

**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 Video Production Services	
Solicitation No. - N° de l'invitation M7594-146021/A	Date 2015-01-16
Client Reference No. - N° de référence du client M7594-14-6021	
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-026-66566	
File No. - N° de dossier cx026.M7594-146021	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2015-02-03	Time Zone Fuseau horaire Eastern Standard Time EST
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: 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: ROYAL CANADIAN MOUNTED POLICE 4TH FL. 73 LEIKIN DR. M1 OTTAWA Ontario K1A0R2 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address

Raison sociale et adresse du

fournisseur/de l'entrepreneur

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

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

Solicitation No. - N° de l'invitation

M7594-146021/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

M7594-14-6021

cx026M7594-146021

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 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS

- 6.1 SECURITY REQUIREMENTS

PART 7 - RESULTING CONTRACT CLAUSES

- 7.1 STATEMENT OF WORK
- 7.2 STANDARD CLAUSES AND CONDITIONS
- 7.3 SECURITY REQUIREMENTS
- 7.4 TERM OF CONTRACT
- 7.5 AUTHORITIES
- 7.6 PROACTIVE DISCLOSURE OF CONTRACTS WITH FORMER PUBLIC SERVANTS
- 7.7 PAYMENT
- 7.8 INVOICING INSTRUCTIONS
- 7.9 CERTIFICATIONS
- 7.10 APPLICABLE LAWS
- 7.11 PRIORITY OF DOCUMENTS
- 7.12 INSURANCE
- 7.13 IDEMNITY AGAINST MORALS RIGHTS INFRINGEMENT
- 7.14 COPYRIGHT
- 7.15 COPYRIGHT MENTION
- 7.16 CANADA WORDMARK
- 7.17 RIGHTS
- 7.18 MUSIC RIGHTS AND CLEARANCES
- 7.19 TECHNICAL STANDARDS

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

7.20 STORAGE

ANNEX A	STATEMENT OF WORK
ANNEX B	BASIS OF PAYMENT
ANNEX C	EVALUATION GRID
ANNEX D	INSURANCE REQUIREMENT
ANNEX E	TASK AUTHORIZATION FORM PWGSC-TPSGC 572
APPENDIX 1 TO ANNEX C	VIDEO DEMO FACT SHEET

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 Security, Financial and Other Requirements: includes specific requirements that must be addressed by bidders; and
- Part 7 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, 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 video production services as outlined in the Statement of Work at Annex A, on an 'as and when requested basis' to the Royal Canadian Mounted Police (RCMP).

The resulting contract will be in effect from the date of award until December 31, 2015 and will include four (4) option periods of twelve (12) months.

There are security requirements associated with this requirement. For additional information, consult Part 6 - Security, Financial and Other Requirements, and Part 7 - Resulting Contract Clauses. For more information on personnel and organization security screening or security clauses, bidders should refer to the [Industrial Security Program \(ISP\)](http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html) of Public Works and Government Services Canada (<http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html>) website

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.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

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.

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.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

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.

Subsection 5.4 of [2003](#), Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: sixty (60) days

Insert: one hundred and twenty (120) days

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.

Due to the nature of the bid solicitation, bids transmitted by facsimile to PWGSC will not be accepted.

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.

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.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

2.6 Basis for Canada's Ownership of Intellectual Property

The Royal Canadian Mounted Police (RCMP) 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 (five [5] hard copies)

Section II: Financial Bid (two [2] hard copies)

Section III: Certifications (one [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.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Basis of Payment in Annex B. The total amount of Applicable Taxes must be shown separately, if applicable.

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

All bids must be completed in full and provide all of the information requested in the Request for Proposal to enable full and complete evaluation.

The evaluation grids for the Mandatory and Point Rated technical criteria are included at Annex E.

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.

“Senior level executives” are individuals at the highest level of organizational management, who hold specific executive powers. Senior level executives include, but are not limited to, Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Information Officer (CIO), Company President, Director General, Executive Director, Assistant Deputy Minister (ADM), RCMP Deputy Commissioner and RCMP Commissioner.

M.1 IDENTIFICATION OF THE FIRM

The Bidder must identify the owners and management of the firm and the legal incorporated name as well as the organizational structure.

M.2 EXPERIENCE OF THE FIRM

The Bidder must demonstrate that they have at least three (3) years experience filming and producing professional videos for the web and other media.

The Bidder must demonstrate that they have experience working with senior level executives in the public sector or private industry.

M.3 VIDEO PRODUCTION SAMPLES

The Bidder must demonstrate its experience in producing videos similar in scope to the Statement of Work by submitting one (1) USB key demo of two (2) video production samples produced and completed after January 1, 2011.

- The total running time of the sample must not exceed ten (10) minutes in length. Should the running time of the submitted samples exceed ten (10) minutes in length, only the first ten (10) minutes will be evaluated.
- The productions must have been completed by the Bidder under a contract with the public sector or private industry.
- The samples must be submitted in their original language.
- The dollar value of the sample projects must be less than \$10,000.00 (GST/HST extra) each.
- The Video Demo Fact Sheet (at Appendix 1 to Annex C) must be completed and submitted for each video production sample.
- For each sample video the Bidder must provide the date the video was produced, the production budget for the video and the title of the campaign/project for which the video was produced.

(The video production sample will be rated under R.2)

M.4 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.

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 70% overall for the point rated criteria of the Technical Evaluation. The rating is performed on a scale of **200 points**. Proposals scoring less than 70% 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 100 points)

R.1.1 Understanding of the scope and challenges of project and degree to which these are addressed. (Maximum: 50 points - Minimum: 35 points)

The Bidder should provide sufficient detail to demonstrate a complete and full understanding of the Statement of Work. The proposal should outline the approach and methodology to be followed in completing all aspects of work.

At a minimum, we are looking for: details and examples of how you demonstrate your understanding of the project's scope and challenges; how your understanding of the scope and the challenges are reflected in the approach.

Not acceptable (0): The information provided was unsuitable or insufficient. Criterion may be addressed, but not enough information provided and/or technically not acceptable and/or the proposal did not demonstrate an understanding of the scope and/or most of the information was transcribed from the Statement of Work (SOW) without providing additional information. Less than established minimum.

Acceptable (0.7): This is the established minimum. Acceptable understanding of the project's scope and challenges. The approach outlines challenges of project. Methodology addresses the objectives.

Good (0.8): Slightly exceeds the established minimum. Good understanding of the project's scope and challenges. The approach provides a good outline of challenges with some solutions. Methodology stands a good chance of achieving the objectives.

Very Good (0.9): Very good understanding of the project's scope and challenges. The approach is good and provides analysis of challenges with solutions. Approach and methodology stands a very good chance of achieving the objectives.

Outstanding (1): Outstanding understanding of the project's scope and challenges. The approach is outstanding and provides excellent analysis of challenges with well thought out solutions. Approach and methodology will effectively achieve the objectives.

R.1.2: Project Management Approach (Maximum: 50 points - Minimum: 35 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.

At a minimum, we are looking for: Project management approach that provides sufficient details on process, processes for working with the Project Authority, schedule controls; risk mitigation, planning tools and techniques that will be put in place and used to plan, organize, direct and control the project;

Not acceptable (0): The information provided was unsuitable or insufficient. Criterion may be addressed, but not enough information provided and/or technically not acceptable. Details on process, schedule controls, planning tools and techniques are limited. Less than established minimum.

Acceptable (0.7): This is the established minimum. Details provided to describe the Supplier's process; schedule controls and planning tools and techniques. Demonstrates good techniques to be put in place and used to plan, organize, direct and control projects. Details provided to describe the Supplier's processes to identify risks relevant to video production projects and to develop risk mitigation strategies. Demonstrates client involvement in the approach.

Good (0.8): Details provided to describe the Supplier's process; schedule controls and planning tools and techniques are complete. Demonstrates good techniques to be put in place and used to plan, organize, direct and control projects. Details provided to describe the Supplier's processes to identify risks relevant to video production projects and to develop risk mitigation strategies. Demonstrates client involvement in the approach and outlines key areas that require input from clients. Approach for working with Project Authorities is good.

Very Good (0.9): Details provided to describe the Supplier's process; schedule controls and planning tools and techniques are clear and complete. Demonstrates very efficient techniques to be put in place and used to plan, organize, direct and control projects. Details provided to describe the Supplier's processes to identify risks relevant video production projects including possible time delays related to approval processes. Clearly describes the Supplier's processes to develop risk mitigation strategies for identified risks and time delays. Demonstrates good level of client involvement in the approach and outlines key areas that require input from clients. Approach for working with Project Authorities is very good.

Outstanding (1): Details provided to describe the Supplier's process; schedule controls and planning tools and techniques are clear and complete. Very efficient and innovative techniques to be put in place and used to plan, organize, direct and control projects. Clearly describes the Supplier's processes to identify risks relevant video production projects including possible time delays related to approval processes. Clearly describes the Supplier's processes to develop risk mitigation strategies for identified risks and time delays. Demonstrates excellent client involvement in the approach and outlines key areas that require input from clients. Approach for working with Project Authorities demonstrates flexibility.

R.2 QUALITY OF VIDEO PRODUCTION SAMPLES PROVIDED (Maximum of 100 points)

The Bidder will be assessed against the video production samples provided in accordance with **M.3** and the Video Demo Fact Sheet at Appendix 1 to Annex C.

Should the running time of the submitted samples exceed ten (10) minutes in length, only the first ten (10) minutes will be evaluated.

The USB key demo should be able to be played on any laptop computer, using Window Media Player or VLC.

The USB key demo should be menu driven in MP4 format.

The video production samples will be evaluated on the following rated criteria:

R.2.1 Video Samples – Client Objectives, Purpose of the Production and Creative approach (Maximum 50 points – minimum 35 points.)

For each video production described in Appendix 1 to Annex C Video Demo Fact Sheet; the video samples submitted should demonstrate the client's objectives, the purpose of the production and the creative approach used by the Bidder. Each video sample submitted should also demonstrate the effective use of the elements as described in Appendix 1 to Annex C (g): use of lighting, camera angles, graphics, sound and music, as a part of the creative approach to meet the client's stated objectives.

Not acceptable (0): The information provided was deemed to be unsuitable and/or insufficient for a project of this nature.

The "Video Demo Fact Sheet" for each of the two (2) sample videos does not provide details to describe the Client's objectives, the purpose of the production and the creative approach as specified in Appendix 1 to Annex C.

AND/OR

Any of the submitted video samples do not demonstrate the quality of images and/or the quality of the cinematography as described in Appendix 1 to Annex C to meet the Client's objectives for the purpose of the production.

Acceptable (0.7): This is the established minimum. The "Video Demo Fact Sheet" for each sample video submitted provides details to describe the Client's objectives, the purpose of the production and the creative approach for each of the two (2) sample videos.

AND

All of the video samples submitted demonstrate the quality of images, the quality of the cinematography and the use of the identified elements as described in Appendix 1 to Annex C (g) to meet the Client's objectives for the purpose of the production.

Good (0.8): In addition to the requirements specified to meet the established minimum, one (1) or two (2) elements that are listed in Appendix 1 to Annex C (g) are very good. Approach demonstrates creativity and innovation

Very Good (0.9): In addition to the requirements specified to meet the established minimum, one (1) or two (2) elements that are listed in Appendix 1 to Annex C (g) are excellent. Samples demonstrate very good creativity and innovation without being outstanding.

Outstanding (1): All elements that are listed in Appendix 1 to Annex C (g) are excellent. Has excellent quality and use of images.

R.2.2 Video Samples – Communication of Theme and Message (Maximum 50 points – minimum 35 points.)

Video samples submitted should demonstrate the effective use of treatment, script, language (both body and spoken), visual techniques, actors and extras, and other techniques to communicate the themes and messages. The Bidder should describe the success of each of the video samples submitted and how it met the client's objectives (this may include audience feedback). The Bidder should include a written confirmation (email or letter) from the Client to the Bidder, as well as details to describe the level of client satisfaction for each of the video samples submitted.

Not acceptable (0): The information provided was deemed to be unsuitable and/or insufficient for a project of this nature.

The Offer does not include a “*Video Demo Fact Sheet*” for each of the two (2) sample videos submitted
OR

The “*Video Demo Fact Sheet*” for each of the two (2) sample videos does not provide details to describe the techniques used in the production to communicate the message as specified in Appendix 1 to Annex C.

AND/OR

Any of the video samples submitted do not demonstrate the client's objectives for the purpose of the production as described in Appendix 1 to Annex C. The storyline is incomplete and/or the script unclear and/or the language (body and spoken) is not appropriate to the message and/or the target audience.

Acceptable (0.7): This is the established minimum. The “*Video Demo Fact Sheet*” for each sample video submitted provides details to describe the Client's objectives, the purpose of the techniques used in the production to communicate the message, and the outcome of the project and level of client satisfaction for each of the two (2) sample videos. A written confirmation has been provided from the Client for each of the two (2) video samples submitted, which confirms the described level of client satisfaction.

AND

All of the video samples submitted demonstrate communication of the theme and message and the use of identified elements as described in Appendix 1 to Annex C (h) to meet the client's objectives. The storyline is complete, the script clear and the language (body and spoken) is appropriate to the message and/or the target audience.

Good (0.8): In addition to the requirements specified to meet the established minimum, one (1) or two (2) elements as described in Appendix 1 to Annex C (h) are very good. Treatment, script, language and techniques help convey the themes and messages.

Very Good (0.9): In addition to the requirements specified to meet the established minimum, one (1) or two (2) elements as described in Appendix 1 to Annex C (h) are excellent. Treatment, script, language and techniques effectively communicate themes and messages without being outstanding.

Outstanding (1): All elements as described in Appendix 1 to Annex C (h) are excellent. Outstanding delivery of content, themes and messages. Treatment, script, language and techniques used to communicate themes and messages are outstanding.

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 rate

The figures below are for demonstration purposes only and do not represent current or expected rates for video production services.

The financial proposal will be calculated as follows:

Step 1: For each Bidder, an average 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	INITIAL CONTRACT PERIOD	OPTION PERIOD 1	OPTION PERIOD 2	OPTION PERIOD 3	OPTION PERIOD 4	AVERAGE RATE
Producer	\$80/hour	\$80/hour	\$80/hour	\$90/hour	\$90/hour	\$84/hour
Director/Field Producer	\$80/hour	\$80/hour	\$80/hour	\$90/hour	\$90/hour	\$84/hour
Senior Camera Operator	\$75/hour	\$75/hour	\$75/hour	\$85/hour	\$85/hour	\$79/hour
Audio Technician w ENG/EFM Equipment	\$75/hour	\$75/hour	\$75/hour	\$85/hour	\$85/hour	\$79/hour
Teleprompter Operator with QTR Equipment	\$70/hour	\$70/hour	\$70/hour	\$80/hour	\$80/hour	\$74/hour
Sony 800 HD Camera Pkg	\$130/hour	\$130/hour	\$130/hour	\$130/hour	\$130/hour	\$130/hour
Grip/Lighting package	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour
Senior Editor	\$75/hour	\$75/hour	\$75/hour	\$85/hour	\$85/hour	\$79/hour
Non Linear Digital Editing Suite	\$70/hour	\$70/hour	\$70/hour	\$70/hour	\$70/hour	\$70/hour
Closed captioning (XML format)	\$20/minute	\$20/minute	\$20/minute	\$25/minute	\$25/minute	\$22/minute
Sony PFD DLA 50 Optical Disc (flat rate)	\$150	\$150	\$150	\$150	\$150	\$150
File Transfer to FTP Site (flat rate)	\$150	\$150	\$150	\$150	\$150	\$150

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

Bidder B

Category of Service	INITIAL CONTRACT PERIOD	OPTION PERIOD 1	OPTION PERIOD 2	OPTION PERIOD 3	OPTION PERIOD 4	AVERAGE RATE
Producer	\$60/hour	\$60/hour	\$65/hour	\$65/hour	\$70/hour	\$64/hour
Director/Field Producer	\$70/hour	\$70/hour	\$75/hour	\$75/hour	\$80/hour	\$74/hour
Senior Camera Operator	\$65/hour	\$65/hour	\$70/hour	\$70/hour	\$75/hour	\$69/hour
Audio Technician w ENG/EFP Equipment	\$65/hour	\$65/hour	\$70/hour	\$70/hour	\$75/hour	\$69/hour
Teleprompter Operator with QTR Equipment	\$70/hour	\$70/hour	\$75/hour	\$75/hour	\$80/hour	\$74/hour
Sony 800 HD Camera Pkg	\$100/hour	\$100/hour	\$105/hour	\$105/hour	\$110/hour	\$104/hour
Grip/Lighting package	\$15/hour	\$15/hour	\$20/hour	\$20/hour	\$25/hour	\$19/hour
Senior Editor	\$60/hour	\$60/hour	\$65/hour	\$65/hour	\$70/hour	\$64/hour
Non Linear Digital Editing Suite	\$55/hour	\$55/hour	\$60/hour	\$60/hour	\$65/hour	\$59/hour
Closed captioning (XML format)	\$20/minute	\$20/minute	\$22/minute	\$22/minute	\$25/minute	\$21.80/minute
Sony PFD DLA 50 Optical Disc (flat rate)	\$80	\$80	\$85	\$85	\$90	\$84
File Transfer to FTP Site (flat rate)	\$100	\$100	\$110	\$110	\$110	\$106

Bidder C

Category of Service	INITIAL CONTRACT PERIOD	OPTION PERIOD 1	OPTION PERIOD 2	OPTION PERIOD 3	OPTION PERIOD 4	AVERAGE RATE
Producer	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour
Director/Field Producer	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour
Senior Camera Operator	\$30/hour	\$30/hour	\$30/hour	\$30/hour	\$30/hour	\$30/hour
Audio Technician w ENG/EFP Equipment	\$30/hour	\$30/hour	\$30/hour	\$30/hour	\$30/hour	\$30/hour
Teleprompter Operator with QTR Equipment	\$30/hour	\$30/hour	\$30/hour	\$30/hour	\$30/hour	\$30/hour
Sony 800 HD Camera Pkg	\$50/hour	\$50/hour	\$50/hour	\$50/hour	\$50/hour	\$50/hour
Grip/Lighting package	\$50/hour	\$50/hour	\$50/hour	\$50/hour	\$50/hour	\$50/hour
Senior Editor	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour
Non Linear Digital Editing Suite	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour	\$40/hour
Closed captioning (XML format)	\$10/minute	\$10/minute	\$10/minute	\$10/minute	\$10/minute	\$10/minute

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

Sony PFD DLA 50 Optical Disc (flat rate)	\$75	\$75	\$75	\$75	\$75	\$75
File Transfer to FTP Site (flat rate)	\$60	\$60	\$60	\$60	\$60	\$60

Bidder D

Category of Service	INITIAL CONTRACT PERIOD	OPTION PERIOD 1	OPTION PERIOD 2	OPTION PERIOD 3	OPTION PERIOD 4	AVERAGE RATE
Producer	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour
Director/Field Producer	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour
Senior Camera Operator	\$90/hour	\$90/hour	\$90/hour	\$90/hour	\$90/hour	\$90/hour
Audio Technician w ENG/EFP Equipment	\$90/hour	\$90/hour	\$90/hour	\$90/hour	\$90/hour	\$90/hour
Teleprompter Operator with QTR Equipment	\$90/hour	\$90/hour	\$90/hour	\$90/hour	\$90/hour	\$90/hour
Sony 800 HD Camera Pkg	\$150/hour	\$150/hour	\$150/hour	\$150/hour	\$150/hour	\$150/hour
Grip/Lighting package	\$60/hour	\$60/hour	\$60/hour	\$60/hour	\$60/hour	\$60/hour
Senior Editor	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour
Non Linear Digital Editing Suite	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour	\$100/hour
Closed captioning (XML format)	\$50/minute	\$50/minute	\$50/minute	\$50/minute	\$50/minute	\$50/minute
Sony PFD DLA 50 Optical Disc (flat rate)	\$160	\$160	\$160	\$160	\$160	\$160
File Transfer to FTP Site (flat rate)	\$120	\$120	\$120	\$120	\$120	\$120

Bidder E

Category of Service	INITIAL CONTRACT PERIOD	OPTION PERIOD 1	OPTION PERIOD 2	OPTION PERIOD 3	OPTION PERIOD 4	AVERAGE RATE
Producer	\$75/hour	\$75/hour	\$80/hour	\$80/hour	\$80/hour	\$78/hour
Director/Field Producer	\$70/hour	\$70/hour	\$75/hour	\$75/hour	\$75/hour	\$73/hour
Senior Camera Operator	\$70/hour	\$70/hour	\$75/hour	\$75/hour	\$75/hour	\$73/hour
Audio Technician w ENG/EFP Equipment	\$70/hour	\$70/hour	\$75/hour	\$75/hour	\$75/hour	\$73/hour
Teleprompter Operator with QTR Equipment	\$70/hour	\$70/hour	\$75/hour	\$75/hour	\$75/hour	\$73/hour
Sony 800 HD Camera Pkg	\$50/hour	\$50/hour	\$60/hour	\$60/hour	\$60/hour	\$56/hour
Grip/Lighting package	\$50/hour	\$50/hour	\$60/hour	\$60/hour	\$60/hour	\$56/hour
Senior Editor	\$70/hour	\$70/hour	\$75/hour	\$75/hour	\$75/hour	\$73/hour
Non Linear Digital Editing Suite	\$70/hour	\$70/hour	\$80/hour	\$80/hour	\$80/hour	\$76/hour

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

Closed captioning (XML format)	\$20/minute	\$20/minute	\$20/minute	\$20/minute	\$20/minute	\$20/minute
Sony PFD DLA 50 Optical Disc (flat rate)	\$100	\$100	\$110	\$110	\$110	\$106
File Transfer to FTP Site (flat rate)	\$100	\$100	\$110	\$110	\$110	\$106

Step 2: The highest and lowest average 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 rate	Bidder B Average rate	Bidder C Average rate	Bidder D Average rate	Bidder E Average rate	Overall Average
Producer	\$84/hour	\$64/hour	\$40/hour	\$100/hour	\$78/hour	\$73.20/hour
Director/Field Producer	\$84/hour	\$74/hour	\$40/hour	\$100/hour	\$73/hour	\$74.20/hour
Senior Camera Operator	\$79/hour	\$69/hour	\$30/hour	\$90/hour	\$73/hour	\$68.20/hour
Audio Technician w ENG/EPF Equipment	\$79/hour	\$69/hour	\$30/hour	\$90/hour	\$73/hour	\$68.20/hour
Teleprompter Operator with QTR Equipment	\$74/hour	\$74/hour	\$30/hour	\$90/hour	\$73/hour	\$68.20/hour
Sony 800 HD Camera Pkg	\$130/hour	\$104/hour	\$50/hour	\$150/hour	\$56/hour	\$98/hour
Grip/Lighting package	\$40/hour	\$19/hour	\$50/hour	\$60/hour	\$56/hour	\$45/hour
Senior Editor	\$79/hour	\$64/hour	\$40/hour	\$100/hour	\$73/hour	\$71.20/hour
Non Linear Digital Editing Suite	\$70/hour	\$59/hour	\$40/hour	\$100/hour	\$76/hour	\$69/hour
Closed captioning (XML format)	\$22/minute	\$21.80/ minute	\$10/minute	\$50/minute	\$20/minute	\$24.76/minute
Sony PFD DLA 50 Optical Disc (flat rate)	\$150	\$84	\$75	\$160	\$106	\$115
File Transfer to FTP Site (flat rate)	\$150	\$106	\$60	\$120	\$106	\$108.40

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
Producer	\$84/hour	\$64/hour	\$40/hour	\$100/hour	\$78/hour	\$73.20/hour	\$36.60/ hour	\$146.40/ hour
Director/Field Producer	\$84/hour	\$74/hour	\$40/hour	\$100/hour	\$73/hour	\$74.20/hour	\$37.10/ hour	\$148.40/ hour
Senior Camera Operator	\$79/hour	\$69/hour	\$30/hour	\$90/hour	\$73/hour	\$68.20/hour	\$34.10/ hour	\$136.40/ hour
Audio Technician w ENG/EFP Equipment	\$79/hour	\$69/hour	\$30/hour	\$90/hour	\$73/hour	\$68.20/hour	\$34.10/ hour	\$136.40/ hour
Teleprompter Operator with QTR Equipment	\$74/hour	\$74/hour	\$30/hour	\$90/hour	\$73/hour	\$68.20/hour	\$34.10/ hour	\$136.40/ hour
Sony 800 HD Camera Pkg	\$130/hour	\$104/hour	\$50/hour	\$150/hour	\$56/hour	\$98/hour	\$49.00/hour	\$196.00/hour
Grip/Lighting package	\$40/hour	\$19/hour	\$50/hour	\$60/hour	\$56/hour	\$45/hour	\$22.50/ hour	\$90/ hour
Senior Editor	\$79/hour	\$64/hour	\$40/hour	\$100/hour	\$73/hour	\$71.20/hour	\$35.60/ hour	\$142.40/ hour
Non Linear Digital Editing Suite	\$70/hour	\$59/hour	\$40/hour	\$100/hour	\$76/hour	\$69/hour	\$34.50/hour	\$138/hour
Closed captioning (XML format)	\$22/minute	\$21.80/minute	\$10/minute	\$50/minute	\$20/minute	\$24.76/minute	\$12.38/minute	\$49.52/minute
Sony PFD DLA 50 Optical Disc (flat rate)	\$150	\$84	\$75	\$160	\$106	\$115	\$57.50	\$230
File Transfer to FTP Site (flat rate)	\$150	\$106	\$60	\$120	\$106	\$108.40	\$54.20	\$216.80

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

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

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 70 percent overall of the points for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 200 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.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

PART 6 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS

6.1 Security Requirements

Refer to Part 7, 7.3 Security Requirement.

PART 7 - RESULTING CONTRACT CLAUSES

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

7.1 Statement of Work

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

7.1.2 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.

7.1.2.1 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 E.
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.

7.1.2.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$10,000.00, 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.

7.1.2.3 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.

7.1.2.4 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.

7.2 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.

7.2.1 General Conditions

2010B (2014-09-25), General Conditions - Professional Services (Medium Complexity), apply to and form part of the Contract.

7.2.1.1 Supplemental General Conditions

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

7.3 Security Requirement

7.3.1 The following security requirements apply and form part of the Contract:

1. NIL security screening required, no access to sensitive information or assets. Contractor personnel will be escorted in specific areas of the facility or site, as and where required by Royal Canadian Mounted Police (RCMP) personnel or those authorized by the RCMP to do so on its behalf;
2. Contractor personnel must submit to local law enforcement verification by the RCMP, prior to admittance to the facility or site. The RCMP reserves the right to deny access to any facility or site or part thereof to any contractor personnel, at any time.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

7.4 Term of Contract

7.4.1 Period of the Contract

The period of the contract is from date of award to **December 31, 2015**.

7.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) 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.

7.5 Authorities

7.5.1 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
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.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

7.5.2 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.

7.5.3 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.

7.5.4 Contractor's Representative

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

7.6 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a Public Service Superannuation Act (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2012-2 of the Treasury Board Secretariat of Canada.

7.7 Payment

7.7.1 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.

7.7.2 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 \$44,247.79. 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.

7.7.3 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.

7.7.4 Direct Request by Customer Department

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

7.7.5 Discretionary Audit

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

7.7.6 Time Verification

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

7.7.7 Multiple Payments

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

7.8 Invoicing Instructions

7.8.1 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.

7.8.2 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.

7.9 Certifications

7.9.1 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.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

7.9.2 Canadian Content Certification

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

7.10 Applicable Laws

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

7.11 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 2010 (2014-09-25), General Conditions - Professional Services (Medium Complexity);
- (d) Annex A, Statement of Work;
- (e) Annex B, Basis of Payment;
- (f) Annex D, Insurance Requirements;
- (g) the signed Task Authorizations (including all of its annexes, if any);
- (h) the Contractor's bid dated _____.

7.12 Insurance

The Contractor must comply with the insurance requirements specified in Annex D. 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.

7.12.1 Errors and Omissions Liability Insurance

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

7.13 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, 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.

7.14 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.

7.15 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.

7.16 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.

7.17 Rights

7.17.1 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.

7.17.1.1. 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 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.

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

7.18 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

7.19 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.

7.20 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

Purpose: Production of Video Messages for RCMP use

Background:

RCMP Senior Management communicates important information to its employees using video messages posted on RCMP internal website. The RCMP has more than 30,000 employees located across Canada as well as 200 Liaison Officers who work around the world. Bilingual messages are produced on an as-needed basis to reach its large employee base. At times, the organization may use videos to speak to audiences about some of the work being done by the RCMP, for example impaired driving, fraud, etc.

The supplier providing these services is in charge of specific aspects of video production as well as the final rendering of the videos for the web (as per the work description below.) Due to limited bandwidth on internal RCMP network (NPSNet), the RCMP has strict requirements for the production and posting of videos. The supplier may receive little advance notice (sometimes within a day) of a video production and may be required to complete post-production within a quick timeframe.

Objectives:

- To record – often with short notice – and produce video messages for posting on RCMP websites.
- To meet strict RCMP as well as Government of Canada requirements for the production and delivery of web video services.

Work Description:

- Production of a highly professional video for the web; however, there may be times when only parts of a production may be requested.
- The supplier may receive little advance notice (sometimes within a day) of a video production and may be required to complete post-production within a quick time frame.
- Contractor should be aware that the operational nature of the RCMP's work may require the cancelation of the taping of a video with very little to no advance notice (cancelation could occur anytime up to and including the day of filming.)
- Each message will usually be taped in English and French. French and English messages range on average 3-7 minutes each.
- Videos are taped at a pre-determined site identified by the RCMP.
- At times, the RCMP may require the integration of pictures and or graphics, text, and music (audio) as well as pre-produced video footage in the production.
- The RCMP may require the raw footage or b-roll after a production. The Project Manager will advise at time of taping by providing work descriptions for each video production requested.
- The supplier will provide all aspects of the video production including:

-
- Production:
 - Studio set-up on a pre-determined RCMP property
 - Necessary equipment including required lighting, HD camera, teleprompter
 - Onsite direction of video in collaboration with project manager
 - Required personnel to operate and produce final videos
 - Post-production
 - Montage (editing) of professional video
 - Final video must be made available and submitted in two video formats as per the following RCMP's strict internal web guidelines and specifications:
- 1. High Resolution format:**
- File Format: MP4
 - Video Format: H.264
 - Average Bit Rate*: MAXIMUM is 100kbps
 - Size/Dimensions:
 - 16:9 Widescreen Format: 480 wide X 270 high (Recommended maximum)
 - 4:3 Standard Format: 320 wide X 240 high (Recommended maximum)
 - Frame rate: 15 fps (Recommended maximum)
 - Audio: AAC Format (mono, 22,050 hz, 16-bit Recommended maximum)
- 2. Low Resolution format:**
- With a low Average Bit Rate, video streaming quality can be maintained by using the following techniques:
- Reduce size/dimensions
 - 16:9 Widescreen Format: 320 X 180 or 240 X 135
 - 4:3 Standard Format: 240 X 180 or 160 X 120
 - Reduce frame rate (15 fps)
 - Reduce audio quality (mono, 11,025 hz, 8-bit)
 - Official Language Requirements: English and French video files must be of equal quality.

Additional guidelines:

1. Captioning (only when required by the Project Manager)

- In order to comply with Government of Canada web accessibility standards as well as *Official Languages Act* requirements, the supplier may be required at times to embed captions in either French or English as subtitle within a video.
- Captions are required for people with hearing impairments and are used to describe the part of the content available via the audio track. Captions not only include dialogue, but identify who is speaking and include non-speech information conveyed through sound, including meaningful sound effects.
- Captions must be in HTML5 format in each official language, and compatible with the WET3 multimedia player: <http://wet-boew.github.io/3.1/demos/multimedia/multimedia-en.html>

2. Three Flashes or Below Threshold

- Videos must not contain video transitions or effects that flash more than three times in any one second period, or the flash is below the general flash and red flash thresholds. (Refer to “Additional Information” for more information)

Institution Role Description:

- The RCMP Project Manager will be on site to liaise with the supplier throughout the taping of each video production and to oversee its recording including camera angle, lighting requirements and text for teleprompter use. The Project Manager in consultation with the supplier may require adjustments to the set-up or the way videos are taped.
- The Project Manager will be the liaison between the executives being filmed and the contractor.
- RCMP will provide translated script.

Description of materials given to the supplier:

- Final script in both French and English for teleprompter on taping day or earlier if available and when necessary.
- Background images, if required.
- Production Material: the supplier will receive pictures and video footage in bilingual formats the day of taping for integration of the material into the video footage, when required.
- There may be requirements for the RCMP to include its corporate identifiers in a video; in such cases, the RCMP will provide these to the supplier.

Proposed project schedule

- As required

Institution's approval process

- RCMP reviews the **draft** and **final** products once received. Should there be requirement to modify the video, the RCMP will notify the supplier and agree to an **appropriate turnaround time** for modification (editing.)

A description of how the final product is going to be used

- The videos could be intended either for internal or external use.
- *If internal:* The final product is posted on the RCMP Internal website.
- *If external:* The final product would be posted on RCMP YouTube channel and external RCMP website or as a public service announcement distributed through other media channels.

Additional Information

General Flash and Red Flash Thresholds:

A flash or rapidly changing image sequence is below the threshold (i.e., content passes) if any of the following are true:

1. there are no more than **three** general flashes and / or no more than three red flashes within any one-second period; or
2. the combined area of flashes occurring concurrently occupies no more than a total of .006 steradians within any 10 degree visual field on the screen (25% of any 10 degree visual field on the screen) at typical viewing distance

Where:

- A general flash is defined as a pair of opposing changes in relative luminance of 10% or more of the maximum relative luminance where the relative luminance of the darker image is below 0.80; and where "a pair of opposing changes" is an increase followed by a decrease, or a decrease followed by an increase, and
- A red flash is defined as any pair of opposing transitions involving a saturated red.

Exception: Flashing that is a fine, balanced, pattern such as white noise or an alternating checkerboard pattern with "squares" smaller than 0.1 degree (of visual field at typical viewing distance) on a side does not violate the thresholds.

ANNEX B BASIS OF PAYMENT

B.1 FIRM RATES

The Bidder must submit firm, all-inclusive 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 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 rates includes all required personnel, equipment operators, equipment, materials and applicable charges in the rates submitted as no other fees or 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 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 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 rates for each of the twelve (12) categories of services (see table B.1.1 under B.1).

The firm all-inclusive 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
M7594-146021/A
 Client Ref. No. - N° de réf. du client
 M7594-14-6021

Amd. No. - N° de la modif.

 File No. - N° du dossier
 cx026M7594-146021

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

Table B.1.1 - Category of Service	INITIAL CONTRACT PERIOD	OPTION PERIOD 1	OPTION PERIOD 2	OPTION PERIOD 3	OPTION PERIOD 4
Producer	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Director/Field Producer	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Senior Camera Operator	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Audio Technician w ENG/EFP Equipment	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Teleprompter Operator with QTR Equipment	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Sony 800 HD Camera Pkg	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Grip/Lighting package	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Senior Editor	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Non Linear Digital Editing Suite	\$____/hour	\$____/hour	\$____/hour	\$____/hour	\$____/hour
Closed captioning (XML format)	\$____/ minute	\$____/ minute	\$____/ minute	\$____/ minute	\$____/ minute
Sony PFD DLA 50 Optical Disc (flat rate)	\$____	\$____	\$____	\$____	\$____
File Transfer to FTP Site (flat rate)	\$____	\$____	\$____	\$____	\$____

B.2 PRODUCTION COSTS

Production costs are costs associated with video production, excluding the services /professional fees billed as 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 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
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

**ANNEX C
EVALUATION GRID**

EVALUATION SUMMARY	
MANDATORY REQUIREMENTS: <input type="checkbox"/> MET <input type="checkbox"/> NOT MET	
Mandatories Checked by: _____ Date: _____	
RATED REQUIREMENTS	SCORE ACHIEVED
R.1 APPROACH AND METHODOLOGY	____ / 100 points
R.2 QUALITY OF VIDEO PRODUCTION SAMPLES PROVIDED	____ / 100 points
OVERALL TOTAL	____ / 200 points
Overall Comments:	

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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.

“Senior level executives” are individuals at the highest level of organizational management, who hold specific executive powers. Senior level executives include, but are not limited to, Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Information Officer (CIO), Company President, Director General, Executive Director, Assistant Deputy Minister (ADM), RCMP Deputy Commissioner and RCMP Commissioner.

Evaluation Criteria	Met	Not met
M.1 IDENTIFICATION OF THE FIRM		
The Bidder must identify the owners and management of the firm and the legal incorporated name as well as the organizational structure.		
Comments:		

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

Evaluation Criteria	Met	Not met
M.2 EXPERIENCE OF THE FIRM		
The Bidder must demonstrate that they have at least three (3) years experience filming and producing professional videos for the web and other media.		
The Bidder must demonstrate that they have experience working with senior level executives in the public sector or private industry.		
Comments:		

Evaluation Criteria	Met	Not met
M.3 VIDEO PRODUCTION SAMPLES		
<p>The Bidder must demonstrate its experience in producing videos similar in scope to the Statement of Work by submitting one (1) USB key demo of two (2) video production samples produced and completed after January 1, 2011.</p> <ul style="list-style-type: none"> • The total running time of the sample must not exceed ten (10) minutes in length. Should the running time of the submitted samples exceed ten (10) minutes in length, only the first ten (10) minutes will be evaluated. • The productions must have been completed by the Bidder under a contract with the public sector or private industry. • The samples must be submitted in their original language. • The dollar value of the sample projects must be less than \$10,000.00 (GST/HST extra) each. • The Video Demo Fact Sheet (at Appendix 1) must be completed and submitted for each video production sample. • For each sample video the Bidder must provide the date the video was produced, the production budget for the video and the title of the campaign/project for which the video was produced. <p>(The video production sample will be rated under R.2)</p>		
Comments:		

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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

Evaluation Criteria	Met	Not met
M.4 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:		

BIDS NOT MEETING 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 70% overall for the point rated criteria of the Technical Evaluation. The rating is performed on a scale of **200 points**. Proposals scoring less than 70% 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 100 points)**R.1.1 Understanding of the scope and challenges of project and degree to which these are addressed. (Maximum: 50 points - Minimum: 35 points)**

The Bidder should provide sufficient detail to demonstrate a complete and full understanding of the Statement of Work. The proposal should outline the approach and methodology to be followed in completing all aspects of work.

At a minimum, we are looking for: details and examples of how you demonstrate your understanding of the project's scope and challenges; how your understanding of the scope and the challenges are reflected in the approach.

Understanding of the scope and challenges - Up to a maximum of 50 points		
Assessment of Criteria	Percentage Factor	Points
Criterion for an established minimum acceptable response (percentage factor of 0.7):		/ 50
<p><u>Not acceptable (0)</u>: The information provided was unsuitable or insufficient. Criterion may be addressed, but not enough information provided and/or technically not acceptable and/or the proposal did not demonstrate an understanding of the scope and/or most of the information was transcribed from the Statement of Work (SOW) without providing additional information. Less than established minimum.</p> <p><u>Acceptable (0.7)</u>: This is the established minimum. Acceptable understanding of the project's scope and challenges. The approach outlines challenges of project. Methodology addresses the objectives.</p> <p><u>Good (0.8)</u>: Slightly exceeds the established minimum. Good understanding of the project's scope and challenges. The approach provides a good outline of challenges with some solutions. Methodology stands a good chance of achieving the objectives.</p> <p><u>Very Good (0.9)</u>: Very good understanding of the project's scope and challenges. The approach is good and provides analysis of challenges with solutions. Approach and methodology stands a very good chance of achieving the objectives.</p> <p><u>Outstanding (1)</u>: Outstanding understanding of the project's scope and challenges. The approach is outstanding and provides excellent analysis of challenges with well thought out solutions. Approach and methodology will effectively achieve the objectives.</p>		
Comments:		Total Points / 50

R.1.2: Project Management Approach (Maximum: 50 points - Minimum: 35 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.

At a minimum, we are looking for: Project management approach that provides sufficient details on process, processes for working with the Project Authority, schedule controls; risk mitigation, planning tools and techniques that will be put in place and used to plan, organise, direct and control the project;

Project Management Approach - Up to a maximum of 50 points		
Assessment of Criteria	Percentage Factor	Points
Criterion for an established minimum acceptable response (percentage factor of 0.7):		/ 50
<p><u>Not acceptable (0)</u>: The information provided was unsuitable or insufficient. Criterion may be addressed, but not enough information provided and/or technically not acceptable. Details on process, schedule controls, planning tools and techniques are limited. Less than established minimum.</p> <p><u>Acceptable (0.7)</u>: This is the established minimum. Details provided to describe the Supplier's process; schedule controls and planning tools and techniques. Demonstrates good techniques to be put in place and used to plan, organize, direct and control projects. Details provided to describe the Supplier's processes to identify risks relevant to video production projects and to develop risk mitigation strategies. Demonstrates client involvement in the approach.</p> <p><u>Good (0.8)</u>: Details provided to describe the Supplier's process; schedule controls and planning tools and techniques are complete. Demonstrates good techniques to be put in place and used to plan, organize, direct and control projects. Details provided to describe the Supplier's processes to identify risks relevant to video production projects and to develop risk mitigation strategies. Demonstrates client involvement in the approach and outlines key areas that require input from clients. Approach for working with Project Authorities is good.</p> <p><u>Very Good (0.9)</u>: Details provided to describe the Supplier's process; schedule controls and planning tools and techniques are clear and complete. Demonstrates very efficient techniques to be put in place and used to plan, organize, direct and control projects. Details provided to describe the Supplier's processes to identify risks relevant video production projects including possible time delays related to approval processes. Clearly describes the Supplier's processes to develop risk mitigation strategies for identified risks and time delays. Demonstrates good level of client involvement in the approach and outlines key areas that require input from clients. Approach for working with Project Authorities is very good.</p> <p><u>Outstanding (1)</u>: Details provided to describe the Supplier's process; schedule controls and planning tools and techniques are clear and complete. Very efficient and innovative techniques to be put in place and used to plan, organize, direct and control projects. Clearly describes the Supplier's processes to identify risks relevant video production projects including possible time delays related to approval processes. Clearly describes the Supplier's processes to develop risk mitigation strategies for identified risks and time delays. Demonstrates excellent client involvement in the approach and outlines key areas that require input from clients. Approach for working with Project Authorities demonstrates flexibility.</p>		
Comments:		Total Points / 50

Total points allocated for the Rated Criteria R.1: _____ / 100 points

R.2 QUALITY OF VIDEO PRODUCTION SAMPLES PROVIDED
(Maximum of 100 points)

The Bidder will be assessed against the video production samples provided in accordance with **M.3** and the Video Demo Fact Sheet at Appendix 1 to Annex C.

Should the running time of the submitted samples exceed ten (10) minutes in length, only the first ten (10) minutes will be evaluated.

The USB key demo should be able to be played on any laptop computer, using Window Media Player or VLC.

The USB key demo should be menu driven in MP4 format.

The video production samples will be evaluated on the following rated criteria:

R.2.1 Video Samples – Client Objectives, Purpose of the Production and Creative approach (Maximum 50 points – minimum 35 points.)

For each video production described in Appendix 1 to Annex C Video Demo Fact Sheet; the video samples submitted should demonstrate the client's objectives, the purpose of the production and the creative approach used by the Bidder. Each video sample submitted should also demonstrate the effective use of the elements as described in Appendix 1 to Annex C (g): use of lighting, camera angles, graphics, sound and music, as a part of the creative approach to meet the client's stated objectives.

Percentage factors utilized for the evaluation of R.2.1:

Video Samples – Client Objectives, Purpose of the Production and Creative approach - Up to a maximum of 50 points		
Assessment of Criteria	Percentage Factor	Points
Criterion for an established minimum acceptable response (percentage factor of 0.7):		/ 50
<p>Not acceptable (0): The information provided was deemed to be unsuitable and/or insufficient for a project of this nature.</p> <p>The “<i>Video Demo Fact Sheet</i>” for each of the two (2) sample videos does not provide details to describe the Client’s objectives, the purpose of the production and the creative approach as specified in Appendix 1 to Annex C .</p> <p>AND/OR</p> <p>Any of the submitted video samples do not demonstrate the quality of images and/or the quality of the cinematography as described in Appendix 1 to Annex C to meet the Client’s objectives for the purpose of the production.</p> <p>Acceptable (0.7): This is the established minimum. The “<i>Video Demo Fact Sheet</i>” for each sample video submitted provides details to describe the Client’s objectives, the purpose of the production and the creative approach for each of the two (2) sample videos.</p> <p>AND</p> <p>All of the video samples submitted demonstrate the quality of images, the quality of the cinematography and the use of the identified elements as described in Appendix 1 to Annex C (g) to meet the Client’s objectives for the purpose of the production.</p> <p>Good (0.8): In addition to the requirements specified to meet the established minimum, one (1) or two (2) elements that are listed in Appendix 1 to Annex C (g) are very good. Approach demonstrates creativity and innovation</p> <p>Very Good (0.9): In addition to the requirements specified to meet the established minimum, one (1) or two (2) elements that are listed in Appendix 1 to Annex C (g) are excellent. Samples demonstrate very good creativity and innovation without being outstanding.</p> <p>Outstanding (1): All elements that are listed in Appendix 1 to Annex C (g) are excellent. Has excellent quality and use of images.</p>		
Comments:		Total Points / 50

**R.2.2 Video Samples – Communication of Theme and Message
(Maximum 50 points – minimum 35 points)**

Video samples submitted should demonstrate the effective use of treatment, script, language (both body and spoken), visual techniques, actors and extras, and other techniques to communicate the themes and messages. The Bidder should describe the success of each of the video samples submitted and how it met the client's objectives (this may include audience feedback). The Bidder should include a written confirmation (email or letter) from the Client to the Bidder, as well as details to describe the level of client satisfaction for each of the video samples submitted.

Percentage factors utilized for the evaluation of R.2.2:

Video Samples – Communication of Theme and Message - Up to a maximum of 50 points

Assessment of Criteria	Percentage Factor	Points
Criterion for an established minimum acceptable response (percentage factor of 0.7):		/ 50
<p><u>Not acceptable (0):</u> The information provided was deemed to be unsuitable and/or insufficient for a project of this nature.</p> <p>The Offer does not include a “<i>Video Demo Fact Sheet</i>” for each of the two (2) sample videos submitted</p> <p>OR</p> <p>The “<i>Video Demo Fact Sheet</i>” for each of the two (2) sample videos does not provide details to describe the techniques used in the production to communicate the message as specified in Appendix 1 to Annex C.</p> <p>AND/OR</p> <p>Any of the video samples submitted do not demonstrate the client’s objectives for the purpose of the production as described in Appendix 1 to Annex C. The storyline is incomplete and/or the script unclear and/or the language (body and spoken) is not appropriate to the message and/or the target audience.</p> <p><u>Acceptable (0.7):</u> This is the established minimum. The “<i>Video Demo Fact Sheet</i>” for each sample video submitted provides details to describe the Client’s objectives, the purpose of the techniques used in the production to communicate the message, and the outcome of the project and level of client satisfaction for each of the two (2) sample videos. A written confirmation has been provided from the Client for each of the two (2) video samples submitted, which confirms the described level of client satisfaction.</p> <p>AND</p> <p>All of the video samples submitted demonstrate communication of the theme and message and the use of identified elements as described in Appendix 1 to Annex C (h) to meet the client’s objectives</p> <p>The storyline is complete, the script clear and the language (body and spoken) is appropriate to the message and/or the target audience.</p> <p><u>Good (0.8):</u> In addition to the requirements specified to meet the established minimum, one (1) or two (2) elements as described in Appendix 1 to Annex C (h) are very good. Treatment, script, language and technique help convey the themes and messages.</p> <p><u>Very Good (0.9):</u> In addition to the requirements specified to meet the established minimum, one (1) or two (2) elements as described in Appendix 1 to Annex C (h) are excellent. Treatment, script, language and techniques effectively communicate themes and messages without being outstanding.</p> <p><u>Outstanding (1):</u> All elements as described in Appendix 1 to Annex C (h) are excellent. Outstanding delivery of content, themes and messages. Treatment, script, language and techniques used to communicate themes and messages are outstanding.</p>		
Comments:		Total Points / 50

Total points allocated for the Rated Criteria R.2: _____ / 100 points

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
File No. - N° du dossier
cx026M7594-146021

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	100		
R.1.1 Understanding of the scope and challenges of project and degree to which these are addressed	50	35	
R.1.2. Project Management Approach	50	35	
TOTAL			000
R.2 EXPERIENCE OF THE FIRM AND QUALITY OF VIDEO PRODUCTION SAMPLES PROVIDED	100		
R.2.1 Client Objectives, Purpose of the Production and Creative approach	50	35	
R.2.2 Communication of Theme and Message, and Outcome of the Project	50	35	
TOTAL			000
OVERALL TOTAL	200	140	000

ANNEX D 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. All Risks Tenants Legal Liability - to protect the Contractor for liabilities arising out of its occupancy of leased premises.
- p. Amendment to the Watercraft Exclusion to extend to incidental repair operations on board watercraft.

q. Sudden and Accidental Pollution Liability (minimum 120 hours): To protect the Contractor for liabilities arising from damages caused by accidental pollution incidents.

r. 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

M7594-146021/A

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

M7594-14-6021

Amd. No. - N° de la modif.

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cx026M7594-146021

Buyer ID - Id de l'acheteur

cx026

CCC No./N° CCC - FMS No./N° VME

ANNEX E

Task Authorization Form

Public Works and Government
Services CanadaTravaux publics et Services
gouvernementaux CanadaAnnex
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 <div style="text-align: right;">▶</div>		
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"/>

PWGSC - TPSGC 572 (2014-04)

Solicitation No. - N° de l'invitation
M7594-146021/A
Client Ref. No. - N° de réf. du client
M7594-14-6021

Amd. No. - N° de la modif.
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cx026M7594-146021

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

APPENDIX 1 TO ANNEX C EVALUATION GRID**VIDEO DEMO FACT SHEET****(Will be evaluated in accordance with R.2)****VIDEO NO. __ TITLE _____**

- a) Client (department/organization); _____
- b) Client contact; _____
- c) Date of video production; _____
- d) Budget: _____
- e) Client's objective: Describe the strategic thinking behind the creative approach that you developed to respond to your client's objective;
- f) Description and purpose of production; Describe your client's business requirement, challenge, or opportunity of what your firm was hired to do. Include a description of the product/service/social issue at the heart of the video message, the market(s), and the target audience(s);
- g) Creative approach: Describe the creative approach developed by your firm to meet the Client's objectives for the purpose of the production:

The description should provide details to describe how the quality of images and the quality of the cinematography were used to meet the Client's objectives for the purpose of the production;

The description should also provide details to describe how the following elements were used by your firm to meet the Client's objectives for the purpose of the production:

1. The use of graphics/typography/on-screen text and still imagery (excluding option captions);
2. The use of graphic animation sequences and/or motion graphics and/or animations;
3. The use of camera angles
4. The use of lighting
5. The use of music and/or the use of sound

h) Description of the techniques used in the video production to communicate the theme and the message:

The description should provide details to describe how the treatment (storyline), script and language (both body and spoken) were used to meet the Client's objectives for the purpose of the production.

The description should also provide details to describe how the following elements were used by your firm as applicable to communicate the message and to meet the Client's objectives for the purpose of the production:

1. visual techniques
 2. the use of actors to communicate the themes and messages
 3. use of other techniques to convey the message such as closed captioning, voice-overs, etc.
 4. typography/on-screen text (excluding option captions);
 5. off-camera and on-camera narration
- i) Summarize the results. Describe the outcome of the project. The description should provide details to describe the audience response to the video (if applicable) and the level of client satisfaction. The Bidder should also include a written confirmation from the Client confirming the level Client satisfaction with the video.