

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

SOLICITATION AMENDMENT
MODIFICATION DE L'INVITATION

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

Comments - Commentaires

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

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

| | |
|---|--|
| Title - Sujet Digital Engagement Services | |
| Solicitation No. - N° de l'invitation HT399-143551/A | Amendment No. - N° modif. 005 |
| Client Reference No. - N° de référence du client HT399-14-3551 | Date 2015-01-14 |
| 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 2015-01-23 | |
| 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: | |

Instructions: See Herein

Instructions: Voir aux présentes

| | |
|---|--|
| Delivery Required - Livraison exigée | 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 |

Solicitation No. - N° de l'invitation

HT399-143551/A

Amd. No. - N° de la modif.

005

Buyer ID - Id de l'acheteur

cx026

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

HT399-14-3551

File No. - N° du dossier

cx026HT399-143551

CCC No./N° CCC - FMS No/ N° VME

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Amendment 005

This amendment is raised in order A) to address questions received as of January 9, 2015 and B) to modify Point Rated Technical Criteria R.1.1:

A) Questions:

Question 16: I have received several calls from member agencies concerned about Request for Proposal (RFP) # HT399-143551/A. In particular, R.1.1 Understanding of the Requirement is asking for speculative strategy. Whenever speculative is involved it raises the question of best practices and I know PWGSC has worked hard to find alternative methods. Many agencies will not or cannot respond to this RFP given its speculative nature which raises issues of non-payment and intellectual property rights, to mention a few. There are so many alternatives such as case studies etc. that would resolve this issue.

Answer 16: R.1.1 Understanding of the Requirement is being amended.

B) At Part 4 – Evaluation Procedures and Basis of Selection, R.1.1 Understand of the Requirement, AND Annex C Evaluation Grid, R.1.1 Understand of the Requirement,

DELETE: in its entirety

INSERT:

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

The Bidder should describe the methodology that it will use to research and identify 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.

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|-----|----------------|---|
| 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 methodology that the Bidder will use to research and identify 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 methodology that the Bidder will use to research and identify the |

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| | | <p>social media behavior of the target audience and how to effectively communicate with it.</p> <ul style="list-style-type: none"> 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 methodology that the Bidder will use to research and identify 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 methodology that the Bidder will use to research and identify 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. |

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|----|--|--------------------------------------|
| 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

ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION REMAIN THE SAME.