

REQUEST FOR PROPOSALS

FOR

MARKET RESEARCH

AT

THE NATIONAL GALLERY OF CANADA

JANUARY 2015



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**SECTION A: BIDDERS’ INSTRUCTIONS AND INFORMATION**

**Schedule for Solicitation Process**

The NGC reserves the right to change these dates as considered necessary by posting amendments to the schedule on the Public Works and Government Services Canada (PWGSC) Buy and Sell Website. ([www.buyandsell.gc.ca](http://www.buyandsell.gc.ca))

ACTIVITIES	DATES
Last Day for Questions (Questions received after this time will not be answered)	February 17, 2015 at 11:00 AM EST
Closing Date & Time for Submission of Bids	March 9, 2015 at 2:00 PM EST
Contract Award	Week of March 23, 2015

**A.1 INTRODUCTION**

This Request for Proposals (RFP) is directed to qualified research firms to develop a comprehensive and cost effective research plan, to be executed in order to provide the National Gallery of Canada information on its target audiences.

The National Gallery of Canada was founded in 1880 and its present-day building was open to the public in 1988. It is an internationally acclaimed Museum facility designed for the preservation and exhibition of national and international collections of visual arts, which are accessible to the public. The facility houses exhibition galleries, a 400 seat Auditorium, conference rooms, activity studios, library, bookstore, cafeteria, laboratories, carpentry workshops, administrative facilities for 250 staff and underground car garage. This unique building known for its architectural elegance and hosts state visits, dinners, grand receptions and balls and various special events throughout the year.

**A.2 DEFINITIONS**

**A.2.1** In this RFP document the specific **mandatory** requirements of the Bidder are identified by the use of “**shall (M)**”, “**must (M)**”, “**will (M)**”, “**will (M) not**”, “**shall (M) not**” and “**must (M) not**”.



**A.2.2** *“Bidder(s)”* means any firm(s), (includes sole proprietorship and joint ventures) submitting a bid to the National Gallery of Canada in response to the RFP.

Mandatory requirements imposed on the Bidders **must (M)** be met by bid closing deadline.

**A.2.3** In the Scope of Work, Section C, the words **“must”, “will”** or **“shall”** define the specific mandatory requirements of the Contractor, related to the provision of the services.

**A.2.4** *“Contractor”* means the party to the Contract which undertakes, by entering into the Contract, to perform the services and who is to supply goods and services.

Obligations on the Contractor need not be met until the successful Bidder executes (signs) a Contract with the National Gallery of Canada, or as otherwise required by the terms of the Contract.

### **A.3 LOCATION OF REQUIREMENT**

The successful Contractor **will (M) (Mandatory)** provide these services for the following sites:

National Gallery of Canada (NGC)  
380 Sussex Drive  
Ottawa, Ontario Canada  
K1N 9N4

### **A.4 PERIOD OF CONTRACT**

**A.4.1** The period for this Contract will commence upon contract signature, approximately **March 23, 2015**, and **will end June 30, 2015**.

**A.4.2** If for any reason the successful Contractor cannot fulfill the requirements of the Contract, the National Gallery of Canada reserves the right to ask the next qualified Bidder to take over the Contract.

### **A.5 CONTRACT CLAUSES, TERMS AND CONDITIONS OF TENDER**

**A.5.1** The general terms, conditions, instructions, appendices, clauses and all addenda issued as identified in the bid solicitation will form part of the resulting contract.

**A.5.2** These general terms, conditions, instructions, appendices, clauses and all addenda are mandatory and **will (M) not** be amended or deleted in any way, including being amended by the addition of a new provision or conditions that may have the effect of derogating from an original mandatory provision. The inclusion by the Bidder of new provisions or conditions



that may have the effect of derogating from the original NGC terms and conditions could result on the disqualification of the bid.

- A.5.3** If for any of the stated reasons below, OR for any other reasons, the successful Contractor cannot fulfill the requirements of this Contract, NGC reserves the right to ask the next lowest qualified Bidder to take over the Contract.
- a) If the Bidder withdraws or amends all or any part of its proposal at any time after the Tender closing date and time and prior to the Contract award **OR**
  - b) If the National Gallery of Canada does not receive the signed Contract, **within fifteen (15) calendar days** of the delivery of the Contract to the successful Bidder for signature.
  - c) If the contractor's performance on the contract merits the activation of NGC's General Condition clause *CG29 – Termination Due to Default of the Contractor (Section E – Appendix A)*.

#### **A.6 MANDATORY REQUIREMENTS**

- A.6.1** In response to this RFP, the Proponent **must (M)** submit the proof of following with the bid, at Proponent's expense:
- a) The Bidders **must (M)** submit all of **Section D – Evaluation and Selection Criteria**;
  - b) The Bidders **must (M)** submit all of **Section G – Forms**;
  - c) Bidder **must (M)** include all of **Section F – Pricing Offer**, also referred hereto as Financial Proposal, in a separate and sealed envelope.

All of *Mandatory Requirements* items listed in A.6.1 a) through c) **must (M) be submitted** with your bid.

#### **A.6.2 Proponents must (M) have:**

Obtained their RFP package from the Public Works and Government Services Canada (PWGSC) Buy and Sell website <https://buyandsell.gc.ca/>

#### **A.7 ENQUIRIES DURING SOLICITATION PROCESS**

- A.7.1** All enquiries regarding the bid solicitation **shall (M)** be submitted in writing, by e-mail to the Contracting Authority: Kathy Broom; E-Mail: [kbroom@gallery.ca](mailto:kbroom@gallery.ca)



- A.7.2** All enquiries **shall (M)** be submitted as early as possible within the bidding period. Enquiries must be received by **February 17, 2015 by 11:00 am (EST)**. Questions received after this time **will not be answered**.
- A.7.3** To ensure consistency and quality of information provided to all Bidders, Contracting Authority will provide, simultaneously, through the Buy and Sell website, any information with respect to enquiries/questions received and the replies to such enquiries/questions without revealing the sources of the enquiries.
- A.7.4** All enquiries and other communications with NGC staff throughout the solicitation period **shall (M)** be directed only to the Contracting Authority. Non-compliance with this condition during the solicitation period may (for that reason alone) result in the disqualification of a Proponent's bid submission.
- A.7.5** Bidders **shall (M)** promptly examine all documents comprising this RFP and shall report any errors, and seek clarification of apparent errors, ambiguities or other problems.
- A.7.6** It is the Bidder's responsibility to avail themselves of all the necessary information to prepare a compliant tender in response to this RFP. The Contracting Authority may but is under no obligation to seek clarification of a bid submission from a Bidder.

**A.8** **JOINT VENTURES**

- A.8.1** The Proponent should clearly and explicitly state whether the bidding entity is or is not a joint venture in accordance with the definition below:

A **joint venture** is an association of two or more parties who combine their money, property, knowledge, skills, time or other resources in a joint business enterprise agreeing to share the profits and the losses and each having some degree of control over the enterprise. Joint ventures may be carried on in a variety of legal forms divided into three categories:

- a) The incorporated joint venture;
  - b) The partnership joint venture;
  - c) The contractual joint venture where the parties combine their resources in the furtherance of a single business enterprise without actual partnership or corporate designation.
- A.8.2** If the response to this RFP is made by a joint venture, the Proponent **shall (M)** describe the precise nature of the joint venture, its legal status and its acceptance of the following general principles:
- a) That the signatories are acting and responsible jointly and severally;



- b) That the payment of moneys under the contract to the identified lead member shall act as a release from all parties;
- c) That giving notice by the National Gallery of Canada to the identified lead member shall act as notice to all parties;
- d) That the National Gallery of Canada may, at its discretion in the event of disputes among joint venture parties or changes in its composition, direct that the contract be terminated, without in any way altering the liability of the original signatories for performance of the terms of the contract; and
- e) Where the National Gallery of Canada has determined that the joint venture lacks sufficient assets to guarantee its contract performance, financial and performance guarantees may be required from each of the joint venture members.

**A.8.3** It is a condition precedent to any contract being awarded to a Proponent that the Proponent provides a copy of the signed Joint Venture Agreement (or equivalent document which defines the participant's roles and responsibilities) if the Proponent is bidding as a joint venture (as defined above).

**A.9 NATIONAL GALLERY OF CANADA SUPPLIED MATERIEL REQUIREMENTS**

Proponents **shall (M) not** assume that the National Gallery of Canada will provide them with any NGC Furnished Equipment or Materiel unless the RFP or the Scope of Services, Section C, explicitly states otherwise.

**A.10 COSTS RELATED TO SOLICITATION PROCESS**

**A.10.1** All costs and expenses incurred by a Proponent related to the preparation of the bid **shall (M)** be borne by the Proponent. The National Gallery of Canada is not liable to pay such costs and expenses or to reimburse or to compensate the Proponents under any circumstances.

**A.10.2** The National Gallery of Canada **shall (M)** not be responsible for any costs related to any delays in the Tender, in awarding of the contract, or costs associated with any reviews or the approval process, or with obtaining any government approvals.

**A.10.3** Contract award is contingent in NGC having the required budget to proceed with the described work in the designated fiscal year.



**A.11 CONFIDENTIALITY/SECURITY**

- A.11.1** This document, or any portion thereof, may not be used for any purpose other than the submission of an offer.
- A.11.2** The successful Bidder **must (M)** agree to maintain security standards consistent with security policies of the National Gallery of Canada. These include a strict control of data and maintaining confidentiality of information gained while carrying out their duties.
- A.11.3** The individuals, or companies, participating in this RFP acknowledge and understand that the NGC is subject to the *Privacy Act* and *Access to Information Act (ATIP)*, and NGC may, as a result of a specific request made under that Act, be required to release this complete document or any other documents it has received related to this RFP. Participants in this process should clearly indicate **“Confidential”** on items within their submission considered to be company confidential or proprietary information.
- A.11.4** All information pertaining to the National Gallery of Canada obtained by the Bidder as a result of participation in this project is confidential and **must not (M)** be disclosed without a written consent from the National Gallery of Canada.
- A.11.5** The successful Bidder and their employee(s) assigned to work at NGC as part of the Standing Offer will be asked to sign a *Confidentiality Agreement* before being allowed to work on NGC premises. A full copy of the *NGC Confidentiality Agreement* document can be found in Section E, Appendix B. It is a condition of work that this form be signed and given to the responsible NGC Project Officer before work can be assigned to the selected Contractor.
- A.11.6** Unsuccessful Bidders **must (M)** dispose of the Tender document obtained from NGC by secure shredding. Documents relating to this NGC Solicitation **must (M) not** be sent in intact condition to landfill or to recycling facilities.

If secure shredding equipment is not available to any of the participants involved in this Tender, all documents related to NGC Solicitations (Tender, RFP, site plans, specifications, schedules, notes, etc) can be put in an envelope marked for *Secure Disposal* on the outside of the envelope and returned to NGC, via courier, for secure disposal, at the following address:

National Gallery of Canada  
380 Sussex Drive  
Ottawa, Ontario  
K1N 9N4  
**Attn: Procurement Office (For Secure Disposal)**





**A.12** **NEGOTIATIONS**

The National Gallery of Canada reserves the right to negotiate with Proponents prior to contract award.

**A.13** **EVALUATION OF BIDS**

**A.13.1** Bids that do not comply to, and meet all the **mandatory (M)** requirements as per Section A.6.1 will not be evaluated.

**A.13.2** Bids that meet the **mandatory (M)** requirements will be evaluated on experience, results of reference checks, and on pricing (see Section D for full details).

**A.13.3** The NGC reserves the right to:

- a) Select the evaluation method that will offer best value to the organization;
- b) Verify References provided by the Bidder;
- c) Inspect the Bidder's place of business, and equipment;
- d) Ask any Bidder to provide proof that they have the necessary management structure, skilled personnel, experience and equipment to perform competently the work under this Contract.

**A.13.4** The criteria specified in this RFP, as possibly amended by Solicitation Amendments are the sole criteria, which will be used in the evaluation of the proposals.

**A.14** **RFP/OFFER**

This RFP does not constitute an offer of any nature or kind whatsoever by the National Gallery of Canada to any Bidder.

**A.15** **NOTIFICATION OF CONTRACT AWARD AND DEBRIEFING**

**A.15.1** Once the successful Bidder and the National Gallery of Canada has executed a contract, the National Gallery of Canada will make available to all Bidders the name of the successful Bidder.



**A.15.2** The National Gallery of Canada will be able to provide a debriefing of the Bidder's proposal to unsuccessful Bidders (via telephone), if requested in writing, within ten (10) business days of notification that they have been unsuccessful.

END OF SECTION A



## SECTION B: TENDER PREPARATION INSTRUCTIONS

### **B.1** **COMPLETION OF TENDER**

Failure to submit your tender in the following format, and in the specified quantities, **may** render your Tender non-compliant. Where the non-compliance affects the Evaluation Committee ability to efficiently and fairly evaluate the Tender, the tender **will (M)** be declared non-compliant and no further consideration will be given.

#### **B.1.1 ENVELOPE #1, SEALED, WITH ALL MANDATORY (M) EVALUATION DOCUMENTS**

The exterior of the envelope must be fully identified with bidder information and include the words "Evaluation Documents".

**Envelope #1 is to include the following:**

Completed Section D – Evaluation and Selection Criteria

Completed Section G – Forms

Bidders should submit in hard copies **one (1) original** document (bearing original signature where/if applicable), plus **three (3) additional photocopies** and **one (1) USB (or CD) containing a copy**.

#### **B.1.2 ENVELOPE #2, SEALED, WITH ALL PRICING RELATED MANDATORY (M) DOCUMENTS**

The exterior of the envelope must be fully identified with bidder information and include the words "Pricing Offer".

**Envelope #2 is to include the following:**

Completed Section F – Pricing Offer

Bidders should submit in hard copy **one (1) original** document (bearing original signature where/if applicable).

**Important: Do not place a copy of the Pricing Offer on the USB – submit the original on paper only.**



**B.2 LOCATION, DATE AND TIME FOR SUBMISSION OF TENDERS**

**B.2.1** Bids **shall (M)** be delivered **ONLY** to the address specified below. This address is for the sole purpose of receiving Tenders.

National Gallery of Canada  
**Curatorial Wing**  
Staff Entrance Security Desk  
380 Sussex Drive  
Ottawa, Ontario Canada K1N 9N4

**Attn: Kathy Broom - Contracting Authority**

**B.2.2** All bids **must (M)** be:

- ✓ Enclosed in sealed envelope.
- ✓ Clearly marked with the project description, the full name and address of the Proponent written on the outside of the envelope.
- ✓ The closing date and time, and the **TENDER #** written on the outside of the envelope.

**B.2.3** All Tenders **must (M)** be delivered to the address specified above, on or before the closing date and time as specified, unless subsequently amended by the NGC.

**Closing Date:            March 9, 2015**  
**Time:                        2:00 pm EST**

**B.2.4** Faxes or electronic transmission of proposals **will not (M)** be accepted.

**B.2.5** Timely receipt and correct direction of the bids **shall (M)** be the sole responsibility of the Proponent.

**B.2.6** Tenders **must (M)** be complete at bid solicitation closing date and time.

**B.2.7** The National Gallery of Canada **will return**, unopened, bids received after the stipulated Bid solicitation closing date and time.

**B.2.8** There will not be a public opening of bids. Each firm that submitted a bid will be notified by letter of the results.



**B.3** TENDER FORMS

**The Tender shall (M):**

- B.3.1** Be submitted on the Tender forms provided in the RFP document, found on the Buy and Sell website, on a clear and legible reproduced copy of said Tender forms or on a reproduced copy; the copies **must (M)** be identical in every respect to the Tender Forms provided in the RFP document, obtained from the Buy and Sell website. The addition of space to provide the required information is not considered a change of form in itself as long as the information requested categories are identical; this applies to all forms requested and included in this RFP.
- B.3.2** Be based on the full RFP document including Specifications document posted on the Buy and Sell website and any Addenda issued by NGC in relation to this RFP.
- B.3.3** Be correctly completed in all respects,
- B.3.4** Be signed in accordance with the signing procedures set out herein; the signature of the signatory shall be an original;
- B.3.5** Be accompanied by any other document or documents specified elsewhere in the solicitation where it is stipulated that said documents are to accompany Tender.
- B.3.6** Any alteration to the pre-printed or pre-typed sections of the Tender forms, or any condition or qualification placed upon the tender **shall (M)** be direct cause for disqualification. Any alterations, corrections, changes or erasures made to statements or figures entered on the Tender Forms by the Proponent **shall (M) be initialled** by the person or persons signed the Tender. Initials **shall (M)** be original(s). Alterations, corrections, changes or erasures that are not initialled shall be deemed void and without effect.

**B.4** PREVIOUS COMMUNICATIONS BETWEEN NGC AND PROPONENTS

This document contains the entire requirements relating to the Tender. Other representations, information and/or documentation provided to or obtained by the Bidder from any source prior to the date of this Tender shall have no force or effect in relation to this Tender.

**B.5** AMENDMENTS TO PROPONENT'S TENDER

- B.5.1** After the Tender closing date and time, amendments to the Proponent's bid **will not (M)** be accepted.



- B.5.2** Any amendment on or before the date and time set for the closing of tenders **must (M)** clearly indicate what part of the Tender the amendment is intending to modify or supplement.
- B.5.3** Any amendment **must (M)** be submitted in writing to the Contracting Authority, by letter provided the revision is received at the office designated for the receipt of tenders, on or before the date and time set for the closing of tenders.
- B.5.4** A revision to a unit price tender **must (M)** clearly identify the change(s) in the unit price(s) and the specific item(s) to which each change applies.
- B.5.5** Any amendment submitted by any other method **will not (M)** be accepted.

**B.6** **WITHDRAWAL OF BID**

- B.6.1** In the event that a Proponent wishes to withdraw its bid before the closing date, the Proponent **shall (M)** immediately notify the Contracting Authority **IN WRITING**.
- B.6.2** Should the bid be withdrawn before bid closing date, it **will (M)** be returned to the Proponent after the closing date, and no further consideration **will (M)** be given to it.

**B.7** **APPLICABLE TAXES**

- B.7.1** Tenders **must (M)** not include any amounts for the Harmonized Sales Tax (HST), and the HST shall not be included when calculating the amount of any tender security or contract security, which may or may not be required.

**B.8** **ACCEPTANCE OF THE BID**

- B.8.1** The NGC may accept any Bid, whether it is the lowest or not, or may reject any of all Tenders.
- B.8.2** Without limiting the generality of B.8.1, the NGC may reject any bids based on an unfavourable assessment of:
  - B.8.2.1** The adequacy of the tendered price to permit the work to be carried out and, in the case of a tender providing unit prices or a combination of lump sum and unit prices, whether each such price reasonably reflects the cost of performing the part of the work to which that price applies;
  - B.8.2.2** The Proponent's ability to provide the necessary management structure, skilled personnel, experience and equipment to perform competently the work under the contract.



- B.8.2.3** The Proponent's performance on other contracts.
- B.8.3** In assessing the Bidder's performance on other contracts pursuant to B.8.2, the NGC may consider, but not be limited to, such matters as:
  - B.8.3.1** The quality of services provided by the Proponent;
  - B.8.3.2** The Proponent's capacity to respect timelines; and
  - B.8.3.3** The Proponent's overall management and its effect on the level of effort demanded of the NGC and its representatives.
- B.8.4** The NGC may reject a bid where any of the following circumstances is present:
  - B.8.4.1** The Proponent, or any employee or subcontractor included as part of the Bid, has been convicted under Section 121 ("Frauds on the Government" & "Contractor subscribing to election fund") or 124 ("Selling or purchasing office") or 148 ("Selling defective stores to Her Majesty") of the Criminal Code;
  - B.8.4.2** The Proponent's bidding privileges are suspended or are in the process of being suspended;
  - B.8.4.3** The bidding privileges of any employee or subcontractor included as part of the Bid have been suspended or are in the process of being suspended, which suspension or pending suspension would render that employee or subcontractor ineligible to bid on the Tender, or the portion of the services that the employee or subcontractor is to perform;
  - B.8.4.4** With respect to current or prior transactions with the Government of Canada:
    - B.8.4.4a)** The Proponent is bankrupt or where, for whatever reason, its activities are rendered inoperable for an extended period;
    - B.8.4.4b)** Evidence, satisfactory to the NGC, of fraud, bribery, fraudulent misrepresentation or failure to comply with any law protecting individuals against any manner of discrimination, has been received with respect to the Proponent, any of its employees or any subcontractor included as part of its Tender;
    - B.8.4.4c)** The NGC has previously exercised or intends to exercise the contractual remedy of taking the work out of the Contractor's hands



with respect to a Contract with the Bidder, any of its employees or any subcontractor included as part of its Bid; or

**B.8.4.4d)** The NGC determines that the Proponent's performance on other contracts, including the efficiency and workmanship as well as the extent to which the Proponent executed the work in accordance with contractual terms and conditions, is sufficiently poor to jeopardize the successful completion of the requirement being bid on.

**B.8.5** Where the NGC intends to reject a bid pursuant to a provision of clause B.8.4, other than sub clause B.8.4.2, the NGC will so inform the Proponent and provide the Proponent ten (10) days within which to make representations, prior to making a final decision on the Tender rejection.

**B.9 MARKING THE CONFIDENTIALITY OF PROPONENT'S INFORMATION**

All information regarding the terms and conditions, financial and/or technical aspects of the proponent's proposal, which in the Proponent's opinion, are of a proprietary or confidential nature **shall (M)** be clearly marked "**PROPRIETARY**" or "**COMPANY CONFIDENTIAL**" at each relevant item or page or in a statement covering the entire proposal. The Proponent **shall (M)** clearly identify any proprietary or confidential information as such and specify the desired treatment of such proprietary or confidential information.

END OF SECTION B





## **SECTION C: SCOPE OF SERVICES**

### **C.1 PROJECT SUMMARY**

The National Gallery of Canada (NGC) is seeking a research firm to develop a comprehensive and cost effective research plan, to be executed in order to provide the NGC information on its target audiences.

### **C.2 BACKGROUND**

The National Gallery of Canada is a Crown corporation of the Government of Canada renowned for its exceptional collection and for its scholarship of fine art. The Gallery houses the nation's collection of fine art and along with safeguarding this collection; it makes these works accessible to the general public through an extensive exhibition program. The National Gallery of Canada is recognized as a leader in the national and international art museum communities.

The principal building which holds this collection is located at 380 Sussex Drive in Ottawa with additional storage facilities located in the National Capital Region. The Gallery employs approximately 275 full-time and part-time employees with an additional 40 on-call staff. The Gallery also receives about 400,000 visitors each year. The museum building consists of approximately 778,000 square feet with 172,000 square feet dedicated to exhibition space.

The NGC has conducted a number of research surveys in the past in order to obtain:

- NGC top of mind awareness among Canadians
- A demographic profile of the fall/ winter/ spring visitors.
- Reasons for a visit to the NGC
- NGC visitor awareness of advertising and other promotional material.
- NGC visitor evaluations of the exhibition offerings, programs, activities, events and services.
- Visitor satisfaction exit surveys of their overall experience at the NGC.
- Other subjects that are of interest to NGC management

The frequency of surveys has been somewhat irregular over the years. NGC has undergone a number of organizational changes hence requiring new baseline data to assist us in achieving our visitor centric approach. Firms can be provided with bilingual sample questions from past surveys.



### C.3 OBJECTIVES

The research plan will undoubtedly be divided into three research projects which can include a number of sub-research projects which can be deployed in phases. We expect the plan to include different methodologies and combinations thereof such as telephone surveys, online panels, website surveys, e-mail surveys, focus groups etc. to best meet our objectives. Three research projects described below:

#### **NGC Audiences can be segmented into:**

1. **National:** coast to coast to coast with oversampling in major centres
2. **Regional:** Rubber tire market – driving distance 400-500 km radius
3. **Local:** Ottawa - Gatineau

#### **National Audience Research Project #1:**

Determine the top of mind level of awareness that Canadians have of the National Gallery of Canada (NGC).

#### **How will this information be used?**

- This research will provide us with a benchmark on NGC's general positioning across Canada (Top of mind awareness, assisted awareness). This baseline can then be compared year over year.
- Help us zero in on our key target audiences in key markets
- Inform us on preferred methods of accessing NGC.
- Inform us on intentions to visit
- Segment audience into types of people making visits according to demographic characteristics, geographic characteristics, psychographic characteristics, visit characteristics
- Provide insight on value drivers and motivation to visit

#### **Regional Audience Research Project #2:** Eastern Ontario and Quebec/Montreal Region

In addition to top of mind awareness we wish to determine their levels of engagement:

#### **How will this information be used?**

- This research will provide us with a benchmark on regional levels of engagement
- Help us zero in on our key target audiences in key markets
- Inform us on preferred methods of accessing NGC.
- Segment audience into types of people making visits according to demographic characteristics, geographic characteristics, psychographic characteristics, visit characteristics
- Gauge appreciation of art and its relevance



- Provide insight on value drivers and motivation to visit the NGC and Art Galleries
- Provide insight on artist name recall

**Local Audience (Residents of Ottawa and Gatineau) including NGC Members (past & present)**  
**Research Project #3:**

For this audience we wish to delve deeper into levels of engagement and appreciation through the marketing mix (product/price/placement). We wish to determine motivation, expectations, brand attributes and intrinsic values.

**How will this information be used?**

- This research will provide us with a benchmark on our marketing mix
- Provide insight on value drivers and motivation to visit the NGC
- Provide insight on how to best communicate to reach them
- Provide insight on interest of upcoming exhibitions and specific programs, activities and events
- Provide insight on artist name recall
- Determine new experiences that need to be developed to serve underserved segments or experiences that may need strengthening

**C.4 METHODOLOGY**

**The firm selected will propose methodologies to meet the objectives of each of the three research projects.**

**Deliverables:**

**Consultation and Planning** - Recommended Research Plan addressing all three projects. The plan must comprise recommended samples (general population & subgroups) and methodologies for each of the three research projects. Deliverables to meet each project need to be established by the firm.

**Budget** - Detailed budget breakdown with options to execute each of the three research projects.

**Data Collection**

- Selecting respondents that are at least 16 years of age and older and that meet various criteria depending in which research project they fall under.
- For each of the three research projects provide consultation on questionnaire design survey methodologies, and finalization.
- Propose changes to questionnaire design and allow for two rounds of revisions for stakeholder review.



- Coordinate editing and translation of the surveys (English and French)
- Provide Project management throughout the various phases of the three research projects
- Recruitment, fieldwork and equipment needed for data collection.
- Bilingual personnel required to administer research projects as required
- Data entry and tabulation
- Provide progress report throughout the research phases
- Analysis and Reporting of results (summary report in PowerPoint format).
- Final reports (combining all of the research phases included in the plan)

#### **C.5 SPECIFIC CONDITIONS**

In the event that interceptors or moderators are required as part of the research plan, they must present themselves in a professional manner similar to the client service staff at the National Gallery of Canada and must be fluently bilingual.

END OF SECTION C



## SECTION D: EVALUATION AND SELECTION CRITERIA

### D.1 EVALUATION COMMITTEE

The Committee will be composed at a minimum of the NGC Project Officer, and the Contracting Authority which shall evaluate the proposals. At the NGC's discretion, other qualified individuals could be invited to participate in the evaluation instead of a named representative, or in addition to the named representatives. Decisions as to the degree to which a proposal meets the requirements of this RFP are within the exclusive judgment of the Evaluation Committee.

The RFP Evaluation Committee has the right to request clarifications from the Bidder. If clarifications are sought, Bidders will have 2 working days, unless otherwise indicated by the NGC, to provide the necessary information or documentation to the NGC Contracting Authority regarding clarifications. Failure to meet this deadline without the written consent of the NGC **will result (M)** in the proposal being deemed Non-Responsive. This **will (M) not be** an opportunity for Proponents to modify their bid.

### D.2 EVALUATION

Bidders are hereby advised that failure to provide all of the information and documentation, to the degree specified in the RFP and in the format indicated, can result in their Proposal to be either judged non-compliant (as in the case of **Mandatory (M)** items), or result in minimal, or in no points being awarded (as in the case of rated requirements).

The Pricing Offer (Section F) **will (M)** be separated from the Proponent's technical documents of Sections D and G before it is forwarded to the Evaluation Committee for review to ensure an impartial evaluation.

### D.3 THE NATIONAL GALLERY OF CANADA'S RIGHTS

NGC reserves the right to:

- D.3.1** Reject any proposal that does not comply with the stated **Mandatory (M)** Requirements to be met by the Bidders.
- D.3.2** Cancel and / or reissue this RFP at any time; the National Gallery of Canada will not assume liability for any response preparation costs whatsoever.
- D.3.3** Request clarification or supporting data for any point in the proposal.
- D.3.4** Negotiate with the Bidders subject to the constraints of the mandatory requirements of this RFP.



**D.3.5** The National Gallery of Canada reserves the right to make changes to this RFP, including substantial changes provided that those changes are issued by way of a Solicitation Amendment in writing, and is issued prior to the RFP closing date. The National Gallery of Canada may do so without incurring any liability whatsoever to any of the Bidders.

**D.3.6** All materials submitted by a Bidder in response to any part of this RFP shall become the sole property of the National Gallery of Canada without payment or liability for payment.

**D.4** **EVALUATION PROCESS**

Following the bid closing date, a four (4) step bid evaluation process will commence.

**Consensus** for the purpose of this RFP is a score deemed appropriate by all members of the evaluation team.

**Evaluation Process:**

- Step One        Ensuring the Bidder has submitted of all **mandatory (M)** information and documents described in the RFP (Section A.6)
- Step Two        Point Rated Criteria (90 points)
- Step Three      Evaluation of the Pricing Offer (40 points)

Bidders **must (M)** obtain the minimum number of points, as specified in paragraphs D.4.1 to D.4.2, in order to move forward to the next step. Bidders who have succeeded in passing all three steps will then be ranked according to their total points earned. The Bidder with the highest points earned will become the successful Bidder.

**D.4.1** **Step One: Mandatory Requirements**

In Step One of the evaluation process, all bids **will be (M)** inspected for their compliance to the **mandatory (M)** requirements as per **Section A.6**. Any bid that fails to meet any of the mandatory requirements of the RFP **will be (M)** deemed non-responsive and **will not (M)** be considered further. The RFP conditions/documents **will not (M)** be amended or deleted in any way, including being amended by the addition of a new provision that may have the effect of derogating from an original mandatory provision. Bidder **must (M)** have an authorized signatory from their firm fill out, sign and return requested Tender documents indicating their full acceptance and compliance with these mandatory conditions.

To be deemed compliant, documents **must (M)** be in the format specified, and **must (M)** meet all other criteria identified as **Mandatory (M)**. Proposals that meet all the **Mandatory (M)** requirements will proceed to Step 2.



**D.4.2 Step Two: Point Rated Criteria**  
**(Maximum 90 points)**

(1) **Experience**

The company's experience (minimum 5 years) particularly focused on quantitative research projects in a museum or cultural institution.

Using the forms in G.3, Bidders should provide a complete list of all relevant research projects. Bidders are also required to highlight/identify four (4) relevant quantitative research projects completed within the last five (5) years. Higher scores will be awarded for projects relevant to the subject matter and scope of this research project. "Relevant subject matter" refers to quantitative research in the areas of visitor studies and evaluation in museum, exhibition, and other cultural institutions. Each of the four projects is to be described. Bidders are required to provide the name and telephone number of the client for the purpose of reference checks and verifying the accuracy of the information provided.

Bidders are required to use the following layout to describe their experience with these four projects:

1. Research project title
2. Date (Month/Year)
3. Client name and telephone number
4. Research subject matter, including objectives
5. Methodology: include the number of respondents and geographical location of the work.
6. Company's role in research
7. Budget
8. Time frame

(2) **Personnel**

Bidders are to provide a detailed breakdown on the allocation of the work to personnel assigned to the project as a whole and breaking it down according to each research project/phase according to the proposed research plan. It is important to demonstrate that the majority of the team members have the required knowledge and a minimum of 3 years' experience to complete the project.

Bidders are to provide a CV for each member of the project teams including academic background, certification or professional designations, relevant training, and years of experience in quantitative research and number years with the firm as well as any project experience that would be considered to be relevant to this work.



(3) **Approach**

Bidders should provide in details the proposed methodology, what obstacles they anticipate, and how they propose overcoming them. Bidders are to provide a detailed schedule.

The schedule is to include the following information: Research plan development, tasks (such as consultation, all research project questionnaire development, data collection, data cleaning, analysis, report writing), time frame, description and estimated completion date. Bidders should explain their project management approach, project tracking, cost control, time management and quality control methods.

(4) **Presentation**

Points will be given to each bid for its physical presentation (professionalism, easy to follow, clear and concise information, etc.) and for its content in terms of information appropriateness and completeness.

(5) **Evaluation Grid**

The following Points Calculation Grid shall be used to evaluate proposals.

Requirements	Maximum
Experience	40
Personnel	20
Approach	20
Presentation	10
<b>Total</b>	<b>90</b>

**In order for the Bid to progress to Step Three of the Evaluation phase the Proponent must have achieved a minimum of 63 points total from Step 2.**

**TOTAL POINTS ACHIEVED:** \_\_\_\_\_ (90 available points)





**D.4.3 Step Three: Evaluation of the Pricing Offer**  
**(Maximum 40 points)**

After successful completion of the Steps One and Two consecutively, the *Pricing Offer* received from the Bidders will be opened and evaluated.

The evaluation of proposals shall be done as follows:

Financial Proposals shall be evaluated based on the lowest total cost compliant proposal being awarded maximum points. Other proposals shall receive a score based on the ratio of the lowest cost proposal to their total cost.

Example (for illustrative purposes only):

Proposal "A" Total Cost = \$1,300,000

Proposal "B" Total Cost = \$1,425,000

Proposal A's financial assessment (being the lowest) would receive the highest mark of 40 points.

The score for Proposal "B" would be calculated as follows:

$$\text{Score} = (\text{Total Proposal A} \div \text{Total Proposal B}) \times 40$$

Therefore, the score awarded to Proposal B would be:  
 $(\$1,300,000 \div \$1,425,000) \times 40 = 36.5$  points

**TOTAL POINTS ACHIEVED IN STEP 3:** \_\_\_\_\_ (40 available points)

**If the candidate passed Step 2 the points awarded will be added to the points awarded in Step 3 to determine the successful candidate.**

**Total points achieved in Step 2:** \_\_\_\_\_

**Total points achieved in Step 3:** \_\_\_\_\_

**TOTAL POINTS ACHIEVED:** \_\_\_\_\_ (130 points available)

**END OF SECTION D**



## SECTION E: CONTRACT AGREEMENT AND CONDITIONS – MANDATORY (M)

The terms and conditions in the following appendices of this document are incorporated into and shall form part of any and all parts of this Contract.

Appendix A	NGC General Conditions
Appendix B	Confidentiality Agreement

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### APPENDIX A – NGC GENERAL CONDITIONS

The full details of NGC Terms and Conditions are available electronically by using the following link:

English: <[http://www.gallery.ca/pdf/Termsandconditions\\_English.pdf](http://www.gallery.ca/pdf/Termsandconditions_English.pdf)>

French: <[http://www.gallery.ca/pdf/Termsandconditions\\_French.pdf](http://www.gallery.ca/pdf/Termsandconditions_French.pdf)>

You **must (M)** consult the following link and take into account NGC *General Conditions* in submitting your Bid. By submitting a Bid, it will be understood that the Bidder has reviewed the Conditions of Appendix A.

The following *Table of Contents* is offered for information purposes only to the Bidder, outlining the topics covered in the *NGC General Conditions*.

#### Table of Contents

- GC1. Interpretation
- GC2. Status of the Contractor
- GC3. Assignment of Contract
- GC4. Subcontracting by Contractor
- GC5. Indemnification by Contractor
- GC6. Indemnification by the Museum
- GC7. Amendments & Waivers
- GC8. Compliance with Applicable Laws
- GC9. Conduct of Work
- GC10. Cooperation with other Contractors
- GC11. Examination of Work
- GC12. Clearing of Site
- GC13. Contractor's On-Site Supervisor
- GC14. Unsuitable Workers
- GC15 Changes in Work
- GC16. Public Ceremonies and Signs
- GC17. Suspension of Work
- GC18. Warranty and Rectification of Defects in Work
- GC19. Time of Essence
- GC20. Accounts and Audits



- GC21. No Bribes, etc.
- GC22. Certification – Contingency Fees
- GC23. Members of the House of Commons
- GC24. Government Officials and Employees
- GC25. Confidentiality
- GC26. Ownership of Property Data
- GC27. Notices
- GC28. Termination for Convenience
- GC29. Termination due to Default of Contractor
- GC30. Dispute
- GC31. Performance Notwithstanding Dispute
- GC32. Insurance
- GC33. Conflict of Interest
- GC34. Severability
- GC35. Successors and Assigns
- GC36. Entire Agreement
- GC37. Payments / Hold Back
- GC38. Interest on Overdue Accounts

If, for any reasons, the Proponent is unable to access the link for *Terms and Conditions*, as provided above, for NGC's *General Conditions*, the Proponent can request that a copy be sent to him/her either electronically or by fax.

To ensure that we can process your request in time, the Bidder must send the written request for a copy at least 24 hours before Bid closing deadline, as identified in this document. The request must be sent to the person identified as Contracting Authority, as identified in Section A.

### **End of Appendix A – *General Conditions***



## APPENDIX B – CONFIDENTIALITY AGREEMENT

The following is a sample of the Confidentiality Agreement that the selected Contractor, as well as employees of the Contractor assigned to work at NGC will be required to sign before beginning work at NGC.



### CONFIDENTIALITY AGREEMENT

I, \_\_\_\_\_, the undersigned, an employee of \_\_\_\_\_ (the "Company"), hereby acknowledge that any and all information or data ("Information") relating in any way to the business of the National Gallery of Canada ("NGC") which is provided to me by the NGC in writing and verbally or which I become privy to during a site visit, or through the course of my work, is strictly confidential and the release of such information to any third party in any way may cause irreparable harm to the NGC.

THEREFORE, on behalf of myself and/or the Company, I agree that, in the absence of a written specific consent of an Officer of the NGC:

- (a) I and/or the Company will not disclose the Information to any person other than those designated by the NGC.
- b) I and/or the Company will not provide any opinion or comments to the Media about any aspect of NGC work, or events.
- (c) I and/or the Company will not use for my /its own purposes or for any other purposes other than those of the NGC, the information.
- (d) I and/or the Company will not copy any information except as may be needed to satisfy the processing requirements of the NGC and any such copies created will be either destroyed upon completion of those requirements or disposed of in accordance with instructions provided to me and/or the Company by the NGC.
- (e) I and/or the Company hereby agree that information which shall be gained while carrying out the requirements

### CONVENTION DE CONFIDENTIALITÉ

Je soussigné(e), \_\_\_\_\_, un(e) employé(e) de \_\_\_\_\_ (la "Compagnie"), reconnais par les présentes le caractère strictement confidentiel de toute information ou donnée ("information") se rapportant de quelque façon que ce soit aux activités du Musée des Beaux-arts du Canada (le "MBAC") et que celle-ci me fournit par écrit ou oralement ou dont je prends connaissance au cours d'une visite du site ou durant mon travail sur le site. Je reconnais en outre que toute forme de communication d'une telle information à un tiers peut causer un préjudice irréparable au MBAC.

PAR CONSÉQUENT, au nom de la Compagnie et/ou en mon nom, je conviens que, sauf avec le consentement spécifique, par écrit d'un agent du MBAC, la Compagnie et/ou moi :

- a) ne communiquerons l'information qu'aux personnes qui sont désignées par MBAC;
- b) ne répondrons à aucune question pouvant être posée par des médias.
- c) n'utiliserons pas l'information à nos propres fins ni à aucunes fins autres que celles du MBAC;
- d) ne reproduirons pas l'information, sauf si cette reproduction peut être nécessaire pour satisfaire aux conditions du MBAC concernant le traitement, et les copies produites seront soit détruites une fois ces conditions remplies soit aliénées conformément aux directives que le MBAC m'aura données ou aura données à la Compagnie;
- e) convenons que l'information qui sera acquise au moment où les conditions du MBAC auront été satisfaites doit être protégée de la même manière que le sont mes propres secrets commerciaux et que cette information confidentielle



of the NGC shall be safeguarded in the same manner as my own trade secrets are safeguarded and such confidential information shall be held in trust for the benefit of the NGC.

(f) I and/or the Company will be liable for any and all damages suffered by the NGC as a result of a breach of any of the above undertakings.

Signature: \_\_\_\_\_

Name/Nom: \_\_\_\_\_  
*Please print /Veuillez écrire en lettres moulées*

Company/  
Compagnie: \_\_\_\_\_

Address: \_\_\_\_\_

sera conservée au bénéfice du MBAC;

f) serons responsables de tous les dommages subis par le MBAC et résultant de la violation d'un des engagements susmentionnés.

\_\_\_\_\_  
Witness / Témoin

Signed at / Fait à \_\_\_\_\_, this / le \_\_\_\_\_

**End of Appendix B – Confidentiality Agreement**

**END OF SECTION E**



## SECTION F: PRICING OFFER

### F.1 GENERAL AGREEMENT

The Proponent agrees to the following **mandatory (M)** conditions:

- F.1.1** That the Period of Contract will commence on such date as the National Gallery of Canada shall set by notice in writing.
- F.1.2** That this RFP supersedes and cancels all communications, negotiations and agreements related to the services other than those contained in the completed RFP;
- F.1.3** That this Offer may not be withdrawn for a period of **60 days** following the RFP closing date and time; however, this 60 day period shall be extended to 90 days upon written request by the National Gallery of Canada.
- F.1.4** If, for any reasons, the National Gallery of Canada does not receive, **within 15 calendar days**, of receipt by the Proponent, the signed Contract documents, executed by the successful Proponent and the Insurance, the National Gallery of Canada may accept another offer.
- F.1.5** The bid **shall (M)** be signed in accordance with the following requirements:
- a) **“Limited Company”**: If this Tender is made by a Limited Company, the Tender must be signed by duly authorized signing officers of the company in their normal signatures designating against each signature the official capacity in which the signing officer acts. The corporate seal of the company must also be affixed to the Tender.
  - b) **“Partnership”**: The signatures of the partners shall be affixed and their names typed or printed in the space provided. The signatures shall be witnessed, and if not all of the partners sign or if the signatory is not a partner then a certified true copy of the agreement signed by all partners authorizing such person or persons to execute the document on their behalf shall accompany the Tender. An adhesive coloured seal shall be affixed next to each signature except in the Province of Quebec.
  - c) **“Sole Proprietorship”**: The signature of the sole proprietor shall be affixed and the name typed or printed in the space provided. The signature shall be witnessed. In the event that the signatory is not the sole proprietor then a certified true copy of the agreement signed by the sole proprietor authorizing such person or persons to execute the document shall accompany the Tender. An adhesive coloured seal shall be affixed next to the signature except in the Province of Quebec.



- d) **“Joint Venture”**: The signatures of the authorized signatories of each member of the joint venture shall be affixed and their names and titles typed or printed in the space provided. Each of the participating signatories shall sign the document in the manner applicable to their particular business arrangement which is more particularly described in Section A.8

## **F.2** DESCRIPTION OF PRICING

Proponents **shall (M)** complete and submit the following pricing sheets in Section F.3.

**F.2.1** The unit pricing is all inclusive and **shall (M) include** pricing for:

- Materials
- Administration Cost
- Allowances
- Supervision
- Liabilities as an employer
- Insurance
- Equipment and products
- Transportation costs
- Parking
- Overhead and profit
- All other liabilities whatsoever, including service vehicle, if applicable

**F.2.2** All pricing **shall (M)** be:

- Expressed in Canadian dollars
- All prices are to be FOB destination
- Exclude applicable taxes.



**F.3 PRICING OFFER**

Based on the full requirements of this RFP please provide NGC your price to provide the services described, all inclusive (without taxes).

**F.3.1 National Audience Research Project #1:**

Cost for services as per full requirements of this RFP \$ \_\_\_\_\_

Other estimated costs for administrative and incidental expenses \$ \_\_\_\_\_

Any other costs not included in the above. \$ \_\_\_\_\_  
Please provide details:

Total Cost for project #1 (without taxes) \$ \_\_\_\_\_ CAD

**F.3.2 Regional Audience Research Project #2**

Cost for services as per full requirements of this RFP \$ \_\_\_\_\_

Other estimated costs for administrative and incidental expenses \$ \_\_\_\_\_

Any other costs not included in the above. \$ \_\_\_\_\_  
Please provide details:

Total Cost for project #2 (without taxes) \$ \_\_\_\_\_ CAD





**F.3.3 Local Audience (Residents of Ottawa and Gatineau) including NGC Members (past & present) Research Project #3:**

Cost for services as per full requirements of this RFP \$ \_\_\_\_\_

Other estimated costs for administrative and incidental expenses \$ \_\_\_\_\_

Any other costs not included in the above. \$ \_\_\_\_\_  
Please provide details:

Total Cost for project #3 (without taxes) \$ \_\_\_\_\_ CAD

**Total Cost (F.3.1 + F.3.2 + F.3.3) (without taxes)** \$ \_\_\_\_\_ CAD



**F.4 SIGNATURES**

As Proponent, if our bid is selected by the National Gallery of Canada, **I/We** undertake to be bound by the terms and conditions of the Contract, #NGC103834. Signature of this page also acts as a statement, which provides that the Proposal is valid in all respects including price for 60 calendar days from the closing date as per Section F.1.3 of this RFP document.

**Company:** \_\_\_\_\_  
Legal Company Name of Proponent (Please Print)

**Signature:** \_\_\_\_\_  
Authorized Representative

\_\_\_\_\_  
Name & Title of Authorized Representative (Please Print)

**Signature:** \_\_\_\_\_  
Authorized Representative

\_\_\_\_\_  
Name & Title of Authorized Representative (Please Print)

**Signature:** \_\_\_\_\_  
Witness

**Dated at** \_\_\_\_\_  
City Province

This \_\_\_\_\_ day of \_\_\_\_\_, 2015

END OF SECTION F



**SECTION G: FORMS**

**G.1 COMPANY INFORMATION**

**TENDER TO: NATIONAL GALLERY OF CANADA**

<b>Legal Company Name:</b>	
<b>Full Address:</b>	
<b>Telephone No.</b>  Work: (    ) Mobile: (    )	<b>Fax No.</b>  (    )
<b>E-Mail Address:</b>	
<b>Name and title of person authorized to sign on behalf of Vendor Firm (Please Print)</b>	

The undersigned Proponent, hereby offers to the National Gallery of Canada to furnish all labour, materials, tools and equipment necessary for the performance of the contract services, and, to carry out in a careful and workmanlike manner the services described in Section C, Scope of Services of this RFP Document.



**G.2 ACCEPTANCE AND COMPLIANCE WITH CONDITIONS**

**I/WE**

\_\_\_\_\_  
Legal Name of Proponent

Have read and understood the entire RFP, which is comprised of the following documents:

- ✓ Section A – Bidders Instructions and Information
- ✓ Section B – Tender Preparation Instructions
- ✓ Section C – Scope of Services
- ✓ Section D – Evaluation and Selection Criteria
- ✓ Section E – Contract Agreement and Conditions
- ✓ Section F – Pricing Offer
- ✓ Section G – Forms
- ✓ Specifications documents, as posted separately on the Buy and Sell website
- ✓ Addenda, if any issued by NGC, prior to RFP closing date/time

AND agree to and accept, as a mandatory requirement of this Tender, the following:

- a) All of the appendices of Section E, in their entirety, unmodified, as they appear; **and**
- b) That the documents comprising this Tender will not be amended or deleted in anyway, including being amended by the addition of a new provision that may have the effect of derogating from an original mandatory provision.

**We indicate our full acceptance and compliance with these mandatory conditions with the signature below:**

\_\_\_\_\_  
Name and Title of person authorized to sign on behalf of the Proponent

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



**G.3** WORK REFERENCES

**RATED CRITERIA (MAXIMUM 40 POINTS)**

Please provide the following information for a minimum of **four (4) contracts** that are of similar contract value, scope and complexity **within the last five (5) years**.

It is the Proponent's responsibility to ensure that the contact names and numbers supplied for the calling of References are valid and all other information supplied is accurate. Time is of the essence in this Tender: Bidders should ensure that the information provided for the References is accurate and that the contact persons listed are reachable. NGC cannot award points for References that cannot be reached after a reasonable number of attempts.

Only one member from the evaluation committee will be calling the References. The answers received will be documented and rated. There will be a maximum of 10 points per reference, four (4) references to be contacted, for a maximum 40 points available for References.

The following questions will be asked of each reference:

1. Level of Client satisfaction in regards to performance of the Bidder with work planning & scheduling
2. Level of Client satisfaction related to communication with the Bidder in regards to keeping client informed.
3. Overall Client satisfaction with Bidder's performance
4. Would the organization enter into a new contract with the Bidder for a similar engagement in the future?



**G.3.1 Reference # 1**

a) Client Name & address: \_\_\_\_\_

b) Contact Name, email address and telephone number for Reference Check:

Contact: \_\_\_\_\_

Telephone number: \_\_\_\_\_ (Work) \_\_\_\_\_ (Cell)

E-mail address: \_\_\_\_\_

c) Brief Description of relevant services provided to the Client, including: Research subject matter, including objectives and methodology:

d) Contract Value: \_\_\_\_\_

e) Contract Dates:

Start date: \_\_\_\_\_ End Date: \_\_\_\_\_

Renewals: \_\_\_\_\_

(If the current contract was renewed please provide the previous contract dates)

**For NGC use only:**

**Date & Time of Reference Check:** \_\_\_\_\_ **Call placed by:** \_\_\_\_\_

**Score:** \_\_\_\_\_/10 points



**G.3.2 Reference # 2**

a) Client Name & address: \_\_\_\_\_

b) Contact Name, email address and telephone number for Reference Check:

Contact: \_\_\_\_\_

Telephone number: \_\_\_\_\_ (Work) \_\_\_\_\_ (Cell)

E-mail address: \_\_\_\_\_

c) Brief Description of relevant services provided to the Client, including: Research subject matter, including objectives and methodology:

d) Contract Value: \_\_\_\_\_

e) Contract Dates:

Start date: \_\_\_\_\_ End Date: \_\_\_\_\_

Renewals: \_\_\_\_\_

(If the current contract was renewed please provide the previous contract dates)

**For NGC use only:**

**Date & Time of Reference Check:** \_\_\_\_\_ **Call placed by:** \_\_\_\_\_

**Score:** \_\_\_\_\_/10 points



**G.3.3 Reference # 3**

a) Client Name & address: \_\_\_\_\_

b) Contact Name, email address and telephone number for Reference Check:

Contact: \_\_\_\_\_

Telephone number: \_\_\_\_\_ (Work) \_\_\_\_\_ (Cell)

E-mail address: \_\_\_\_\_

c) Brief Description of relevant services provided to the Client, including: Research subject matter, including objectives and methodology:

d) Contract Value: \_\_\_\_\_

e) Contract Dates:

Start date: \_\_\_\_\_ End Date: \_\_\_\_\_

Renewals: \_\_\_\_\_

(If the current contract was renewed please provide the previous contract dates)

**For NGC use only:**

**Date & Time of Reference Check:** \_\_\_\_\_ **Call placed by:** \_\_\_\_\_

**Score:** \_\_\_\_\_/10 points





**G.3.4 Reference # 4**

a) Client Name & address: \_\_\_\_\_

b) Contact Name, email address and telephone number for Reference Check:

Contact: \_\_\_\_\_

Telephone number: \_\_\_\_\_ (Work) \_\_\_\_\_ (Cell)

E-mail address: \_\_\_\_\_

c) Brief Description of relevant services provided to the Client, including: Research subject matter, including objectives and methodology:

d) Contract Value: \_\_\_\_\_

e) Contract Dates:

Start date: \_\_\_\_\_ End Date: \_\_\_\_\_

Renewals: \_\_\_\_\_

(If the current contract was renewed please provide the previous contract dates)

**For NGC use only:**

**Date & Time of Reference Check:** \_\_\_\_\_ **Call placed by:** \_\_\_\_\_

**Score:** \_\_\_\_\_/10 points



**G.4** ADDENDA

Number	Date Issued

Addenda will be issued by the National Gallery of Canada (NGC) on the PWGSC’s Buy and Sell website, regarding any changes and answers to questions that may arise during the tender period. Completion of this section will ensure to the NGC that you have received and factored this information into your Tender total.

Proponents **shall (M)** fill out Section G.4 with the numbers and dates of changes posted by the NGC to ensure that the offer received contains any additional information provided by NGC in relation to this RFP.

**Failure to identify addenda issued by the NGC shall (M) result in the disqualification of our proposal.**



**G.5 MANDATORY REQUIREMENTS AND COMPLIANCE CHECKLIST FOR PROPONENTS**  
(Have you included the following in your Tender Package?)

SECTION	DESCRIPTION OF DOCUMENTS TO INCLUDE WITH BID	COMPLIANT	
		YES	OR NO
Section A.8 F.1.5 c)	Does <b>Joint Venture</b> apply to your firm? If yes, have you included proper information?		
Section A.6.1a) B.1.1	Have you included one signed original, 3 photocopies and one copy on USB/CD of completed <b>Section D, Evaluation and Selection Criteria</b> ?		
Section A.6.1b) B.1.1	Have you included one signed original, 3 photocopies and one copy on USB/CD of completed <b>Section G, Forms</b> (including G.4 – Addenda)?		
Section A.6.1c) B.1.2	Have you included one signed original on paper of <b>Section F, Pricing Offer</b> in a separate envelope?		

END OF SECTION G

END OF THE RFP DOCUMENT – NGC103834