Step 3:

Category of Service	Bidder A Average Hourly rate	Bidder B Average Hourly rate	Bidder C Average Hourly rate	Bidder D Average Hourly rate	Bidder E Average Hourly rate	Overall Average	Minimum Responsive Hourly Rate	Maximum Responsive Hourly Rate
ACCOUNT MANAGEMENT AND COORDINATION SERVICES								
Account Management Services	\$75.00	\$100.00	\$127.50	\$100.00	\$220.00	\$109.17	\$54.59	\$218.34
Account administrative Services	\$55.00	\$57.50	\$77.50	\$50.00	\$120.00	\$63.34	\$31.67	\$126.68

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES								
Strategic planning and direction (Senior Strategist)	\$110.00	\$107.50	\$127.50	\$100.00	\$200.00	\$115.00	\$57.50	\$230.00
Strategic development	\$90.00	\$102.50	\$112.50	\$75.00	\$150.00	\$101.67	\$50.84	\$203.34
TECHNICAL SERVICES								
Senior Developer	\$98.00	\$127.50	\$127.50	\$100.00	\$170.00	\$118.34	\$59.17	\$236.68
Junior Developer	\$88.00	\$107.50	\$112.50	\$90.00	\$130.00	\$103.34	\$51.67	\$206.68
Game Designer and Developer	\$100.00	\$117.50	\$122.50	\$90.00	\$175.00	\$113.34	\$56.67	\$226.68
Information Architect and Usability Testing	\$100.00	\$127.50	\$122.50	\$75.00	\$150.00	\$116.67	\$58.34	\$233.34
CREATIVE AND PRODUCTION MANAGEMENT SERVICES								
Creative Direction	\$100.00	\$127.50	\$127.50	\$100.00	\$210.00	\$118.34	\$59.17	\$236.68
Graphic Design	\$85.00	\$107.50	\$102.50	\$90.00	\$210.00	\$100.00	\$50.00	\$200.00
Production Manager: digital and interactive	\$90.00	\$117.50	\$122.50	\$75.00	\$175.00	\$110.00	\$55.00	\$220.00
Production Services: digital and interactive	\$75.00	\$117.50	\$122.50	\$60.00	\$140.00	\$105.00	\$52.50	\$210.00
MEASUREMENT AND ANALYTICS SERVICES								
Senior Analyst	\$100.00	\$127.50	\$127.50	\$90.00	\$200.00	\$118.34	\$59.17	\$236.68
Junior Analyst	\$85.00	\$107.50	\$112.50	\$75.00	\$150.00	\$101.67	\$50.84	\$203.34
Blended Hourly Rate (A)	\$100.00	\$102.50	\$112.50	\$50.00	\$130.00	\$105.00	\$52.50	\$210.00

The bids from Bidders D would be non-responsive as they did not meet the minimum responsive hourly rates for certain categories. The bid from Bidder E would be non-responsive as it did not meet the maximum responsive hourly rate for certain categories.

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

4.2. Basis of Selection

4.2.1 Basis of Selection – Lowest Price Per Point

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 of 80 percent overall of the points for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 75 points.
2. Bids not meeting (a) or (b) or (c) will be declared non-responsive. Neither the responsive bid that receives the highest number of points nor the one that proposed the lowest price will necessarily be accepted. The responsive bid with the lowest evaluated price per point will be recommended for award of a contract.

PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and associated information to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a Contractor in default in carrying out any of its obligations under the Contract, if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority may render the bid non-responsive or constitute a default under the Contract.

5.1 Certifications 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 specified will render the bid non-responsive.

5.1.1 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.

5.1.2 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](http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml)" 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.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex [Federal Contractors Program for Employment Equity - Certification](#), before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

5.1.3 Additional Certifications Precedent to Contract Award

5.1.3.1 CANADIAN CONTENT CERTIFICATION

5.1.3.1.1 SACC Manual Clause A3050T (2010-01-11) Canadian Content Definition.

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

5.1.3.2 STATUS AND AVAILABILITY OF RESOURCES

SACC Manual Clause A3005T (2010-08-16) - Status and Availability of Resources

SIGNATURE

DATE

5.1.3.3 EDUCATION AND EXPERIENCE

SACC Manual Clause A3010T (2010-08-16) - Education and Experience

SIGNATURE

DATE

PART 6 - RESULTING CONTRACT CLAUSES

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

6.1 Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex A.

6.1.2 Task Authorization

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

6.1.2.1 Task Authorization Process

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

6.1.2.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$100,000.00, Applicable Taxes included, inclusive of any revisions.

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

6.1.2.3 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause,
"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and

"Minimum Contract Value" means 10% of the Maximum Contract Value.

2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.

6.1.2.4 Periodic Usage Reports - Contracts with Task Authorizations

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

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

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

The quarterly periods are defined as follows:

- 1st quarter: April 1 to June 30;
- 2nd quarter: July 1 to September 30;
- 3rd quarter: October 1 to December 31; and
- 4th quarter: January 1 to March 31.

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

Reporting Requirement- Details

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

For each authorized task:

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

For all authorized tasks:

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

6.2 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)(<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

6.2.1 General Conditions

2035 (2014-09-25), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

6.2.1.1 Supplemental General Conditions

4007 (2010/08/16) Canada to Own Intellectual Property Rights in Foreground Information apply to and form part of the Contract.

6.3 Security Requirement

6.3.1 There is no security requirement applicable to this Contract.

6.4 Term of Contract

6.4.1 Period of the Contract

The period of the contract is from date of award to **March 31, 2016**.

6.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to three (3) additional twelve (12) month periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

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

6.5 Authorities

6.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Cassandra Andruchow
Supply Specialist
Public Works and Government Services Canada
Acquisitions Branch
Communications Procurement Directorate
360 Albert St., 12th Floor, #41

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

Ottawa, ON K1A 0S5

Telephone: 613-993-7846
Facsimile: 613-991-5870
E-mail address: cassandra.andruchow@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

6.5.2 Technical Authority

The Technical Authority for the Contract is:

The name and contact information is to be provided in the resulting contract.

The Technical Authority named above is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Technical Authority, however the Technical Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

6.5.3 Procurement Authority

The Procurement Authority for the Contract is:

The name and contact information is to be provided in the resulting contract.

The Procurement Authority is the representative of the department or agency for whom the Work is being carried out under the Contract. The Procurement Authority is responsible for the implementation of tools and processes required for the administration of the Contract. The Contractor may discuss administrative matters identified in the Contract with the Procurement Authority however the Procurement Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of Work can only be made through a contract amendment issued by the Contracting Authority.

6.5.4 Contractor's Representative

The name and contact information is to be provided in the resulting contract.

6.6 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.

6.7 Payment

6.7.1 Basis of Payment

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

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

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

6.7.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$1,082,000.00. Customs duties are excluded and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - a. when it is 75 percent committed, or
 - b. four (4) months before the contract expiry date, or
 - c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,whichever comes first.
4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

6.7.3 Multiple Payments

Canada will pay the Contractor for work performed under the Task Authorization upon completion and delivery of the Work as provided by and specified in the Task Authorization and in accordance with the payment provisions of the Contract if:

- i. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- ii. all such documents have been verified by Canada;
- iii. the Work delivered has been accepted by Canada.

6.7.4 Direct Request by Customer Department

SACC Manual Clause A9117C (2007-11-30) - T1204 - Direct Request by Customer Department

6.7.5 Discretionary Audit

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

6.7.6 Time Verification

SACC Manual Clause C0711C (2008-05-12) - Time Verification

6.7.7 Multiple Payments

SACC Manual Clause H1001C (2008-05-12) Multiple Payments

6.8 Invoicing Instructions

6.8.1 The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is complete.

6.8.2 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.

6.9 Certifications

6.9.1 Compliance

Compliance with the certifications and related documentation provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the term of the Contract. If the Contractor does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

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

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

6.9.3 Canadian Content Certification

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

6.10 Applicable Laws

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

6.11 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 4007 (2010/08/16) Canada to Own Intellectual Property Rights in Foreground Information;
- (c) the general conditions 2035 (2014-09-25), General Conditions - Higher Complexity - Services;
- (d) Annex A, Statement of Work;
- (e) Annex B, Basis of Payment;
- (f) Annex D, Federal Contractors Program for Employment Equity – Certification;
- (g) Annex E, Insurance Requirements;
- (h) the signed Task Authorizations (including all of its annexes, if any);
- (i) the Contractor's bid dated _____.

6.12 Insurance

The Contractor must comply with the insurance requirements specified in Annex E. The Contractor must maintain the required insurance coverage for the duration of the Contract. Compliance with the insurance requirements does not release the Contractor from or reduce its liability under the Contract.

The Contractor is responsible for deciding if additional insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any additional insurance coverage is at the Contractor's expense, and for its own benefit and protection.

The Contractor must forward to the Contracting Authority within ten (10) days after the date of award of the Contract, a Certificate of Insurance evidencing the insurance coverage and confirming that the insurance policy complying with the requirements is in force. For Canadian-based Contractors, coverage must be placed with an Insurer licensed to carry out business in Canada, however, for Foreign-based Contractors, coverage must be placed with an Insurer with an A.M. Best Rating no less than "A-". The Contractor must, if requested by the Contracting Authority, forward to Canada a certified true copy of all applicable insurance policies.

6.12.1 Errors and Omissions Liability Insurance

SAAC Manual Clause G2002C (2008-05-12) Errors and Omissions Liability Insurance

6.13 Indemnity Against Morals Rights Infringement

The Contractor shall indemnify and save harmless Canada and the Minister from and against all claims, losses, damages, costs and expenses sustained or incurred by Canada unless caused by Canada or the Minister, resulting from any action or legal proceeding on infringement, made, sustained, brought,

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

prosecuted, threatened to be brought or prosecuted, by any person that was under the direction and control of the Contractor during the term of this Contract and which person is claiming or claims a moral right, as set out under the Copyright Act.

The obligation to indemnify under this clause survives termination of this Contract and shall remain in force for the duration of the Copyright in the Work created under this Contract. In the alternate, the Contractor may provide written waivers of moral rights, signed and witnessed, from every single person that contributed to the writing, creating, producing or editing of the delivered work.

6.14 Copyright

Title to all products resulting from the Work and all materials supplied shall be the property of Canada. The Supplier shall ensure that any articles in its possession shall be stored under suitable conditions (of safety, temperature, humidity, etc.) until shipped, properly identified and packaged. Reproduction of any documents or other data shall not be reproduced without the expressed written permission of the Project Authority.

6.15 Copyright Mention

Incorporation into the end titles of a copyright notice, namely the symbol © followed by the name of the Minister and the appropriate date (year in which the production is completed), in the official languages.

© **Her Majesty the Queen in right of Canada**, represented by (Supplier to insert department name), (Supplier to insert Year).

© **Sa Majesté la Reine du chef du Canada représentée par** (Supplier to insert department name), (Supplier to insert year).

The notice shall be on a line by itself and shall be of such a size and time duration as to be easily read.

6.16 Canada Wordmark

Incorporation in each videotape program and into the final shot of the Canada Wordmark by itself and to be of such a size and time duration as to be easily read.

6.17 Rights

6.17.1 Data Rights:

All documentation delivered by the Contractor shall become the property of Canada. Canada shall have full and complete rights to duplicate, use and disclose in any manner for the Government of Canada's purposes, all or any part of the documents/data specified to be delivered by the Contractor in response to a contract.

6.17.1.1. Underlying Rights Requirements:

The Contractor is required to obtain underlying rights to material written, filmed, photographed, drawn, animated, or designed and acquired including talent, music, effects, as well as authoring software license rights for the following and provide documented proof thereof (releases) and to exhibit the said production by any medium in existence or to be invented including necessary transfers and duplication, for the following:

Utilizations: Educational /informational use, non-commercial*, non-theatrical rights to be distributed by sale, loan and free give-away of copies in any format

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

of any medium invented or to be invented and not limited to public performance, exhibit and public display;

Format: All digital encoded media including hard disk, floppy disk, compact disk (including CD-ROM, CD-ROM-XA, CDI, DVD, DVD-R, ID-ROM, WEB etc.) Compact devices, and any digital or analog audio visual format analogous to the foregoing;

Territory: Canada; and World

Duration: In perpetuity.

* Non-commercial right to distribute the CD-ROM/DVD by sale is defined as the free distribution of the product and/or distribution of the product where the following costs are recovered by the distributor (user of the rights): replication, packaging, mailing and shipping.

6.18. Music Rights and Clearances

The following information will be required:

When stock music and/or effects are used the Supplier must report:

Music Title
Composer
Publisher
Recording number
Duration used
Rights obtained

When original compositions and/or effects are used the Supplier must report:

Music Title
Composer
Duration
Rights obtained

6.19. Technical Standards

In accordance with the Statement of Work, the finished work shall conform to the highest professional and technical standards of the audio-visual industry in accordance with the state of the art utilized therein. The Minister reserves the right to incorporate and amend the Statement of Work, minimum technical and functional specifications as applicable. Quality control on all finished work shall be done by the Supplier even when the Contract states that the Technical Unit will be reviewing the deliverables.

6.20 Storage

The Supplier shall ensure that all products resulting from the work and all materials supplied which are in its possession are stored, at no cost to the Project Authority, under suitable atmospheric conditions until properly identified, packaged and shipped to the address(es) specified, and within the time frames defined, in the Contract.

ANNEX A STATEMENT OF WORK

1.0 Scope

1.1 Title

Health Canada Social Media Engagement

1.2 Introduction

Health Canada requires the service of a Contractor with strong experience and an innovative approach to developing and executing strategic and technical elements for digital engagement. The services of this Contractor will result in the strategic and technical development of digital tools that will deliver targeted messaging on multiple topics, generate online conversation and build a variety of online communities of engaged Canadians. This approach will further Health Canada's objective to provide Canadians with easy access to authoritative, credible and balanced information so that they can make safe and informed decisions with the long-term goal of reducing health and safety risks.

1.3 Objectives of the Requirement

The over-arching objective of this requirement is to provide health and safety information to Canadians via social media and to drive Canadians back to our website for more information. The challenge is when and how to speak and engage with each target audience.

There are three (3) distinct target audiences to engage:

- Canadian parents of kids age 0-16;
- First Nations and Inuit with a focus on parents* of kids age 0-16;
- Youth (age 13-17).

**Note young parent demographics – 26% of FN&I children have parents between 15 to 34*

Health Canada requires an analysis of the current social media landscape in addition to individual digital engagement strategies to expand the existing online communities, engage these target audiences, and deliver targeted messaging on a wide variety of health and safety topics. The strategies will include tactics focused on generating online conversations and building robust communities of safe and informed parents and youth. Strategies may include the use of tactics such as, but not limited to, social media, digital marketing, blogger outreach, social gaming and interactive tools.

This will further Health Canada's objective to provide Canadians easy access to authoritative and credible information, so they can make safe and informed decisions thereby reducing health and safety risks, via the Canada.ca/Health Website and various Health Canada-led social media platforms (i.e., the Healthy Canadians suite of social media channels, Healthy First Nations and Inuit Facebook page, etc.).

1.4 Background, Assumptions and Specific Scope of the Requirement

1.4.1 Background

Canadians are looking to the federal government and its relevant departments for specific information relating to their own safety and health. In that context, the Government will ensure that families have the information they need to make informed choices.

Canadian Parents of kids 0-16 years

In November 2010, a Healthy Canadians Facebook page was launched in order to create a community where Canadian parents can connect, discuss health and safety issues, share tips and learn facts about topics that matter to them. Health and safety information relevant to parents, from a wide range of topics (i.e. healthy eating, injury prevention, healthy pregnancy, bullying, car safety, illicit and prescription drugs abuse, product safety, etc.), are incorporated into the content for the Facebook page. The challenge is in providing this wealth of information to Canadian parents in a way that is interesting, not overwhelming and inspires them to take simple actions.

As of January 2014, Healthy Canadians presence was expanded to include Pinterest, Twitter and Youtube.

First Nations and Inuit

In recognition of their different socio-demographic, economic, and psycho-demographic realities as compared to the general population a Healthy First Nations and Inuit Facebook page was created in 2012. The goal of this page was to provide relevant and culturally appropriate health information to community members on a wide range of topics (i.e. environmental health, immunisation, tuberculosis, influenza, physical activity, healthy diabetes, mental health etc.) and to provide a means by which they could connect, share and learn about how to make healthy and informed decisions for themselves and their families within their communities.

Youth (age 13-17)

DrugsNot4Me, Health Canada's youth drug prevention mass media campaign (2008-2012) aimed to increase knowledge about the harms of illicit drug use and encourage youth to say "no" to drugs. The campaign also reached out to parents of youth, encouraging them to discuss the dangers of drugs with their kids. Campaign leveraged a variety of digital/Web-based engagement-focused elements including the launch of Health Canada's first Facebook page (DrugsNot4Me) in 2010. By the end of 2012, there were over 100,000 active fans (with the majority falling within the 13-17 year category). This page will be rebranded. Through this channel we will provide information to Canadian youth on multiple health and safety topics. To start, the content will be focused on risky behaviours (drugs, tobacco, alcohol, sex etc.). Over time content on other issues like healthy eating, physical activity and mental health will be peppered in.

The social media will direct users to the new Government of Canada website (Canada.ca), a one-stop shop for all Canadians consumers.

1.4.2 Digital Engagement Objectives

Mission Statement

To provide information that is easy to understand, sparks engagement and is shared in a current and accessible way, to help parents and youth make informed health and safety decisions and take simple actions to protect themselves, their families and their friends.

Objectives

- To increase the number of people who are aware of and use our social media platforms as sources of information on health and safety.
- Increase knowledge of health and safety information on topics such as healthy eating, injury prevention, healthy pregnancy, bullying, car safety, illicit and prescription drugs abuse, product safety, etc.
- Build and sustain engagement with the current Healthy Canadians audience and continue to foster online communities of parents.
 - **Facebook:**
 - Increase the number of Facebook fans by 35%
 - Sustain engagement.
 - **Twitter:**
 - Increase the number of followers by 100%
 - Increase engagement.
 - **Pinterest:**
 - Increase the number of followers by 20%
 - Increase engagement.
 - **Youtube:**
 - Increase subscribers by 20%
 - Increase engagement.
- First Nations and Inuit audience engagement.
 - **Facebook:**
 - Maintain the number of Facebook fans.
 - Maintain engagement.
- Youth audience engagement.
 - **Facebook:**
 - Maintain the number of Facebook fans.
 - Create engagement.
- Build sustainable social media channels targeting Canadian youth

1.4.3 Expected Results

This digital engagement project is expected to increase the number of Canadians who are aware of and seek the Government of Canada's health and safety information in order to take simple action to protect their health and safety and that of their families and friends. Health Canada will evaluate this

initiative by tracking the size of each community and the increase in social media engagement, the use of digital engagement tools and the increase of traffic to Canada.ca from the social media channels.

Several tools will be used to evaluate the effectiveness of the digital engagement approach:

- Social media tracking (followers, engagement, reach, clicks, etc).
- Number of people using the interactive components (including apps downloads if applicable).
- Analytics and metric analysis.
- Media and Internet coverage reviews (unsolicited feature stories).
- Two way conversations.

1.4.4 Key Digital Engagement Messages

The Healthy Canadians and First Nations and Inuit social media channels have relevant and trusted information to help you safeguard the health and safety of your family, share tips, learn facts and engage in two-way conversations.

The youth social media channel(s) has relevant and trusted information to help you protect your health and safety and that of your family and friends, share tips, learn facts and engage in two-way conversations.

1.4.5 Audiences

- Canadian parents aged 24 to 54 with children aged 0 to 16 – skewed towards women
- First Nations and Inuit with a focus on parents* of kids age 0-16
- Youth (age 13 to 17)

**Note young parent demographics – 26% of FN&I children have parents between 15 to 34*

Key influencers:

- Health Professionals
- Bloggers
- Media

1.4.6 Key Findings

Healthy Canadians

**Engaging Canadian Parents on Social and Digital Media
Literature review, July 31, 2012.**

- Current social and digital media trends demonstrate that parents are one of the most active user segments on new media channels compared to other Canadians and are frequently involved in consuming, creating, and contributing to content on numerous platforms.
- Similar to most Canadians online, the most popular platforms for Canadian parents include social networking (i.e., Facebook and Twitter), blogging (i.e., Tumblr), and video sharing (i.e., YouTube) sites.
- Men, are more likely to consume online video and be found on Twitter, whereas Women are the most frequent users of social networking services, including Facebook.
- Younger parents (25-34) are more likely to be early adopters of technology and more actively involved in the creation of new media content. Conversely, Canadian mothers with young children, particularly first-time mothers, are the most heavy users and contributors of social and digital media among all parents and they are the most likely to be reached through these channels.
- In contrast to Facebook use, mothers report using Twitter for different purposes. Research showed that Twitter was most popular for networking/meeting new people (76.8) followed by keeping up with current events and news (59.9%).
- Blogs have been shown to be significantly more likely to be used to stay informed on specific topics, to get information, to seek advice and recommendations, and share opinions.
- A reported 75% of Canadian mothers read blogs and many are using blogs as an information source about products and services.
- Online video viewing is popular among the parent demographic: Canadians aged 25-44 represented 36% of the online unique video viewing audience and accounted for almost half of all videos viewed (44%) in Q4 of 2011.
- Pinterest is one of the fastest growing social media websites (unique visitors) in Canada, experiencing a growth of over 364% between the second and fourth quarters of 2011
- A reported 65.8% of Canadian Pinterest users are women, 38.4% of which have children.

The following is a list of proven engagement tactics executed in this category:

- Tips/tools for maintaining health and a nutritious diet
- Safety information for parents
- Seasonal content and polls
- Childhood nostalgia postings
- Controversial articles/stories focused on health and medicine
- Opinionated articles and questions
- Canadian health research and statistics

Other Facebook Findings

- As of June 9th, 2014, the Healthy First Nations and Inuit Facebook page has 13,676 English and 2,809 French fans, totalling 16,485.
- The posts that have led to the greatest fan growth in the last year fulfilled one of two key needs:
 - Educational posts that taught parents something new AND inspired them around a timely topic/story. These posts sparked interest from our audience by giving them tangible and useful information on the topic of health and safety.

-
- Focused on timely issues and causes (i.e. Breastfeeding Week). These posts became vehicles for many individuals to share their stories and opinions on an issue. They started a community discussion that drove new visitors to the page.
 - Posts utilizing bold imagery with copy that spoke directly to a health issue captured audience attention in the newsfeed, which prompted viewers to pay attention.
 - Messaging with a clear connection to how the issue could affect one's family, increased audience interaction.
 - The French-speaking audience tends to trust content recommendations from their friends to a greater degree than their English-speaking counterparts.
 - Content that was more educationally focused, particularly about protecting one's family (i.e. identifying drug patterns in teens) or taught parents something new (ex. breastfeeding benefits for older children) received the highest click-through.
 - Engagement for cause related posts aimed at spreading awareness was high.

First Nations and Inuit

Facebook Findings

- As of June 9th, 2014, the Healthy First Nations and Inuit Facebook page has 13,676 English and 2,809 French fans, totalling 16,485.
- The posts that have led to the greatest fan engagement in the last year were those that posed a question or provided new or little known advisory information.
- Images depicting faces of First Nations and Inuit people performed better and had increased engagement.
- Topics that performed well include;
 - Healthy pregnancy
 - Nutrition as it relates to children
 - Suicide prevention and mental health

Behavioral Research (March 2014)

Ekos Research Associates

- First Nations people spend an average of 10 hours per week online which is similar to the Canadian average of 10.5 hours per week (ComScore 2013). Inuit report spending a greater amount of time online at an average of 13 hours per week.
- While only 55% report using the internet regularly, internet usage is most prevalent among First Nations people between 18 and 44 years of age (66%).
- Desktop computers and laptops are the devices most often used to access the Internet on a regular basis by First Nations (75%) and Inuit (88%)
- Use of tablet devices to access the Internet is much higher among Inuit (61%) compared to First Nations (36%), while smart phone use is somewhat higher among First Nations (38%) than Inuit (22%).
- 83% of First Nations and 91% Inuit who are online regularly use social networking sites.
- Facebook is by far the most popular social networking platform among First Nations and Inuit, with 91% having a Facebook account. YouTube and Twitter are considerably less popular, but

nonetheless used by 20 – 24% of those involved in social networking. Instagram and Pinterest are used by fewer than 9% in each population.

- Activity on Facebook for both First Nations and Inuit shows some (minimal) signs of slowing. While about half are using Facebook with the same level of intensity as they have in the past, about 30% are using it less than they have in the past (but 15-19% are using it more).
- 40% of Inuit who have looked for health information online feel it is important to have information that is specific to Inuit. This is slightly higher than the number of First Nations people who think it is important to have health information specific to First Nations (33%).

Youth

- Generation Zers (born between 1995-2005) were born into the digital world and do not know a time without the Internet, laptops, graphic video games and mobile phones. Using such devices is second-nature to them and they are accustomed to processing huge amounts of bite-size information at high speed.
 - 99% of all Youth use the Internet.
 - Spend on average: **19 hours/week online 17 hours/week watching TV.**
 - 97% of teens regularly use smartphones in the bathroom to check messages.
 - 93% visit Youtube at least once a week; 54% visit multiple times a day.
 - 65% visit FB weekly; 38% visit multiple times a day.
 - 26% visit Twitter and Google + weekly.
 - 17% visit Instagram weekly.

2.0 Requirements

2.1 Tasks, Activities, Deliverables and Milestones

A Task Authorization shall be necessary for all Work to be done under this contract.

2.1.1 Services Required

Health Canada has determined the following service categories to be requisite for the provision of Digital Engagement Services in relation to this requirement:

ACCOUNT MANAGEMENT & COORDINATION SERVICES

Account Manager
Account Administrative Services

DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES

Strategic planning and direction
Strategic development

TECHNICAL SERVICES (FOR SOCIAL MEDIA APPLICATIONS)

Senior Developer
Junior Developer
Games Designer and Developer
Information Architect and Usability Testing for social media applications

CREATIVE AND PRODUCTION MANAGEMENT SERVICES

Creative Director
Graphic Designer
Copy Writing (English and French)
Copy Editing (English and French)
Translation and Adaptation
Proofreading (English and French)
Production Manager: Digital and Interactive

Production Services: Digital and Interactive

MEASUREMENT AND ANALYTICS SERVICES

Senior Analyst
Junior Analyst

ROLES AND RESPONSIBILITIES

ACCOUNT MANAGEMENT & COORDINATION SERVICES

Account Manager

Role and Responsibilities:

- Provide ongoing account management services.
- Work with the Account Administrative personnel on the day to day development and execution of account management and coordination services.
- Document all activities (including activities undertaken in all categories of service) and direct costs that include the level of effort (time and resources) it undertook to deliver the services required by the Project Authority (PA). Specifically, the Contractor will:
 - Adhere to all procedures and ensure that correct documentation is in place;
 - Manage, on a day to day basis, all resources working on the development of materials;
 - Work as a cohesive team in order to deliver good value for dollar to the GoC on a timely basis;
 - Attend client briefings and meetings; and
 - Supervise and report on any work produced by approved subcontractors.

Account Administrative Services

Role and Responsibilities:

- Provide project status and contract reports as determined in each approved scope of work (SOW).
- Provide cost reports as determined in each approved SOW.
- Provide administrative support services such as budget reporting and control, timely provision of estimates and monthly accounting.

DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES

Strategic planning and direction (Senior Strategist)

Role and Responsibilities:

- Conduct extensive research
- Provide a long-term overarching digital engagement strategy which involves translating the client's objectives into a high-level "action plans approach" that will detail how these objectives will be met.
- Provide innovative digital engagement strategies that are target audience specific on a yearly basis based on current analysis and research.

The Contractor will ensure the plan includes at a minimum, the following:

- Rationale;
 - Social media and interactive strategy;
 - Information Architecture when applicable;
 - Tactics;
 - Target audiences;
 - Timelines;
 - Budget;
 - Creative concepts;
 - Deliverables;
 - Indicated action and next steps;
 - Measurable objectives;
- Ensure the plan is supported by research and is actionable; and
- Ensure that the strategy and tactics are designed to meet the digital engagement objectives.

Strategic development (Junior strategist)

Role and Responsibilities: Support the senior strategist,

TECHNICAL SERVICES

Senior Developer for social media applications

Role and Responsibilities:

- Prepare diagrammatic plans for interactive applications delivered through Internet, mobile, and/or social media channels.
- Develop and program digitally interactive web applications (e.g., games) and animated images/banners for web, social media and mobile environments.

-
- Analyze the problems outlined by designer, information architect/usability engineer, or other in terms of such factors as style and extent of information to be transferred across the internet, mobile, and/or social media channels.
 - Select and use the best available web development tools in consultation with HC Web Communications/Publishing functional specialists.
 - Verify accuracy and completeness of programs by preparing sample data, and testing them by means of system acceptance test runs made by operating personnel.
 - Correct program errors by revising instructions or altering the sequence of operations.
 - Test instructions, and assemble specifications, flow charts, diagrams, layouts, programming and operating instructions to document applications for later modification or reference.
 - Conduct quality assurance
 - Ensure technical support and maintenance services
 - Ensure all development meets the GC Web Standards
 - Liaise with the HC Web Publishing and Accessibility experts.

Specialties could include, but are not limited to:

- ActiveX, EbXML, HML, HTML, XHTML, HTML5, CSS, Java, JavaScript, .NET, Perl, XML, XSL, Web Services, RSS

Junior Developer for social media applications

Role and Responsibilities:

- Assist the senior developer

Information Architect and Usability Testing for social media applications

Role and Responsibilities:

- Analyse and group content
- Design and develop content organisation and navigation structure
- Develop flowcharts (web site flow maps) depicting navigation and basic content.
- Develop line drawings or block diagrams illustrating the priority of information, links, navigation and space requirements.
- Develop content diagrams showing the interactive connection between web pages.
- Provide plans and rationales for organisation and navigation
- Develop and implement usability tests, analyse results and modify design accordingly.
- Develop or oversee the development of prototypes showing basic form and functionality used for both usability testing and presentations.
- Liaise (as required) with HC Web Communications, Web Publishing and Accessibility experts.

CREATIVE AND PRODUCTION MANAGEMENT SERVICES

Creative Director

Role and Responsibilities:

- Responsible for the direction, overall quality of all creative elements, concepts and development for social media platforms.

Graphic Designer

Role and Responsibilities:

- Produce and/or adapt existing creative concepts with copy and artwork, as well as manage the production of all social media creative materials needed to satisfy the objectives.
- Apply user-centered experience to conceive, develop, and execute wire frames and graphical mockups for web interactive and other digital media
- Advise the client where and when to use existing materials and when original work may be required.
- Apply quality assurance

Copywriting (English and French)

Role and Responsibilities:

- Provide revisions to existing copy, or create new copywriting in both the official languages that is written to inspire and/or engage.
- Ensure messaging is consistent with the target audience(s).

Copy Editing (English and French)

Role and Responsibilities:

- Provide copy editing in either of the two official languages.
- Ensure messaging is consistent with the target audience(s).

Translation and Adaptation

Role and Responsibilities:

- Manage translation and adaptation of materials to ensure the quality of the information in both official languages.
- Ensure the translations reflect the essence of the message.

Proofreading (English and French)

Role and Responsibilities:

- Provide proofreading of copy to ensure accuracy.
- Provide proofreading of copy to ensure the proper equivalency is maintained between the two official languages.

Production Manager

Role and Responsibilities:

- Ensure production supervision and quality control of materials, including work that is outsourced.
- Take into consideration creative content constraints.
- Provide production management services for materials, such as, but not limited to:
 - Social media development (including social networks);
 - Web Development (Social media components and other Web 2.0 applications including videos, interactive content and social games and animated images/banners); and
 - Mobile,(e.g. mobile applications, social games)
- Provide production management services, such as but not limited to:
- Accurately estimating costs;
- Negotiating with production sub-contractors;
- Following required tendering processes for sub-contracting;
- Obtaining legal clearance for intellectual property;
- Negotiating copyright on behalf of the Crown;
- Obtaining and documenting talent releases.

Production Services

Role and Responsibilities:

- Provide production services, such as but not limited to:
 - Electronic production;
 - Social media development;
 - Web Development (Social media components and other Web 2.0 applications including videos, interactive content, and social games); and
 - Mobile,(e.g. mobile applications, game).

Administrative Support Services

The Contractor will be required to provide administrative support services including:

- Project status updates to be provided to Health Canada via email.

- Cost reports on a monthly basis, including breakdown by personnel, resources, travel and rates; the Contractor will track time separately for separate components of the project when presenting monthly costing reports.
- Cost estimates as requested by Health Canada.
- The Contractor and Project Authority will develop a process for documenting activities and direct costs. In particular, it must furnish the level of effort (time and resources) it expended to provide the services required by the department.
- Financial reporting on a bi-weekly basis, including short-term estimations on upcoming work, and cost overviews of previous work done during the two week period.

MEASUREMENT AND ANALYTICS SERVICES

Senior Analyst

Role and Responsibilities:

- Evaluate social media platforms on a daily basis to assess performance and compare with goals and objectives
- Provide recommendations on how to enhance performance of the channels
- Provide insights into user behaviour
- Keep pace with social media and internet marketing industry trends and developments
- Prepare and present weekly, monthly and yearly dashboards
- Generate Reports on social media channels performance
- Provide analysis and recommendations as the channels evolve

Junior Analyst

Role and Responsibilities:

- Assist the senior analyst

This requirement does not include the following mandatory services provided by PWGSC.

- Advertising Services
- Public opinion research and survey

2.1.2 Deliverables

The Contractor may be required on an as is and when requested basis, to provide account management services, digital engagement and interactive strategic services, technical services, creative and production services, measurement and analysis services, administrative support services, budget reporting and control, timely provision of estimates and monthly accounting.

Refer to section 2.1.1 for specific details of the Contractor's responsibilities.

i.) The initial task authorizations will include:

- 1) The delivery of a report on:
 - Environmental Scan, analysis of competition and best practices

-
- Research and social media listening for all 3 target audiences
 - Analysis of our Healthy Canadians social media channels (Facebook, Twitter, Pinterest)
 - Assessment of our analytics
 - Short-term strategy (1-2 years) to optimize our social media presence.
- 2) The delivery of a report on:
- Review of current analytics process,
 - Analysis of our reporting needs
 - Approach for analytics for Healthy Canadians social media suite (Facebook, Twitter, Pinterest, Youtube), the Healthy First Nations and Inuit Facebook page and the Youth Facebook page.

These two reports will be due on March 31st, 2015.

ii) Initial contract period – Contract award to March 31, 2016

The Contractor may be required to conduct research and user analytics, analyse current social media platforms as well as the target audiences' social media consumption habits and develop strategies, conceptualize, design and produce materials for digital engagement such as; provide strategic and creative direction for social media content and visuals (including videos), produce editorial calendars for youth channels, produce content and ensure copywriting, editing and translation.

The Contractor may be required to consult and collaborate with other suppliers who have been mandated to provide services for other components related to these initiatives.

Creative and Production services

The Contractor may be required to produce, layout (from drafts to final), all creative materials for the digital engagement project.

For all creative, the Contractor may be required during the contract or the option period(s) to:

- Develop creative concepts for digital engagement approaches. Each social media video, interactive piece and/or social game concept must include storyboards and scripts; with the option for additional creative concepts until satisfactory to the Project Authority.
- Write and edit text (including scripts and narration) for all drafts through to final creative materials.
- Translate and adapt to the other official language, text for all drafts through to final creative materials.
- Script, shoot, and post-produce through to final edit for social media video/interactive/social game materials.
- Provide materials for focus testing in both official languages if applicable.
- Finalize concepts based on focus testing results if applicable; as well as changes that can arise through the approval process.
- Design, program and test through to final release for interactive, new media and social game materials.
- Acquire all copyrights (for pictures, artwork and interactive) and negotiate talent fees following appropriate Canadian unions (eg. ACTRA, UDA) if applicable.
- Deliver final materials (including working files) to the Project Authority.

- Where work is performed by sub-contractors, manage and ensure quality control of sub-contractors' work.

All "studio" services including items such as file retrieval, burning CDs, upload to extranet, mounting and mock-ups, etc. to support the development of digital engagement materials are to be included within the production services category as identified above.

Note:

- Deliverables include: working proofs, proofs, final hi-res proofs, and final hi-res files, final text, pdf, pictures, and all other relevant final files.
- Materials presented may be subjected to focus testing.
- All material may be subjected to multiple validity turn, until approval from the project authority.
- Geographical locations for shoots if applicable are to be determined, however, locations closer to the National Capital Region are preferred (i.e. Montreal, Toronto). It is anticipated that the majority of the footage required can be obtained through studio shoots.

Specifications and standard checklist – final video content for web posting

1. Video Files

- English video file in .wmv format (<20 MB; aspect ratio 4:3)
 - French video file in .wmv format (<20 MB; aspect ratio 4:3)
 - English video file in .flv format (<10 MB; aspect ratio 4:3; 300 x 225 pixels)
 - French video file in .flv format (<10 MB; aspect ratio 4:3; 300 x 225 pixels)

2. Closed Captioning Files

- English closed captioning files in .sbv format
- French closed captioning files in .sbv format
- English closed captioning files in .xml format
- French closed captioning files in .xml format
- Files have been thoroughly proofread in English and French.
- Wording of closed captioning text matches the narrator and speaking roles exactly.
- Captions are timed to appear and disappear as closely as possible to the sound on the video and allow viewers enough time to read them as they appear.

3. Transcript Files

- English transcript in Word format.
- French transcript in Word format.

MATERIAL SUPPLIED: The Contractor is to allow time for verifying the files on the supplied media. The Contractor must contact the Project Authority if the supplied media varies from the description of the material supplied as stated in the specifications. The Contractor must also contact the Project Authority immediately if there are problems accessing the files from the supplied media.

QUALITY ASSURANCE BY CONTRACTOR: The Contractor will perform all necessary quality assurance procedures to ensure that the final artwork and illustrations are error free. The Contractor must spell-check and proof-read all their work.

2.2 Technical, Operational and Organizational Environment

Work and Contract Constraints

Suppliers should be aware of the following constraints that will affect how the work must be done:

Policies and Acts

To ensure the integrity and efficacy of Government of Canada marketing, the Contractor must provide services and produce materials in compliance with the administrative policies of the Government of Canada issued by the Treasury Board, including, but not exclusive to the following:

- Communications Policy of the Government of Canada available for reference at http://www.tbs-sct.gc.ca/pubs_pol/sipubs/comm/comm1_e.asp to ensure that communications across the Government of Canada are well coordinated, effectively managed and responsive to the diverse information needs of the public.
- The Federal Identity Program Policy (Section 5(6) and Appendix A, subs-section 3.2, 3.3) available for review at: http://www.tbs-sct.gc.ca/pubs_pol/sipubs/tb_fip/fip-pcim2_e.asp to ensure that marketing design and presentation conform to the requirements.
- The Contracting Policy available at: http://www.tbs-sct.gc.ca/pubs_pol/dcgpubs/contpolnotices/siglist_e.asp to ensure the quality and value of the work they contract out.
- The Official Languages Act (Sections 11 and 30) available at: http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/offlang/dolr1_e.asp to ensure compliance in all marketing. Moreover, institutions must respect the Government of Canada's commitment stated in Part VII of the Act, to enhance the vitality of official language minority communities.
- To ensure proper privacy practices are incorporated and respected in the handling of personal information in accordance with The Privacy Act available at: http://www.priv.gc.ca/legislation/02_07_01_01_e.cfm.
- The Web Standards for the Government of Canada available at: <http://www.tbs-sct.gc.ca/ws-nw/index-eng.asp>. The Web Standards ensure that websites and applications are accessible, usable, interoperable and optimized for mobile devices. Standards include Standard on Web Accessibility, Standard on Web Interoperability, Standard on Web Usability, and Standard on Optimizing Websites and Applications for Mobile Devices.
- Standard on Social Media Account Management available at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27033§ion=text>. The Standard enables a

strategic and coherent approach for the management of Government of Canada
official social media accounts

2.2 Method and Source of Acceptance

Approval Process

The project authority (PA) will be a representative from Health Canada's Marketing and Communications Services Directorate (MCSD). The Project Authority will be responsible for written approvals of all work, receiving all final deliverable material and verifying that value for money has been obtained. Health Canada will apply an approval process to draft and final versions of the deliverables. Final approval cannot be obtained until Health Canada's MCSD signs off. Once this occurs, the Project Authority will communicate approval to the Contractor.

It is the Project Authority's responsibility to seek approvals from Government of Canada central organizations as well as from relevant groups and senior management within Health Canada. The Contractor may be asked to provide presentation materials and / or to make presentations for this purpose.

Health Canada's MCSD staff will be the initial contact with the Contractor. MCSD staff along with the project authority will work with the Contractor prior to getting approval of creative material from program colleagues and senior management.

Please note that development of materials requires significant internal communications within the department. The approval process can take time due to the various levels of approval and therefore, affect schedules. The team assigned to the digital engagement project includes the Chief of Marketing, Senior Marketing Advisors, Marketing Advisors, Senior Communications Advisors and the Web Team.

Digital engagement activities and materials might need to be approved both as proofs of concept and final versions up to 14 levels of oversight as follows:

1. Director, Marketing
2. Director General, Public Affairs Directorate
3. Director General, Healthy Environments and Consumer Safety Branch
4. Director General, Health Products and Food Branch
5. Director General, First Nations and Inuit Health Branch
6. Assistant Deputy Minister, Communications and Public Affairs Branch
7. Assistant Deputy Minister, Healthy Environments and Consumer Safety Branch
8. Assistant Deputy Minister, Health Products and Food Branch
9. Assistant Deputy Minister, First Nations and Inuit Health Branch
10. Assistant Deputy Ministers of partner department (as applicable)
11. Deputy Minister, Health Canada
12. Minister of Health
13. Privy Council Office (PCO)
14. Public Works and Government Services Canada (PWGSC)

2.3 Reporting Requirements

In addition to the timely submission of all deliverables and fulfilment of all obligations, it is the responsibility of the Contractor to facilitate and maintain regular communication with the Project Authority. Communication is defined as all reasonable efforts to inform all parties of plans, decisions, proposed approaches, implementation, and results of work, to ensure that the project is progressing in accordance with expectations.

Communication may include: phone calls, email, faxes, mailings and meetings. Also, the Contractor is to immediately notify the Project Authority of any issues, problems, or areas of concern .

The Contractor may have to prepare weekly (or as needed) project status reports and provide details of the work done during the previous month. All status reports may include details of the overall budget and how the project is tracking against it.

The work may include:

- Project status updates to be provided to Health Canada via email.
- Cost reports on a monthly basis, including breakdown by personnel, resources, travel and rates; the Contractor will track time separately for separate components of the project when presenting monthly costing reports.
- Cost estimates as requested by Health Canada.
- Financial reporting on a bi-weekly basis, including short-term estimations of upcoming work, and cost overviews of previous work done during the two week period.
- Face to face meetings will occur as needed, with reports provided to Health Canada after the conclusion of the meeting via email.

Also, the Contractor and project authority will develop a process for documenting activities and direct costs. In particular, the Contractor must provide the level of effort (time and resources) for the services required by the department under the Task Authorisation Contract.

2.4 Project Management Control Procedures

The MCSD at Health Canada will assign dedicated project managers to the Health Canada digital engagement project and will:

- Provide access to the Project Authority or the dedicated project manager(s), who will be responsible for co-ordinating the overall project, providing as-required direction and guidance to the Contractor, and accepting and approving the Contractor deliverables on behalf of Health Canada.
- Screen and review material and work with the Contractor to revise and enhance the material according to the agreed upon processes and timelines.
- Monitor progress, give required direction and provide timely feedback.
- Obtain approvals from Health Canada management, internal clients and the Government of Canada central agencies (Privy Council Office, Public Works and Government Services Canada, and Treasury Board Secretariat), as required.

-
- Provide access to relevant materials (as needed)
 - Research results;
 - Electronic and print products as applicable;
 - Existing content, in both official languages; and
 - Other background material as deemed relevant by the Project Authority.

2.5 Change Management Procedures

Any changes to scope identified by the Contractor will be presented in writing for the consideration and agreement by the Project Authority. In identifying a suggested change in the scope or any element of the SOW, the Contractor will identify why it is recommending the change, the estimated cost of the change and the impact on the time line of the deliverables. The Project Authority will identify within 5 working days if he/she wishes to approve the change. At that point a formal proposal will be submitted by the Contractor for review and acceptance by the Health Canada Departmental Representative. Any changes to the contract may only be exercised by the Health Canada Departmental Representative, and will be evidenced through a Contract Amendment document. These changes will not be considered accepted unless a formal Task Authorisation amendment has been issued.

3.0 Other Conditions of the SOW

3.1 Health Canada's Obligations

Health Canada will complete the following:

- Provide background briefing on the project;
- Provide any applicable existing research and key findings;
- Review and provide feedback according to the timelines identified in Section 2.1 on all submissions of deliverables;
- Arrange meetings for the Contractor as required and appropriate with Health Canada personnel; and,
- Approve all materials

3.2 Contractor's Obligations

The management by the Contractor for service delivery to Health Canada in relation to the Task Authorisation Contract must be undertaken in accordance with all applicable Acts, Codes, Departmental and/or Federal government regulations, policies and procedures.

The Contractor must provide the services of the resource(s) named in the proposal to perform the work, unless the Contractor is unable to do so for reasons beyond his/her control. If the services of a resource named in the proposal is not available, the Contractor must propose a replacement resource that meets or exceed the minimum requirement for the position. Health Canada will review and approve the replacement resource or notify the Contractor that the replacement resource has not been accepted based on his/her qualification and experience.

The Contractor must ensure that all deployed personnel are properly trained to fulfil their responsibilities. In addition, the Contractor is required to ensure that if applicable, all of its assigned personnel are security cleared and that they are operating at all times in accordance with all applicable legislation, regulations, codes and policies.

Under the Task Authorisation Contract, Specific Tasks, Activities, Deliverables and Project Time lines or Milestones will be determined by the Project Authority at the time of each requirement. Under the terms and conditions of the resulting TA contract, the Contractor may expect to engage in a combination of activities as outlined in this document.

Hourly rates submitted in the financial proposal for each period of the contract will be used as reference for individual projects under the TA. Hourly rates submitted on an individual project under a TA cannot exceed the hourly rates submitted in the Contractor's proposal.

3.3 Location of Work, Work site and Delivery Point

All work related to this project must be done at the Contractor's offices. The Contractor will be expected to attend any meetings as requested by the Project Authority (either in person or by teleconference call).

3.4 Language of Work

The Contractor must be capable of correspondence with HC in relation to the contract in either or both Official Languages (English/French) of Canada. However, all deliverables must be produced and delivered in both English and French

3.5 Travel and Living

The Contractor may be required to travel to the NCR.

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.

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

N/A - The contract is based on Task Authorisations (work as and when requested)

5.0 Glossary

FAQs	Frequently Asked Questions
FIP	Federal Identity Program
HC	Health Canada
IT	Internet Technologies
MCSD	Marketing and Communication Services Directorate
NCR	National Capital Region
NGOs	Non-governmental organizations
PA	Project Authority
PBN	Procurement Business Number
PTs	Provinces/territories

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

PSAs	Public service announcements
SOW	Statement of Work
TA	Task Authorisation
WCAG	Web Content Accessibility Guidelines

ANNEX B BASIS OF PAYMENT

B.1 FIRM HOURLY RATES

The Bidder must submit firm, all-inclusive hourly rates as follows, for work performed to provide the service described in the Annex A – Statement of Work, in accordance with any resulting Task Authorization under the Contract.

The firm, all-inclusive hourly rates 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 Contractor's hardware and software), word processing, work estimates, photocopying, courier and telephone charges, local travel* and the like) are included in the firm hourly rates identified herein, and will not be permitted as direct charges under the Contract.

The firm, all-inclusive hourly rates includes all required personnel, equipment operators, equipment, materials and applicable charges in the hourly rates submitted as no other fees or hourly rates for services will be payable above these rates**.

*Local travel is defined as within 100km of the place of business of the Bidder.

** The firm, all-inclusive hourly rates do not include the cost of travel, equipment rental or other direct and sub-contracted costs as specified in B.2 (B.2.1 and B.2.2) and B.3 of this Annex B Basis of Payment.

The Contractor is not permitted to charge hourly rates to prepare work estimates for Task Authorizations.

The rates must be in Canadian currency, Customs duties are included and Goods and Services Tax or Harmonized Sales Tax (GST/HST) is extra, if applicable.

Bidders must submit the firm, all-inclusive hourly rates for each of the fourteen (14) categories of services and the blended hourly rate (see table B.1.1 under B.1).

BLENDED HOURLY RATE:

The firm all-inclusive blended hourly rate includes provision of all of the following services as required to complete the work:

- Copy Writing (English and French)
- Copy Editing (English and French)
- Translation and Adaptation
- Proofreading (English and French)

The firm all-inclusive hourly rates will be used in the evaluation. If pricing is not provided for a component, a price of zero will be assigned for the component and the Bidder will be provided an opportunity to agree with the zero amount.

If the Bidder agrees then the Basis of Payment will be considered compliant. However if the Bidder disagrees then the proposal will be found non-compliant and no further evaluation will be done.

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

Table B.1.1 - Category of Service	HOURLY RATE INITIAL CONTRACT PERIOD	HOURLY RATE OPTION PERIOD 1	HOURLY RATE OPTION PERIOD 2	HOURLY RATE OPTION PERIOD 3
ACCOUNT MANAGEMENT AND COORDINATION SERVICES				
Account Management Services	\$ _____	\$ _____	\$ _____	\$ _____
Account administrative Services	\$ _____	\$ _____	\$ _____	\$ _____
DIGITAL ENGAGEMENT AND INTERACTIVE STRATEGIC SERVICES				
Strategic planning and direction (Senior Strategist)	\$ _____	\$ _____	\$ _____	\$ _____
Strategic development	\$ _____	\$ _____	\$ _____	\$ _____
TECHNICAL SERVICES				
Senior Developer	\$ _____	\$ _____	\$ _____	\$ _____
Junior Developer	\$ _____	\$ _____	\$ _____	\$ _____
Game Designer and Developer	\$ _____	\$ _____	\$ _____	\$ _____
Information Architect and Usability Testing	\$ _____	\$ _____	\$ _____	\$ _____
CREATIVE AND PRODUCTION MANAGEMENT SERVICES				
Creative Direction	\$ _____	\$ _____	\$ _____	\$ _____
Graphic Design	\$ _____	\$ _____	\$ _____	\$ _____
Production Manager: digital and interactive	\$ _____	\$ _____	\$ _____	\$ _____
Production Services: digital and interactive	\$ _____	\$ _____	\$ _____	\$ _____
MEASUREMENT AND ANALYTICS SERVICES				
Senior Analyst	\$ _____	\$ _____	\$ _____	\$ _____
Junior Analyst	\$ _____	\$ _____	\$ _____	\$ _____
Blended Hourly Rate (A)	\$ _____	\$ _____	\$ _____	\$ _____

B.2 PRODUCTION COSTS

Production costs are costs associated with video production, excluding the services /professional fees billed as hourly rates in B.1.

Production costs applicable under B.2.1 and B.2.2 do not include the personnel, equipment operators, equipment (other than camera rental), materials or any applicable charges required for the provision of the services billed as hourly rates in B.1.

Production costs include but are not limited to:

- Camera rental
- Talent
- Studio rental
- Music (stock music and/or original composition)
- Props not constructed/fabricated/supplied by the Contractor

Production costs will be reimbursed at cost, as subcontracted services and direct expenses.

B.2.1 SUBCONTRACTED SERVICES

The Contractor will be reimbursed at cost for any actual expenditure 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.

FOR EACH SUBCONTRACTED SERVICE OVER \$25,000.00 (GST / HST INCLUDED)

The Contractor must obtain competitive bids from no less than three (3) outside suppliers. The Contractor must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results. A subcontracted service over \$25,000 (GST/HST included) applies to the total aggregate of the dollar value of each subcontracted service per resulting Task Authorization against the Contract.

B.2.2 DIRECT EXPENSES

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. These expenses will be paid at actual cost without mark-up, upon submission of an itemized statement supported by receipt vouchers, given the service(s) is/are documented in the approved Task Authorization against the Contract. All such direct expenses must have prior authorization of the Project Authority.

B.3 TRAVEL AND LIVING EXPENSES

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>, and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

**ANNEX C
EVALUATION GRID**

EVALUATION SUMMARY		
1.1 MANDATORY REQUIREMENTS		
M.1 Key Personnel Identification (Curriculum Vitae (CV))	<input type="checkbox"/> MET	<input type="checkbox"/> NOT MET
M.2 Experience of the Firm	<input type="checkbox"/> MET	<input type="checkbox"/> NOT MET
M.3 Financial Offer	<input type="checkbox"/> MET	<input type="checkbox"/> NOT MET
1.2 RATED REQUIREMENT	MINIMUM POINTS	SCORE ACHIEVED
R.1 Approach and Methodology	60 points	____ / points
OVERALL TOTAL	60 points	____ / points

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

EVALUATION TEAM SIGNATURES:

_____ Date: _____

_____ Date: _____

_____ Date: _____

_____ Date: _____

_____ Date: _____

NOTE TO EVALUATORS: This evaluation grid contains the basic criteria. This grid must be used in conjunction with the RFP document to ensure the evaluation is being conducted strictly in accordance with the published criteria.

PART 1 - TECHNICAL EVALUATION – MANDATORY TECHNICAL CRITERIA

Bidders must meet all the mandatory requirements of the RFP. No further consideration will be given to Bidders not meeting all the mandatory criteria.

To meet the requirement described herein, the experience of the Bidder must be work for which the Bidder was under contract to external clients. During the evaluation no corporate experience gained through internal clients will be accepted or reviewed. In the case of a joint venture, the combined experience of the parties forming the joint venture will be considered in the evaluation of the experience of the Bidder.

Listing experience without providing any supporting data to describe where and how such experience was obtained will result in the experience not being included for evaluation purposes.

Definitions for the purposes of evaluation:

“External client(s)” means clients exterior to the Bidder’s own legal entity (or joint venture partnership) and excludes the parent, subsidiaries or other affiliates of the Bidder.

“Internal client(s)” means clients within the Bidder’s own legal entity (or joint venture partnership) and includes the parent, subsidiaries and other affiliates of the Bidder.

“Relevant experience” means demonstrated experience to meet the minimum qualifications specified for each of the key personnel.

Evaluation Criteria	Met	Not met
M.1 Key Personnel Identification (Curriculum Vitae (CV))		
<p>The Bidder must clearly identify the proposed key personnel for the following roles:</p> <ul style="list-style-type: none"> Account Manager Minimum Required Qualifications: <ul style="list-style-type: none"> Five (5) years experience in Account Management and a post-secondary degree or diploma in a related field; or Ten (10) years experience in Account Management. Must be able to understand and work in English and in French (comprehension, writing, and oral interaction). Senior Strategist Minimum Required Qualifications: <ul style="list-style-type: none"> Five (5) years experience in developing Digital Engagement and Interactive Strategy as well as post-secondary degree or diploma in marketing, digital/internet, computer science or a related field; or Eight (8) years experience in developing Digital Engagement and Interactive Strategy Senior Developer for social media applications Minimum Required Qualifications: <ul style="list-style-type: none"> Five (5) years experience in IT and Applications or Games technology for the social media environment, and a diploma in IT related field; or 		

<ul style="list-style-type: none"> • Eight (8) years experience in IT and Applications or Games technology for the social media environment. 																																					
<ul style="list-style-type: none"> • Creative Director Minimum Required Qualifications: <ul style="list-style-type: none"> • Five (5) years experience in Creative Direction for social media, and a post-secondary degree or diploma in a related field; or • Ten (10) years experience in Creative Direction • Production Manager Minimum Required Qualifications: <ul style="list-style-type: none"> • Two (2) years experience in Production Management, preferably for social media, and post-secondary degree or diploma in a related field; or • Five (5) years experience in Production Management. • Senior Analyst Minimum Required Qualifications: <ul style="list-style-type: none"> • Three (3) years experience in analytics for social media, and a post-secondary degree or diploma in a related field; or • Five (5) years experience in analytics for social media <p>Each of the key personnel must meet the minimum required qualifications, as specified for each of the identified roles. The Bidder may propose the same individual for more than one role, provided that the individual meets the minimum required qualification for each role.</p> <p>The Bidder must provide résumés for all identified key personnel proposed to provide the services as described in the Statement of Work at Annex "A". The following information must be included for all identified key personnel proposed:</p> <ul style="list-style-type: none"> • education/training; • work history; • relevant experience. <p>Name of proposed Personnel:</p> <table border="1"> <thead> <tr> <th></th> <th colspan="2">Resume</th> <th colspan="2">Minimum criteria met</th> </tr> <tr> <th></th> <th>Yes</th> <th>No</th> <th>Yes</th> <th>No</th> </tr> </thead> <tbody> <tr> <td>Account Manager</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Senior Strategist;</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Senior Developer for social media applications</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Creative Director</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>Production Manager</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>		Resume		Minimum criteria met			Yes	No	Yes	No	Account Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Senior Strategist;	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Senior Developer for social media applications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Creative Director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Production Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
	Resume		Minimum criteria met																																		
	Yes	No	Yes	No																																	
Account Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																	
Senior Strategist;	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																	
Senior Developer for social media applications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																	
Creative Director	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																	
Production Manager	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																																	

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

Senior Analyst _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Comments:						

Evaluation Criteria	Met	Not met
M.2 Experience of the Firm		
<p>The Bidder must demonstrate that it has been contractually bound to an external client or to external clients (outside of the Bidder's own company) for two (2) projects to provide digital social media engagement services as described in the Annex A Statement of Work (SOW).</p> <p>The two (2) projects must have been completed since January 1, 2012.</p> <p>A minimum of one (1) of the two (2) described projects must have had an assigned budget of \$100,000.00 or higher.</p> <p>One (1) project must have been delivered in English and one (1) project must have been delivered in French or bilingually (in English and in French). If a bilingual project is submitted, it can only count as one project: the Bidder cannot submit the French and English versions of one project as their two (2) project samples for evaluation.</p> <p>A minimum of one (1) of the two (2) described projects must have included the development of videos for social media purposes.</p> <p>During the evaluation no corporate experience gained through internal clients will be accepted or reviewed.</p> <p>Each of the two (2) projects must have included all of the following services:</p> <ul style="list-style-type: none">Developing strategies for social media engagement that include:<ul style="list-style-type: none">Conducting research for the development of a social media strategy including analysis of multiple target audiences and latest social media		

<p>trends.</p> <ul style="list-style-type: none"> ○ Analysing and recommending digital engagement and interactive technologies to meet the client requirements; ○ Developing social media content <ul style="list-style-type: none"> • Developing and implementing a social media campaign • Developing tracking and evaluation mechanisms. <p>M.2.1 The Bidder must provide all the following information for <u>each</u> of the two (2) digital engagement project samples submitted:</p> <ul style="list-style-type: none"> • Title and summary description of the project; • A description of the target audience; • Description of the services provided for the project; • Overall creative approach to meet client objectives; • List of deliverables of the project, including any social media platforms launched; • Project results and explanation of how the results met the project's objectives; • Dollar value of the assigned budget; • Completion date; • Client name; • Sample of content developed in the form of one (1) video for social media (where applicable), and one (1) social media platform developed as part of the digital engagement project, and five (5) content examples such as, but not limited to, tweets, Facebook posts, blog post, pins (hard copy only). <p>M.2.2 The Bidder must provide a letter of reference for each digital engagement project sample submitted. Each letter of reference must be from the client for the digital engagement project sample and must be addressed to the Bidder. The letter of reference must indicate the client's satisfaction with the performance of the Bidder.</p>		
<p>Comments:</p>		

Solicitation No. - N° de l'invitation

HT399-143551/A

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

HT399-14-3551

Amd. No. - N° de la modif.

File No. - N° du dossier

cx026HT399-143551

Buyer ID - Id de l'acheteur

cx026

CCC No./N° CCC - FMS No./N° VME

Evaluation Criteria	Met	Not met
M.3 Financial Proposal		
The Bidder must provide costing information strictly in accordance with the Basis of Payment at Annex B. Any deviation from the pricing schedule will render your offer non-responsive.		
Comments:		

FAILURE TO PROVIDE DETAILED INFORMATION FOR ANY OF THE ABOVE MAY RESULT IN THE PROPOSAL BEING DEEMED NON-RESPONSIVE. BIDS NOT MEETING THE ALL THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION.

PART 2 – TECHNICAL EVALUATION – POINT RATED TECHNICAL CRITERIA

Only those proposals which first meet the Mandatory Requirements will be considered in the second stage of the evaluation, the Point Rated Technical Evaluation.

To be considered compliant, bidders must obtain a minimum passing mark of 80% overall for the point rated criteria of the Technical Evaluation. The rating is performed on a scale of **75 points**. Proposals scoring less than 80% overall for the point rated criteria of the Technical Evaluation will not be given further consideration.

Bidders are instructed to address each requirement in sufficient depth to permit a complete analysis and assessment by the Evaluation Team.

Proposals will be evaluated on the completeness and level of detail by which they address the rated requirements. For example, if a description of a process or procedure is requested, the various steps which the Bidder will perform in order to complete the requirement, as detailed in the Annex A Statement of Work (SOW), should be described.

General statements should be avoided. These do not provide details which can be compared to the description of the requirement and therefore evaluated as to their relevancy in fulfilling the requirement, as detailed in the SOW.

Assessment of proposals will be based solely on the information in the Proposal. Canada may seek further information or clarification from the bidder.

The points allocated for selected criteria will be multiplied by the specified weighting factor (w.f.).

R.1 APPROACH AND METHODOLOGY

R.1.1 Understanding of the Requirement (Maximum of 45 points)

The Bidder should provide details to describe the social media behaviour of each of the target audiences identified in the Annex A Statement of Work. The Bidder should also provide details to describe the most effective methods to communicate with each of the target audiences. The description should outline any challenges in meeting Health Canada's overall digital engagement objectives for each of the target audience's and the Bidder's proposed solutions.

0	Unsatisfactory	<ul style="list-style-type: none"> Information required was not provided Few elements present Not all elements are described or are poorly described Not enough details are provided to assess how the bidder's approach and methodology will be used to meet to the requirements as described in Annex A - Statement of Work. <p>OR</p> <p>Details do not provide evaluators with an understanding of the social media behavior of the target audience and/or how to effectively communicate with it.</p> <p>OR</p> <p>The description does not outline any challenges in meeting Health Canada's digital engagement objectives or does not provide any solutions.</p>
0.8	Good	<ul style="list-style-type: none"> Most elements present Most elements are well described Details provide evaluators with an understanding of the social media behavior of the target audience and how to effectively communicate with it. The description provides details to outline the challenges in meeting Health Canada's digital engagement objectives with some solutions.
0.9	Very Good	<ul style="list-style-type: none"> All elements present Most elements are well described Substantial details provide evaluators with an understanding of the social media behavior of the target audience and how to effectively communicate with it. <p>The description provides details to outline the challenges in meeting Health Canada's digital engagement objectives with solutions.</p>
1	Excellent	<ul style="list-style-type: none"> All elements present All elements are well described Substantial details provide evaluators with a clear understanding of the social media behavior of the target audience and how to effectively communicate with it. The description provides clear details to outline the challenges in meeting Health Canada's digital engagement objectives with well thought-out solutions.

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

a.	Canadian parents of kids age 0-16	Points Allocated for R.1.1.a____/5
b.	First Nations and Inuit with a focus on parents of kids age 0-16	Points Allocated for R.1.1.b____/5
c.	Youth (13-17)	Points Allocated for R.1.1.c____/5

Points Allocated for R1.1:____/15 multiplied by w.f. 3 = :____/45

R.1.2 Project Management Approach (Maximum of 30 points)

The Bidder should propose a preliminary project management approach that provides flexibility and considers client needs as described in this RFP. It should reflect how the Bidder proposes to work in collaboration with the Project Manager and Project Team and outline the key areas that require input from the Client. It should illustrate how the Bidder will ensure that performance, quality, and scheduled goals are achieved.

The Bidder should provide a detailed description of the proposed project management approach and procedures, schedule controls, risk mitigation, as well as the tools and techniques that will be used to plan, organize, direct and control the Project. The project management approach should also outline how the Bidder proposes to work in collaboration with the Project Authority to insure sufficient time for review and Government approval process.

0	Unsatisfactory	<ul style="list-style-type: none"> Information required was not provided Few elements present Not all elements are described or are poorly described Does not provide details to assess how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. <p>OR</p> <ul style="list-style-type: none"> Does not provide details to describe the tools and techniques that will be used to plan, organize, direct, and control the project. <p>OR</p> <ul style="list-style-type: none"> Does not identify any interaction between the Bidder and the Health Canada Project Authority.
0.8	Good	<ul style="list-style-type: none"> Most elements present Most elements are well described Details provided lead to a good understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. Details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. Details lead to an understanding of the interaction between the Bidder and the Health Canada Project Authority.
0.9	Very Good	<ul style="list-style-type: none"> All elements present Most elements are well described Substantial details lead to a good understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. Details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. Substantial details lead to a good understanding of the interaction between the Bidder and the Health Canada Project Authority.
1	Excellent	<ul style="list-style-type: none"> All elements present All elements are well described Substantial details lead to a complete and thorough understanding of how the Bidder proposes to ensure that performance, quality, and scheduled goals are achieved. Clear details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project. Substantial details lead to a complete and thorough understanding of the interaction between the Bidder and the Health Canada project Authority and how the Bidder proposes to work in collaboration with the Project Authority to ensure sufficient time for government of Canada approval processes.

Points Allocated for R1.2: ____/10 multiplied by w.f. 3 = : ____/30

Total points allocated for the Rated Criteria R.1: _____ / 75 points

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

SUMMARY OF POINTS AWARDED TO BIDDER			
Rated Criteria	Maximum Points	Minimum Points	Points Awarded to Bidders
R.1 APPROACH AND METHODOLOGY			
R.1.1 Understanding of the Requirement	45	36	
R.1.2 Project Management Approach	30	24	
TOTAL			
OVERALL TOTAL	75	60	

**ANNEX D to PART 5 - BID SOLICITATION FEDERAL CONTRACTORS PROGRAM FOR
EMPLOYMENT EQUITY – CERTIFICATION**

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's](#) website.

Date: _____ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- ☐ A1. The Bidder certifies having no work force in Canada.
- ☐ A2. The Bidder certifies being a public sector employer.
- ☐ A3. The Bidder certifies being a [federally regulated employer](#) being subject to the [Employment Equity Act](#).
- ☐ A4. The Bidder certifies having a combined work force in Canada of less than 100 employees (combined work force includes: permanent full-time, permanent part-time and temporary employees [temporary employees only includes those who have worked 12 weeks or more during a calendar year and who are not full-time students]).

A5. The Bidder has a combined workforce in Canada of 100 or more employees; and

- ☐ A5.1. The Bidder certifies already having a valid and current [Agreement to Implement Employment Equity](#) (AIEE) in place with ESDC-Labour.

OR

- ☐ A5.2. The Bidder certifies having submitted the [Agreement to Implement Employment Equity \(LAB1168\)](#) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- ☐ B1. The Bidder is not a Joint Venture.

OR

- ☐ B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)

ANNEX E INSURANCE REQUIREMENT

1. The Contractor must obtain Commercial General Liability Insurance, and maintain it in force throughout the duration of the Contract, in an amount usual for a contract of this nature, but for not less than \$2,000,000 per accident or occurrence and in the annual aggregate.
2. The Commercial General Liability policy must include the following:
 - a. Additional Insured: Canada is added as an additional insured, but only with respect to liability arising out of the Contractor's performance of the Contract. The interest of Canada should read as follows: Canada, as represented by Public Works and Government Services Canada.
 - b. Bodily Injury and Property Damage to third parties arising out of the operations of the Contractor.
 - c. Products and Completed Operations: Coverage for bodily injury or property damage arising out of goods or products manufactured, sold, handled, or distributed by the Contractor and/or arising out of operations that have been completed by the Contractor.
 - d. Personal Injury: While not limited to, the coverage must include Violation of Privacy, Libel and Slander, False Arrest, Detention or Imprisonment and Defamation of Character.
 - e. Cross Liability/Separation of Insureds: Without increasing the limit of liability, the policy must protect all insured parties to the full extent of coverage provided. Further, the policy must apply to each Insured in the same manner and to the same extent as if a separate policy had been issued to each.
 - f. Blanket Contractual Liability: The policy must, on a blanket basis or by specific reference to the Contract, extend to assumed liabilities with respect to contractual provisions.
 - g. Employees and, if applicable, Volunteers must be included as Additional Insured.
 - h. Employers' Liability (or confirmation that all employees are covered by Worker's compensation (WSIB) or similar program)
 - i. Broad Form Property Damage including Completed Operations: Expands the Property Damage coverage to include certain losses that would otherwise be excluded by the standard care, custody or control exclusion found in a standard policy.
 - j. Notice of Cancellation: The Insurer will endeavour to provide the Contracting Authority thirty (30) days written notice of policy cancellation.
 - k. If the policy is written on a claims-made basis, coverage must be in place for a period of at least 12 months after the completion or termination of the Contract.
 - l. Owners' or Contractors' Protective Liability: Covers the damages that the Contractor becomes legally obligated to pay arising out of the operations of a subcontractor.
 - m. Non-Owned Automobile Liability - Coverage for suits against the Contractor resulting from the use of hired or non-owned vehicles.

n. Advertising Injury: While not limited to, the endorsement must include coverage piracy or misappropriation of ideas, or infringement of copyright, trademark, title or slogan.

o. Litigation Rights: Pursuant to subsection 5(d) of the Department of Justice Act, S.C. 1993, c. J-2, s.1, if a suit is instituted for or against Canada which the Insurer would, but for this clause, have the right to pursue or defend on behalf of Canada as an Additional Named Insured under the insurance policy, the Insurer must promptly contact the Attorney General of Canada to agree on the legal strategies by sending a letter, by registered mail or by courier, with an acknowledgement of receipt.

For the province of Quebec, send to:

Director Business Law Directorate,
Quebec Regional Office (Ottawa),
Department of Justice,
284 Wellington Street, Room SAT-6042,
Ottawa, Ontario, K1A 0H8

For other provinces and territories, send to:

Senior General Counsel,
Civil Litigation Section,
Department of Justice
234 Wellington Street, East Tower
Ottawa, Ontario K1A 0H8

A copy of the letter must be sent to the Contracting Authority. Canada reserves the right to co-defend any action brought against Canada. All expenses incurred by Canada to co-defend such actions will be at Canada's expense. If Canada decides to co-defend any action brought against it, and Canada does not agree to a proposed settlement agreed to by the Contractor's insurer and the plaintiff(s) that would result in the settlement or dismissal of the action against Canada, then Canada will be responsible to the Contractor's insurer for any difference between the proposed settlement amount and the amount finally awarded or paid to the plaintiffs (inclusive of costs and interest) on behalf of Canada.

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

ANNEX F Task Authorization Form



Public Works and Government Services Canada
Travaux publics et Services gouvernementaux Canada

Annex
Annexe

Task Authorization Autorisation de tâche		Contract Number - Numéro du contrat
Contractor's Name and Address - Nom et l'adresse de l'entrepreneur	Task Authorization (TA) No. - N° de l'autorisation de tâche (AT)	
	Title of the task, if applicable - Titre de la tâche, s'il y a lieu	
	Total Estimated Cost of Task (Applicable taxes extra) Coût total estimatif de la tâche (Taxes applicables en sus) \$	
Security Requirements: This task includes security requirements Exigences relatives à la sécurité : Cette tâche comprend des exigences relatives à la sécurité <input type="checkbox"/> No - Non <input type="checkbox"/> Yes - Oui If YES, refer to the Security Requirements Checklist (SRCL) included in the Contract. Si OUI, voir la Liste de vérification des exigences relative à la sécurité (LVERS) dans le contrat ▶		
For Revision only - Aux fins de révision seulement		
TA Revision Number, if applicable Numéro de révision de l'AT, s'il y a lieu	Total Estimated Cost of Task (Applicable taxes extra) before the revision Coût total estimatif de la tâche (Taxes applicables en sus) avant la révision \$	Increase or Decrease (Applicable taxes extra), as applicable Augmentation ou réduction (Taxes applicables en sus), s'il y a lieu \$
Start of the Work for a TA : Work cannot commence until a TA has been authorized in accordance with the conditions of the contract. Début des travaux pour l'AT : Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.		
1. Required Work: - Travaux requis :		
A. Task Description of the Work required - Description de tâche des travaux requis		See Attached - Ci-joint <input type="checkbox"/>
B. Basis of Payment - Base de paiement		See Attached - Ci-joint <input type="checkbox"/>
C. Cost of Task - Coût de la tâche		See Attached - Ci-joint <input type="checkbox"/>
D. Method of Payment - Méthode de paiement		See Attached - Ci-joint <input type="checkbox"/>

PWGC - TPSGC 572 (2014-04)

Solicitation No. - N° de l'invitation
HT399-143551/A
Client Ref. No. - N° de réf. du client
HT399-14-3551

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026HT399-143551

Buyer ID - Id de l'acheteur
cx026
CCC No./N° CCC - FMS No./N° VME

Annex
Annexe _____

Contract Number - Numéro du contrat

2. Authorization(s) - Autorisation(s)

By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

Name and title of authorized client - Nom et titre du client autorisé à signer

Signature

Date

PWGSC Contracting Authority - Autorité contractante de TPSGC

Signature

Date

3. Contractor's Signature - Signature de l'entrepreneur

Name and title of individual authorized - to sign for the Contractor
Nom et titre de la personne autorisée à signer au nom de l'entrepreneur

Signature

Date