

**TECHNICAL ADVICE RELATED TO WEBSITE AND SOCIAL MEDIA
ON AN AS- AND WHEN-REQUESTED BASIS
at the Canadian Space Agency (CSA) in St. Hubert**

REQUEST FOR STANDING OFFER

**TECHNICAL ADVICE RELATED TO WEBSITE AND SOCIAL MEDIA
ON AN AS- AND WHEN-REQUESTED BASIS
at the Canadian Space Agency (CSA) in St. Hubert**

**Bid Submission Deadline:
June 11, 2015 (EDT), at 2:00 pm**

Submit bids to:

Canadian Space Agency
TENDERS RECEPTION OFFICE
Receiving/Shipping
From Monday to Friday between 8:00 am and 4:30 pm (closed from 12:00 to 1:00 pm)
6767 Route de l'Aéroport
St. Hubert, Quebec J3Y 8Y9
Canada

Attention to: Claudine Morin
Email: soumissionscontracts@asc-csa.gc.ca

Reference: CSA File No. **9F030 – 20140206**

Note: Please read this Request for Standing Offer carefully for further details on the requirements and bid submission instructions.



May 22, 2015

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PART 1 – GENERAL INFORMATION

1. Introduction

The bid solicitation and resulting standing offer document is divided into seven parts plus appendices 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 and states that the bidder agrees to be bound by the clauses and conditions contained in all parts of 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, if applicable, and the basis of selection;

Part 5 Certifications: Includes the certifications to be provided;

Part 6 Security Requirements; and

Part 7 Resulting Standing Offer and Call-up Clauses: Includes the clauses and conditions that will apply to any resulting standing offer and call-up against the standing offer.

2. Submission of a Bid

Submission of a bid constitutes acknowledgement that the bidder has read and agrees to be bound by these documents.

General Instructions to Bidders is incorporated by reference and is set out in the Standard Acquisition Clauses and Conditions (SACC) Manual, issued by Public Works and Government Services Canada (PWGSC). The SACC Manual is available on the PWGSC website: <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>.

3. Summary

Description and Requirement

The purpose of this Request for Standing Offer (RFSO) is to solicit bids from interested Canadian organizations to provide technical advice on website and social media on an as- and when-requested basis at the Canadian Space Agency (CSA) in St. Hubert.

Interested bidders are required to submit their proposals in accordance with the instructions provided in this RFSO. A description of the work to be completed under this requirement is provided in the statement of work attached hereto as **Appendix A**.

4. Communications Notification

As a courtesy, the Government of Canada requests that successful bidders notify the contracting authority in advance of their intention to make public an announcement related to the award of a standing offer.

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5. Debriefings

After standing offer award, bidders may request a debriefing on the results of the bid solicitation. Bidders should make the request to the contracting authority within 15 working days of receipt of notification that their bid was unsuccessful. The debriefing may be provided in writing, by telephone or in person.

PART 2 – BIDDER INSTRUCTIONS

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 issued by Public Works and Government Services Canada (PWGSC).

The Manual is available on the PWGSC website: <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>.

Bidders that 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 standing offer.

The 2006 (2014-09-25) Standard Instructions – Request for Standing Offers – Goods or Services – Competitive Requirements are incorporated by reference into and form part of the bid solicitation.

- Remove Paragraphs 4 and 5 of Section 2006 01

2. Submission of Bids

THE BID SUBMISSION DEADLINE IS INDICATED ON THE FIRST PAGE OF THIS DOCUMENT. It is the CSA's policy to return, unopened, bids received after the stipulated bid solicitation closing date and time, unless they qualify as a delayed bid.

You can also send your proposal by email to the following address:
soumissionscontracts@asc-csa.gc.ca.

Proposals send by fax are not acceptable.

3. Enquiries – Bid Solicitation

All enquiries must be submitted in writing to the contracting authority (Claudine.morin@asc-csa.gc.ca) no later than five (5) calendar 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 the Government of 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 the Government of Canada determines that the enquiry is not of a proprietary nature. The Government of 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 the Government of Canada.

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4. Applicable Laws

Any resulting standing offer must be interpreted and governed, and the relations between the parties determined, by the laws in force in the Province of Quebec. 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.

5. Basis for the Government of Canada's ownership of the Intellectual Property (IP)

The Government of Canada has determined that any material subject to copyright arising from the performance of the work under the contract will vest in the Government of Canada, as per Subsection 6.5 of the [Treasury Board Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#). Examples of such material (as such is defined in General Conditions 2035) include the deliverables identified in Annex A – Statement of Work.

6. Ombudsman Clause

The Office of the Procurement Ombudsman (OPO) was established by the Government of Canada to provide an independent avenue for suppliers to file complaints regarding the award of contracts under \$25,000 for goods and under \$100,000 for services. Bidders may raise issues or concerns regarding the solicitation, or the award resulting from it, by contacting the OPO by telephone at 1-866-734-5169 or by email at boa.opo@boa.opo.gc.ca. For more information on the OPO services available, please visit the OPO website at www.opo-boa.gc.ca.

PART 3 – BID PREPARATION INSTRUCTIONS

1. General

Bidders must send **the original** of the proposal (or by email also accepted), before the specified deadline (date and time), to the address shown on Page 1 of the RFSO. Proposals may be submitted in English or French.

2. Price

The financial proposal must include a detailed breakdown of the total quoted price. The proposed Basis of Payment should be **as indicated in Appendix B**.

Provide the financial proposal in a separate document.

Bids must be priced in Canadian dollars, excluding the Goods and Services Tax (GST), but including Customs duties and excise taxes.

The Government of 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;
- (c) Include the certifications as a separate section of the bid;
- (d) Bidders must submit their financial proposals in accordance with the Basis of Payment;
- (e) The total amount along with the Goods and Services Tax (GST) or Harmonized Sales Tax (HST), if applicable, must be indicated separately.

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3. Bidder's Business Name and Address

- 1) Name: _____
- 2) Address: _____

- 3) Telephone: _____ Fax: _____
- 4) Email of the contractor's representative: _____
- 5) Email for financial questions (for payment): _____
- 6) Procurement Business Number (PBN): _____
- 7) Tax number: _____

PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- a. Bids will be evaluated in accordance with the entire requirement of the bid solicitation, including the technical and financial evaluation criteria. There are several steps in the evaluation process, which are described below. Even though the evaluation and selection will be conducted in steps, the fact that the Government of Canada has proceeded to a later step does not mean that the Government of Canada has conclusively determined that the bidder has successfully passed all the previous steps. The Government of Canada may conduct steps of the evaluation in parallel.
- b. An evaluation team composed of representatives of the Government of Canada will evaluate the bids on behalf of the Government of Canada. The Government of Canada may hire any independent consultant, or use any Government resources, to evaluate any bid. Not all members of the evaluation team will necessarily participate in all aspects of the evaluation.
- c. In addition to any other time periods established in the bid solicitation:
 - i. **Requests for Clarifications:** If the Government of Canada seeks clarification or verification from the bidder about its bid, the bidder will have two (2) working days (or a longer period if specified in writing by the contracting authority) to provide the necessary information to the Government of Canada. Failure to meet this deadline will result in the bid being declared non-responsive.
 - ii. **Extension:** If additional time is required by the bidder, the contracting authority may grant an extension at his/her sole discretion.

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2. Technical Evaluation

a. Mandatory Technical Criteria

Each bid will be reviewed to determine whether it meets the mandatory requirements of the bid solicitation. Any element of the bid solicitation that is identified specifically with the words “must” or “mandatory” is a mandatory requirement. Bids that do not comply with each and every mandatory requirement will be considered non-responsive and be disqualified. The mandatory evaluation criteria are described in Appendix D – Bid Evaluation Criteria.

b. Point-Rated Technical Criteria

Each bid will be rated by assigning a score to the rated requirements, which are identified in the bid solicitation by the word “rated” or by reference to a score. Bidders that fail to submit complete bids with all the information requested in the bid solicitation will be rated accordingly. The rated requirements are described in Attachment C – Bid Evaluation Criteria.

c. Reference Checks

If a reference check is performed, the Government of Canada will conduct the reference check in writing by email. The Government of Canada will send all email reference check requests to contacts supplied by all the bidders on the same day using the email address provided in the bid.

3. FINANCIAL EVALUATION

The bidder must provide a financial proposal as per Appendix B – Unit Price Table.

4. BASIS OF SELECTION: Highest Combined Rating of Technical Merit 75% and Price 25%

To be declared responsive, a bid must:

- (a) comply with all the requirements of the bid solicitation;
- (b) meet all the mandatory evaluation criteria; and
- (c) obtain the minimum total number of points specified in Appendix D for rated technical criteria.

Bids not meeting (a), (b) or (c) will be declared non-responsive. Neither the responsive bid obtaining the highest number of points nor the one with the lowest evaluated price will necessarily be accepted.

The lowest evaluated price (LP) of all responsive bids will be identified, and a pricing score (PS), determined as follows, will be allocated to each responsive bid (i): $PS_i = LP / P_i \times 25$. P_i is the evaluated price (P) of each responsive bid (i).

A technical merit score (TMS), determined as follows, will be allocated to each responsive bid (i): $TMS_i = OS_i \times 75$. OS_i is the overall score (OS) obtained by each responsive bid (i) for all the point-rated technical criteria specified in Attachment 1 to Part 4, determined as follows: total number of points obtained / maximum number of points available.

The combined rating (CR) of technical merit and price of each responsive bid (i) will be determined as follows: $CR_i = PS_i + TMS_i$.

The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract. In the event that two or more responsive bids have the same highest combined rating of technical merit and price, the responsive bid that has the lowest evaluated price will be recommended for award of a contract.

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(See example below)

Example

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 75/25 ratio of technical merit and price, respectively. The total available point equals 300 and the lowest evaluated price is \$45,000.

Basis of Selection – Highest Combined Rating Technical Merit (75%) and Price (25%)			
	Bidder		
	Bidder 1	Bidder 2	Bidder 3
Overall Technical Score	230/300	180/300	185/300
Bid Evaluated Price	\$55,000	\$50,000	\$45,000
Calculations			
Technical Merit Score	$230/300 \times 75 = 57.50$	$180/300 \times 75 = 45.00$	$185/300 \times 75 = 46.25$
Pricing Score	$45000/55000 \times 25 = 20.45$	$45000/50000 \times 25 = 22.5$	$45000/45000 \times 25 = 25.00$
Combined Rating	77.95	67.5	71.25
Overall Rating	1st	3rd	2nd

PART 5 – CERTIFICATIONS

Bidders must provide the required certifications to be awarded a standing offer. The Government of Canada will declare a bid non-responsive if the required certifications are not completed and submitted as requested.

Compliance with the certifications bidders provide to the Government of Canada is subject to verification by the Government of Canada during the bid evaluation period (before award of a standing offer) and after award of a standing offer. The contracting authority will have the right to ask for additional information to verify the bidders' compliance with the certifications before a standing offer is awarded. A bid will be declared non-responsive if any certification made by the bidder is untrue, whether made knowingly or unknowingly. Failure to comply with the certifications or to comply with the request of the contracting authority for additional information will also render the bid non-responsive.

1. Certifications Precedent to Standing Offer 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 so inform the bidder and provide the bidder with a 24-hour time frame to meet the requirement. Failure to comply with the request of the contracting authority and meet the requirement within that time period will render the bid non-responsive.

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A. 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 Limited Eligibility to Bid List (http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml) available on the Human Resources and Skills Development Canada (HRSDC) – Labour Program website.

The Government of Canada has 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 standing offer award.

B. LEGAL ENTITY AND CORPORATE NAME

1. The bidder hereby certifies that it is a (circle one)

- a. sole proprietorship;
- b. partnership; or
- c. corporate entity.

2. It was registered or formed under the laws of

_____;

3. Controlling interest/ownership (name if applicable) of the organization is held in the country of

_____;

4. Any resulting standing offer may be executed under the following corporate full legal name and at the following place of business:

C. CODE OF CONDUCT FOR PROCUREMENT

1) The bidder confirms that it has read the Code of Conduct for Procurement (<http://www.tpsgc-pwgsc.gc.ca/app-acq/cndt-cndct/index-eng.html>) and agrees to be bound by its terms.

2) The bidder certifies that:

(a) no corruption and no collusion took place in the preparation of its bid; and

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(b) it has not committed an offence under Section 121 (Frauds on the government & Contractor subscribing to election fund), 124 (Selling or purchasing office), 380 (Fraud committed against Her Majesty) or 418 (Selling defective stores to Her Majesty) of the *Criminal Code of Canada*, or under Paragraph 80(1)(d) (False entry, certificate or return), Subsection 80(2) (Fraud against Her Majesty) or Section 154.01 (Fraud against Her Majesty) of the *Financial Administration Act*.

D. CERTIFICATION – FORMER PUBLIC SERVANT

Contracts with 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 with FPS, bidders must provide the information below.

1.1 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 pursuant to the [Canada Pension Plan Act](#), R.S., 1985, c.C-8.

1.2 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 FPS in receipt of a pension, as applicable:

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- 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](#).

1.3 Work Force Reduction Program

Is the bidder a FPS who received a lump sum payment pursuant to the terms of a work force reduction program? **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 reduction 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.

E. CERTIFICATION OF EDUCATION AND EXPERIENCE

The bidder hereby certifies that all statements made with regard to the education and experience of individuals proposed for completing the subject work are accurate and factual. The CSA/DFL reserves the right to verify any information provided in this regard. Untrue statements may result in the proposal being declared non-compliant or in other actions which the CSA/DFL may consider appropriate.

F. CERTIFICATION OF AVAILABILITY

The bidder certifies that, should it be authorized to provide services under any standing offer resulting from this RFSO, the individuals proposed in its bid will be available to commence performance of the work within the time specified in the RFSO, and will remain available to perform the work in relation to the fulfilment of the requirement. Once the standing offer is issued, proposed substitutes must achieve the same rated qualifications score (or greater) as the original resource at a rate no higher than the original resource being replaced and will be subject to approval by the project authority.

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G. LANGUAGES

The bidder must certify that the proposed resource(s) is capable of providing the training in both official languages, English and French.

H. CERTIFICATION

By submitting a bid, the bidder certifies that the information submitted by the bidder in response to the above requirements is accurate and complete.

CERTIFICATION SIGNATURE

We hereby certify compliance with the above-noted certification requirements for:

- A. FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – BID CERTIFICATION;
- B. LEGAL ENTITY AND CORPORATE NAME;
- C. CODE OF CONDUCT FOR PROCUREMENT;
- D. ATTESTATION – FORMER PUBLIC SERVANT;
- E. CERTIFICATION OF EDUCATION AND EXPERIENCE;
- F. CERTIFICATION OF AVAILABILITY;
- G. LANGUAGES.

SIGNATURE

Name and title of person authorized to sign on behalf of the bidder (type or print)

Signature

Date

PART 6 – SECURITY REQUIREMENTS

1. Security Requirements

The work to be performed under this RFSO does not require reliability status.

PART 7 – RESULTING STANDING OFFER CLAUSES

1. Statement of Work

The contractor shall perform and complete the work as per the statement of work at Appendix A.

The work shall be performed at the contractor's place of business or sometimes at the Canadian Space Agency (CSA) at 6767 Route de L'Aéroport, St. Hubert, Quebec, J3Y 8Y9.

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2. Standard Clauses and Conditions

All conditions and clauses identified herein by title, number and date are set out in the Standard Acquisition Clauses and Conditions (SACC) Manual, issued by Public Works Government Services Canada (PWGSC). The SACC Manual is available on the PWGSC website: <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>.

3. General Conditions

2005 (2014-09-25) General Conditions – Standing Offer – Goods or services applied to the standing offer and they are integral part of it.

- Remove Paragraphs 4 and 5 of Section 2005 11

4. Standing Offer Period

The period of the standing offer to be issued in response to this RFSO will be until March 31, 2016, from the date of the award.

5. Option to Extend the Standing Offer Period

The contractor grants to the Government of Canada the irrevocable option to extend the term of this standing offer by a period of four (4) years, one year at a time, under the same terms and conditions. The Government of Canada may exercise this option at any time by sending a notice to the contractor at least 30 calendar days prior to the standing offer expiry date.

The contractor agrees that, during the extended period of the standing offer, the rates/prices will be in accordance with the provisions of the standing offer.

6. Contracting Authority

The contracting authority for this RFSO and any resulting standing offer is:

Claudine Morin
Canadian Space Agency
6767 Route de l'Aéroport
St. Hubert, Quebec J3Y 8Y9
Canada
Telephone: 450-926-4427
Facsimile: 450-926-4969
Email: Claudine.morin@asc-csa.gc.ca

The contracting authority is responsible for the management of the standing offer, and any changes to the standing offer must be authorized in writing by the contracting authority. The contractor must not perform work in excess of or outside the scope of the standing offer based on verbal or written requests or instructions from anybody other than the contracting authority.

7. Project Authority

To be inserted at standing offer award

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8. Contractor's Representative

To be inserted at standing offer award

9. Call-up Instrument

The work will be authorized or confirmed by the identified user(s) using form *PWGSC-TPSGC 942, Call-up Against a Standing Offer*.

10. Basis of Payment

- Limitation of Expenditures

The Government of Canada's total liability to the contractor under the standing offer must not exceed **\$50,000.00 per year**. Harmonized sales tax is extra, if applicable.

No increase in the total liability of the Government of Canada or in the price of the work resulting from any design changes, modifications or interpretations of the work, will be authorized or paid to the contractor unless those design changes, modifications or interpretations have been approved, in writing, by the contracting authority before their incorporation into the work. The contractor must not perform any work or provide any service that would result in the Government of Canada's total liability being exceeded before obtaining the written approval of the contracting authority. The contractor must notify the contracting authority in writing as to the adequacy of this sum:

- a) when it is 75 percent committed;
- b) four (4) months before the standing offer expiry date; or
- c) as soon as the contractor considers that the contract funds provided are inadequate for the completion of the work, whichever comes first.

If the notification is for inadequate standing offer 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 the Government of Canada's liability.

11. Payment Method

Payment requests must be made once per month after reception of a call-up.

12. Certifications

Compliance with the certifications provided by the contractor in its bid is a condition of the standing offer and is subject to verification by the Government of Canada during the entire standing offer period. If the contractor does not comply with any certification or it is determined that any certification indicated by the contractor in its bid is untrue, whether done knowingly or unknowingly, the Government of Canada has the right, pursuant to the default provision of the standing offer, to terminate the standing offer for default.

13. Applicable Laws

Any resulting standing offer must be interpreted and governed, and the relations between the parties determined, by the laws in force in the Province of Quebec.

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14. Replacement of Specific Individuals

If specific individuals are identified in the standing offer to perform the work, the contractor must provide the services of those individuals unless the contractor is unable to do so for reasons beyond its control.

- (a) If the contractor is unable to provide the services of any specific individual identified in the standing offer, it must provide a replacement with similar qualifications and experience. The replacement must meet the criteria used in the selection of the contractor and be acceptable to the Government of Canada. The contractor must, as soon as possible, give notice to the contracting authority of the reason for replacing the individual and provide the name, qualifications and experience of the proposed replacement; and
- (b) Proof must be provided that the proposed replacement has the required security clearance granted by the Government of Canada, if applicable.

The contractor must not, in any event, allow performance of the work by unauthorized replacement persons. The contracting authority may order that a replacement stop performing the work. In such a case, the contractor must immediately comply with the order and secure a further replacement in accordance with Subsection 2. The fact that the contracting authority does not order that a replacement stop performing the work does not relieve the contractor from its responsibility to meet the requirements of the standing offer.

15. Priority of Documents

The documents listed below form part of and are incorporated into this standing offer. If there is a discrepancy between the wording of one document and the wording of any other document that appears on the list, the wording of the document that appears on the list first shall prevail over the wording of any document that subsequently appears on the list.

- a) The standing offer document, including appendices;
- b) General Conditions 2005 (2014-09-25);
- c) Appendix C, Statement of Work;
- d) The supplier's proposal dated _____ (insert the date of the proposal) *(if the proposal has been clarified or revised, insert the following when you issue the standing offer: "clarified on _____" or "amended on _____" and insert dates of clarifications or amendments).*

16. Performance Evaluation Report

The performance of the contractor during and upon completion of the work shall be evaluated by the Government of Canada. Should the contractor's performance be considered unsatisfactory more than once, the contractor's bidding privileges on future work may be suspended for a period of 18 months or 36 months.

The Contractor Performance Evaluation Report Form is used for that purpose (see Appendix D).

17. Procurement Ombudsman – Dispute Resolution Services

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1(1) of the *Department of Public Works and Government Services Act* will, on request and with the consent of the parties to bear the cost of such process, participate in an alternative dispute resolution process to resolve any dispute between the parties with respect to the interpretation or application of terms and conditions in this contract and provide to the parties

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a proposal for an alternative dispute resolution process to resolve their dispute. The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by email at boa.opo@boa-opo.gc.ca.

18. Procurement Ombudsman – Contract Administration

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1(1) of the *Department of Public Works and Government Services Act* will review a complaint filed by the contractor with respect to the administration of this contract if the requirements of Subsection 22.2(1) of the *Department of Public Works and Government Services Act* and Sections 15 and 16 of the *Procurement Ombudsman Regulations* have been met, and the interpretation and application of the terms and conditions and the scope of the work of this contract are not in dispute. The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169 or by email at boa.opo@boa-opo.gc.ca.

RESULTING CALL-UP CLAUSES

The following clauses and conditions apply to and form part of any call-up resulting from the standing offer.

1. Statement of Work

The contractor must perform the work described in the call-up against the standing offer.

2. General Conditions

2035 (2014-09-25) – General Conditions – Services higher complexity apply to and form part of the call-up.

- Remove Paragraphs 4 and 5 of Section 2035 41

3. Period of the Call-up

The work must be completed in accordance with the call-up against the standing offer.

4. Limitation of Price

Individual call-ups against the standing offer must not exceed **\$20,000.00** (Goods and Services Tax or Harmonized Sales Tax included).

APPENDIX A

STATEMENT OF WORK

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PRESENTATION OF THE AGENCY

Established in March 1989, the Canadian Space Agency (CSA) was created by an act of Parliament enacted in December 1990. The Agency has a status equivalent to that of a Department of the Government of Canada and reports to Parliament through the Minister of Industry. To meet the constantly evolving needs of Canadians, the Agency establishes partnerships with government, industry, academia and various international organizations. By optimizing its international cooperation activities, the CSA generates scientific research work and industrial developments of an international calibre for the benefit of humanity.

CONTEXT

The Communications and Public Affairs Branch supports the Agency in a sustained manner in fulfilling its mandate by effective communications. To carry out its mandate, management at times has recourse to the services of the private sector for advice related to electronic communications (Internet, social media, Web 2.0, collaboration tools, etc.).

Management demonstrates the commitment of the Government of Canada to provide the most accessible, user-oriented and interoperable websites by adapting its website according to the Web Standards for the Government of Canada (*Standard on the Accessibility of Websites, Standard on Web Usability, Standard on Web Interoperability, and Standard on Optimizing Websites and Applications for Mobile Devices*).

Furthermore, in its use of social media, the CSA must comply with the various policies of the Government of Canada. This factor must be taken into account in the implementation of the mandate by the provider.

OBJECTIVES

The Communications and Public Affairs Directorate of the Canadian Space Agency (CSA) is looking for contractors with the resources and experience to provide services in the following areas:

- Web and social media strategist expertise;
- Web performance: search engine optimization (SEO), analysis, indexing, etc.;
- Website optimization: improving the user's experience;
- Measuring and analyzing Web and social media traffic;
- Strategic advice on electronic communications and social media;
- Development of statements of requirements for various products for websites and social media;
- Evaluation of websites and social media;
- Website promotion and interactive marketing;
- Development and distribution of content for social media.

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SCOPE OF WORK

The supplier must be able to

- Make recommendations and provide strategic advice for optimizing use of the Agency's website, electronic communications and social media;
- Draft Web and social media strategies, including an editorial calendar;
- Provide overall monitoring of the CSA's social media accounts;
- Carry out evaluation activities related to the Agency's website and social media accounts;
- Develop Web promotion, social media and interactive marketing plans;
- Develop and write statements of requirements for products that may be implemented on the website or in social media accounts;
- Develop and distribute content on social media sites;
- Occasionally coordinate some specific projects.

RESOURCE CATEGORIES REQUIRED

1. Website

10 areas of specialization in this category:

- Strategist expertise
- Performance
- Optimization
- Measurement
- Traffic analysis
- Strategic advice on electronic communications
- Evaluation
- Promotion
- Interactive marketing
- Development of statements of requirements for various website products

2. Social media

8 areas of specialization in this category:

- Strategist expertise
- Measurement
- Analysis
- Strategic advice
- Evaluation
- Monitoring
- Content development
- Development of statements of requirements

PROJECT CONTROL

As soon as a problem is identified, the CSA project manager must immediately be informed in the most effective way possible (telephone / cell phone or email) of the existence of the problem or of delays that could have an impact on the delivery of the service. We will proceed on a case-by-case basis.

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- Resource requirements (see Appendix D – Evaluation Grid)

To deliver this mandate, the CSA would like to work with a company that has the resources and experience in projects carried out in the design and development of websites and social media management in the public and private sectors.

- Contractor requirements (see Appendix D – Evaluation Grid)

- Requirements for the performance of the work for the duration of the contract

1. **Language** – The contractor and the resources involved in the project must have a mastery of French, since all working meetings will be in that language.
2. **Confidentiality** – The contractor undertakes to respect the confidentiality of the information to which it will have access during its mandate.
3. **Deliverables** – The project authority of the company will work closely with the project authority of the Communications and Public Affairs Branch and will occasionally have to travel to the headquarters of the Canadian Space Agency, located at 6767 Route de l'Aéroport, St. Hubert, Quebec, during regular business hours (between 9:00 am and 5:00 pm).

The following deliverables will be the responsibility of the contractor:

- Professional services proposal;
- Work schedule;
- Written reports of meetings and interviews;
- Report containing their recommendations as well as other tasks listed in the scope of work;
- Presentation of the final report in person.

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APPENDIX B

UNIT PRICE TABLE

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UNIT PRICE TABLE

1) Hourly firm rate per category of resource including travel fees if applicable and before tax

Category and name of the resource	Year 1	1 st option year	2 nd option year	3 rd option year	4 th option year
Indicate three (3) resources per category (as per indication under Appendix A)	From award of the standing offer to March 31, 2016	From April 1, 2016, to March 31, 2017	From April 1, 2017, to March 31, 2018	From April 1, 2018, to March 31, 2019	From April 1, 2019, to March 31, 2020
<u>Website</u> _____ _____ _____	\$ _____/hour	\$ _____/hour	\$ _____/hour	\$ _____/hour	\$ _____/hour
<u>Social Media</u> _____ _____ _____	\$ _____/hour	\$ _____/hour	\$ _____/hour	\$ _____/hour	\$ _____/hour

2) Other direct expenses

The contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the work, for example, meeting room rental, telecommunications and translation. These expenses will be paid at actual cost without mark-up, upon submission of an itemized statement supported by receipt vouchers.

For the purpose of the evaluation (the evaluation will include the total for the five (5) years)

- 1) 30 hours estimated per year per category
- 2) An amount of \$5,000.00 estimated per year for the other direct expenses

The total value of the standing offer is \$50,000.00 before tax each year, and the maximum value of a call-up against the standing offer is \$20,000.00 including tax.

APPENDIX C

PERFORMANCE EVALUATION REPORT

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PERFORMANCE EVALUATION REPORT

Upon fulfillment of a standing offer, this questionnaire must be completed by the responsible project authority / technical authority for all service contracts (excluding temporary help service contracts), construction contracts and engineering consulting contracts with the CSA and sent to the contract agent responsible.

Name of Contractor:	Contract Completion Date:
Name of Project Authority / Technical Authority:	Branch:
Standing Offer No.:	Project Name:

*Supplier			
Rating scale:	10 – 9: Excellent 8 – 7: Very Good	6 – 5: Satisfactory 4 – 3: Poor	2 – 1: Unsatisfactory
1. Did the supplier provide consultants with the education, accreditation and experience indicated in the standing offer?	10 9 8 7 6 5 4 3 2 1	Comments:	
2. Please rate the overall quality of the services provided by this supplier.	10 9 8 7 6 5 4 3 2 1	Comments:	

3. Please rate the responsiveness of the supplier with regard to information requests or problems that may have arisen in the course of the standing offer, and the supplier's ability to meet deadlines.	10 9 8 7 6 5 4 3 2 1	Comments:	
4. Was the work performed in accordance with the requirements specified in the statement of work?	10 9 8 7 6 5 4 3 2 1	Comments:	

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<p>5. Please rate the quality of communication between the department and the supplier.</p>	<p style="text-align: center;">10 9 8 7 6 5 4 3 2 1</p> <p>Comments:</p>
<p>6. Were all administrative documents received in accordance with the requirements of the standing offer?</p> <p>Administrative documents can include but are not limited to:</p> <ul style="list-style-type: none"> a. Invoices b. Progress reports c. Reports on use or business volume d. Meeting agendas and minutes e. Documentation and quality of work 	<p style="text-align: center;">10 9 8 7 6 5 4 3 2 1</p> <p>Comments:</p>
<p style="text-align: center;">TOTAL</p>	<p style="text-align: center;">/60</p>

Overall Rating

Excellent: 54 and over
 Very Good: 42 to 53
 Satisfactory: 30 to 41
 Poor: 18 to 29
 Unsatisfactory: 18 or less

APPENDIX D

EVALUATION GRID

The proposals received will be evaluated by an Evaluation Committee on the basis of the criteria listed below.

RESOURCE REQUIREMENTS	INFORMATION REQUIRED TO EVALUATE CRITERIA	SCORE
<p>1. For each of the two (2) categories in Annex B – Bid Form, the contractor must submit three (3) resources with Web and social media skills.</p> <p>These resources must have at least two (2) years of experience acquired in the last three (3) years in the fields specified.</p>	<p>To fulfil this requirement, the contractor must submit a résumé for each resource that clearly demonstrates the resource’s competencies in the respective categories, including a project list, and that specifies the following:</p> <ul style="list-style-type: none"> • The resource’s contribution to the project • A summary of the project • The project completion date 	<ul style="list-style-type: none"> • 5 points per resource, up to a maximum of 30 points • 5 points per specialization (see the Categories section in Annex A – Description of Work), up to a maximum of 90 points • 5 points per resource for including the project list with details in the résumé, up to a maximum of 30 points <p>Maximum score for this criterion: 150</p>
<p>2. It is essential that in the last three (3) years, at least three (3) of the specialized resources have participated in three (3) website development projects, at least one (1) of which was for the Government of Canada.</p>	<p>The contractor must provide a list of website development projects to which the resources have contributed. Requirements:</p> <ul style="list-style-type: none"> • Project summary • Client’s name and address of the website concerned • Start and end dates of the project • Indication of whether the project was delivered on time • Name(s) of the resource(s) who contributed to the project 	<ul style="list-style-type: none"> • 5 points per project, up to a maximum of 15 points • 2 points per requirement per project, up to a maximum of 30 points • 5 points per project for delivering the project on time, up to a maximum of 15 points • 5 points per project for the qualitative evaluation, up to a maximum of 15 points <p>Maximum score for this criterion: 75</p>

CONTRACTOR REQUIREMENTS	INFORMATION REQUIRED TO EVALUATE CRITERIA	SCORE
1. Contractor's portfolio	<p>The contractor must submit two (2) strategies that it has developed: one (1) Web strategy and one (1) social media strategy. For each example, the following are required:</p> <ul style="list-style-type: none"> • Project title • Client's name and address of the website concerned • Project description • Results • Names of resources involved and total number of resources involved in the project • Project duration and approximate budget 	<ul style="list-style-type: none"> • 20 points per strategy, up to a maximum of 40 points • 10 points per strategy will be awarded for the following elements, up to a maximum of 20 points <ul style="list-style-type: none"> ➢ Presentation, structure, originality ➢ Strategic elements ➢ Spelling <p>Maximum score for this criterion: 60</p>
2. The contractor must have carried out a minimum of one (1) electronic communications project in the last three (3) years.	<p>The contractor must</p> <ul style="list-style-type: none"> • Provide a summary of the electronic communications project • Provide the client's name • Indicate the completion date • Provide the names of the resources who contributed to the project 	<ul style="list-style-type: none"> • 12 points for completing an electronic communications project in the last 3 years, up to a maximum of 12 points • 2 points per requirement, up to a maximum of 8 points <p>Maximum score for this criterion: 20</p>
3. Experience with Web Standards for the Government of Canada in the last two (2) years is an asset.	<p>The contractor must provide a list of projects on which it worked where compliance with the Web Standards was a requirement, as well as a brief description of the project and the project completion date.</p>	<ul style="list-style-type: none"> • 10 points per project, up to a maximum of 30 points <p>Maximum score for this criterion: 30</p>
4. References	<p>The contractor must provide the contact information for three (3) clients, one (1) of them from the Government of Canada, who can provide the Canadian Space Agency representatives with references for a project completed by the contractor. One of the projects must be included in the list of strategies submitted in the contractor's portfolio.</p> <p>The contractor must provide the following information: client's name and contact information, project title(s), description of project(s) and completion date(s).</p>	<ul style="list-style-type: none"> • 10 points per client, up to a maximum of 30 points • 10 points for a Government of Canada client, up to a maximum of 10 points <p>Maximum score for this criterion: 40</p>
Total:		/375 pts
<i>The minimum score required is 281 points or 75%.</i>		