

RETURN BIDS TO:
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Bid Receiving - PWGSC / Réception des
soumissions - TPSGC
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0B2 / Noyau 0B2
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

LETTER OF INTEREST
LETTRE D'INTÉRÊT

Comments - Commentaires

Title - Sujet Strategic Communication Services	
Solicitation No. - N° de l'invitation EN578-160082/A	Date 2015-06-16
Client Reference No. - N° de référence du client EN578-16-0082	GETS Ref. No. - N° de réf. de SEAG PW-\$\$CX-026-67515
File No. - N° de dossier cx026.EN578-160082	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2015-06-30	
Time Zone Fuseau horaire Eastern Daylight Saving Time EDT	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Andruchow(CX Div.), Cassandra	Buyer Id - Id de l'acheteur cx026
Telephone No. - N° de téléphone (613) 993-7846 ()	FAX No. - N° de FAX (613) 991-5870
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PORTAGE III 6B1 11 LAURIER ST Gatineau Quebec K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

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

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

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

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cx026EN578-160082

Buyer ID - Id de l'acheteur

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STRATEGIC COMMUNICATION SERVICES REQUEST FOR SUPPLY ARRANGEMENTS (RFSA)

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PART 1 GENERAL INFORMATION

1.1 INTRODUCTION

The Request for Supply Arrangements (RFSA) is divided into six (6) parts plus annexes and appendices, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Supplier Instructions: provides the instructions applicable to the clauses and conditions of the RFSA;
- Part 3 Arrangement Preparation Instructions: provides suppliers with instructions on how to prepare the arrangement to address the evaluation criteria specified;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the arrangement and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided; and
- Part 6 6A, Supply Arrangement, 6B, Bid Solicitation, and 6C, Resulting Contract Clauses:

6A, includes the Supply Arrangement (SA) with the applicable clauses and conditions;

6B, includes the instructions for the bid solicitation process within the scope of the SA;

6C, includes general information for the conditions which will apply to any contract entered into pursuant to the SA.

The Annexes include the Statement of Work, the Security Requirements Checklist, the Supply Arrangement Reporting Requirements, and the Evaluation Grid for the Request for Supply Arrangements.

The appendices include the List of Environmental Attributes and the Detailed Process for Requests for Proposals issued under the Supply Arrangements.

1.2 SUMMARY

The Government of Canada requires the provision of a full range of strategic communication services on an "as and when requested basis". The scope of the services are detailed in Annex "A", Statement of Work.

These services will be provided to Government of Canada departments, agencies or Crown corporations listed in Schedules I, I.1, II, and III of the Financial Administration Act, R.S., 1985, c. F-11.

This Supply Arrangement is not to be used for contracts requiring delivery of strategic communication services/materials within Comprehensive Land Claims Settlement areas.

Individual contracts awarded under the Supply Arrangement cannot exceed \$400,000.00, excluding applicable taxes. For requirements valued at more than \$400,000.00 excluding applicable taxes, a Request for Proposal will be posted on buyandsell.gc.ca.

The period for awarding contracts under the Supply Arrangements is from issuance to September 30, 2019.

This RFSA will permit additional suppliers to submit proposals and potentially become Supply Arrangement (SA) holders. New compliant suppliers will be issued SAs and their names will be added to the existing SA holder list. Suppliers having submitted an unsuccessful arrangement will be subject to a one hundred and eighty (180) day waiting period before another arrangement will be evaluated by CPD.

There are security requirements associated with this requirement. For additional information, consult Part 1 - General Information, and Part 6A - Supply Arrangement. For more information on personnel and organization security screening or security clauses, suppliers should refer to the Industrial Security Program (ISP) of Public Works and Government Services Canada (<http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html>) website.

As per the Integrity Provisions under section 01 of Standard Instructions 2008, suppliers must provide a list of all owners and/or Directors and other associated information as required. Refer to section 4.21 of the Supply Manual for additional information on the Integrity Provisions.

For services requirements, Suppliers in receipt of a pension or a lump sum payment must provide the required information as detailed in article 3 of Part 2 of the Request for Supply Arrangements (RFSA).

The requirement covered by the bid solicitation of any resulting supply arrangement may be subject to a preference for Canadian goods and/or services or may be limited to Canadian goods and/or services.

1.3 SECURITY REQUIREMENTS

There are no Mandatory Security Requirements required for this RFSA.

Suppliers are requested to provide their current level of Security Clearance with their arrangement.

It is anticipated that most contracts will not have a security requirement. However, for a contract that requires a security requirement, only Suppliers holding a valid security clearance at the required level will be considered.

Suppliers not holding a security clearance for level 1 or level 2 requirements may request sponsorship to obtain a security level at any time.

There are two possible levels of security clearance:

Level 1: Personnel - RELIABILITY Status; and
Designated Organization Screening (DOS), with approved Document Safeguarding

Level 2: Personnel - SECRET; and
Facility Security Clearance at the level of SECRET, with approved Document safeguarding at the level of SECRET

Supply Arrangement - Level 1 and Level 2 requirements:

1. Before issuance of a supply arrangement for level 1 or level 2 requirements, the following conditions must be met:

(a) the Supplier must hold a valid organization security clearance as indicated in Part 6A - Supply Arrangement;

(b) the Supplier's proposed individuals requiring access to classified or protected information, assets or sensitive work site(s) must meet the security requirement as indicated in Part 6A - Supply Arrangement;

(c) the Supplier must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites

(d) the Supplier's proposed location of work performance or document safeguarding must meet the security requirement as indicated in Part 6A -Supply Arrangement;

(e) the Supplier must provide the address(es) of proposed location(s) of work performance or document safeguarding as indicated in Part 3 - Section III Additional Information.

2. Suppliers are reminded to obtain the required security clearance promptly. Any delay in the issuance of a supply arrangement to allow the successful supplier to obtain the required clearance will be at the entire discretion of the Supply Arrangement Authority.

3. For additional information on security requirements, suppliers should refer to the Industrial Security Program (ISP) of Public Works and Government Services Canada (<http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html>) website.

1.4. CANADIAN CONTENT

The goods and/or services covered by the Supply Arrangement are limited to Canadian goods and/or services as defined in clause A3050T.

SACC Manual clause A3050T (2010-01-11) Canadian Content Definition

1.5 DEBRIEFINGS

Suppliers may request a debriefing on the results of the request for supply arrangements process. Suppliers should make the request to the Supply Arrangement Authority within 15 working days of receipt of the results of the request for supply arrangements process. The debriefing will be in writing.

1.6 ABORIGINAL AND NON-ABORIGINAL SUPPLIERS

A portion of this procurement has been set aside under the federal government's Procurement Strategy for Aboriginal Business (PSAB), as detailed in Annex 9.4 of the Supply Manual entitled "Requirements for the Set-aside Program for Aboriginal Business". This RFSA will be used to establish separate lists of SAs with both Non-Aboriginal and Aboriginal firms. Therefore, under this RFSA both Aboriginal and non-Aboriginal firms are invited to submit an Arrangement under a single solicitation document.

Further to Article 1802 of the Agreement on Internal Trade (AIT), AIT does not apply to the portion of this procurement set aside under the federal government's PSAB.

1.7 SUPPLY ARRANGEMENTS

Supply Arrangements are non-binding agreements between Public Works and Government Services Canada (PWGSC) and suppliers to provide a range of services on an "as and when requested basis". Suppliers who are issued a Supply Arrangement will form a list of qualified suppliers from which PWGSC can solicit bids based on the specific requirements of the Government of Canada. Supply Arrangements include a set of predetermined terms and conditions that will apply to any subsequent Contract. Individual contracts awarded under the Supply Arrangement cannot exceed **\$400,000.00**, excluding GST and HST.

Up to two (2) lists of qualified suppliers will be established for the provision of strategic communication services, as follows:

- i. One (1) list of all qualified suppliers, including Aboriginal suppliers, that meet the mandatory requirements of this RFSA;
- ii. One (1) list of qualified Aboriginal suppliers that meet the mandatory requirements of this RFSA.

Both lists will be further broken down by language requirement: Suppliers providing service in English only, suppliers providing service in French only, and bilingual suppliers providing services in both English and French.

Suppliers will be requested to self-identify for which list(s) they consider themselves qualified. Suppliers may be identified on more than one list by complying with the language certification requirements contained in Part 5. PWGSC anticipates authorizing Supply Arrangements with all qualified suppliers.

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The period for awarding contracts under the Supply Arrangements is from issuance to September 30, 2019.

The scope of the services covered by the Supply Arrangements are detailed in the attached Annex "A" - Statement of Work.

PART 2 SUPPLIER INSTRUCTIONS

2.1 STANDARD INSTRUCTIONS, CLAUSES AND CONDITIONS

All instructions, clauses and conditions identified in the Request for Supply Arrangements (RFSA) by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Suppliers who submit an arrangement agree to be bound by the instructions, clauses and conditions of the RFSA and accept the clauses and conditions of the Supply Arrangement and resulting contract(s).

The 2008 (2014-09-25) Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

Subsection 5.4 of 2008, Standard Instructions - Request for Supply Arrangements - Goods or Services, is amended as follows:

Delete: sixty (60) days

Insert: one hundred and twenty (120) days

2.1.1 Basis for Canada's Ownership of Intellectual Property

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

2.2 SUBMISSION OF ARRANGEMENTS

Arrangements must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the Request for Supply Arrangements.

Due to the nature of the Request for Supply Arrangements, transmission of arrangements by facsimile to PWGSC will not be accepted.

2.3 FORMER PUBLIC SERVANT - NOTIFICATION

Service contracts awarded to former public servants in receipt of a pension or a lump sum payment must bear the closest public scrutiny and reflect fairness in the spending of public funds. Therefore, the bid solicitation will require that you provide information that, were you to be the successful bidder, your status with respect to being a former public servant in receipt of a pension or a lump sum payment, will be required to report this information on the departmental websites as part of the published proactive disclosure reports generated in accordance with Treasury Board policies and directives on contracts with former public servants, [Contracting Policy Notice 2012-2](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

2.4 FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY - NOTIFICATION

The Federal Contractors Program (FCP) for employment equity requires that some contractors make a formal commitment to Employment and Social Development Canada (ESDC) - Labour to implement employment equity. In the event that this Supply Arrangement would lead to a contract subject to the Federal Contractors Program (FCP) for employment equity, the bid solicitation and resulting contract templates would include such specific requirements. Further information on the Federal Contractors Program (FCP) for employment equity can be found on [ESDC-Labour's website](#).

2.5 ENQUIRIES - REQUEST FOR SUPPLY ARRANGEMENTS

All enquiries must be submitted in writing to the Supply Arrangement Authority no later than **seven (7) calendar days** before the Request for Supply Arrangements (RFSA) closing date. Enquiries received after that time may not be answered.

Suppliers should reference as accurately as possible the numbered item of the RFSA to which the enquiry relates. Care should be taken by suppliers to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that suppliers do so, so that the proprietary nature of the question(s) is eliminated, and the enquiry can be answered to all suppliers. Enquiries not submitted in a form that can be distributed to all suppliers may not be answered by Canada.

2.6 APPLICABLE LAWS

The Supply Arrangement (SA) and any contract resulting from the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of Ontario.

Suppliers may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their arrangement, 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, the Supplier acknowledges that the applicable laws specified are acceptable.

2.7 ENVIRONMENTAL CONSIDERATIONS

Canada is committed to greening its supply chain. In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to acquire products and services that have a lower impact on the environment than those traditionally acquired.

Environmentally preferable goods and services are those that have a lesser or reduced impact on the environment over the life cycle of the good or service, when compared with competing goods or services serving the same purpose. Environmental performance considerations include, among other things: the reduction of greenhouse gas emissions and air contaminants; improved energy and water efficiency; reduced waste and support reuse and recycling; the use of renewable resources; reduced hazardous waste; and reduced toxic and hazardous substances.

In accordance with the Policy on Green Procurement, for this solicitation:

- Suppliers are encouraged to offer or suggest green solutions whenever possible.
- Suppliers are requested to provide all correspondence including (but not limited to) documents, reports and invoices in electronic format unless otherwise specified by the Contracting Authority or Project Authority, thereby reducing printed material.
- The paper format of the arrangement should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content.
- Suppliers should recycle (shred) unneeded copies of non-classified/secure documents (taking into consideration the Security Requirements).
- Product components used in performing the services should be recyclable and/or reusable, whenever possible.

PART 3 ARRANGEMENT PREPARATION INSTRUCTIONS

3.1 ARRANGEMENT PREPARATION INSTRUCTIONS

Canada requests that suppliers provide the arrangement in separately bound sections as follows:

Section I: Technical Arrangement (two (2) hard copies and one (1) soft copy on USB key)

Section II: Certifications (one (1) hard copy)

Section III: Additional Information (one (1) hard copy)

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

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

Canada requests that suppliers follow the format instructions described below in the preparation of the arrangement.

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to that of the Request for Supply Arrangements.

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

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

Section I: Technical Arrangement

In the technical arrangement, suppliers should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

Section II: Certifications

Suppliers must submit the certifications required under Part 5.

Section III: Additional Information

3.1.1 Supplier's Proposed Site(s) or Premises Requiring Safeguarding Measures

- 3.1.1.1** As indicated in Part 1 under Security Requirements, the Supplier must provide the full address(es) of the Supplier's and proposed individual(s) site(s) or premises for which safeguarding measures are required for Work Performance:

Street Number / Street Name, Unit / Suite / Apartment Number
City, Province, Territory / State
Postal Code / Zip Code
Country

- 3.1.1.2** The Company Security Officer (CSO) must ensure through the [Industrial Security Program \(ISP\)](#) that the Supplier and proposed individual(s) hold a valid security clearance at the required level, as indicated in Part 1, clause 1.3, Security Requirements.

PART 4 EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 EVALUATION PROCEDURES

- a. Offers will be assessed in accordance with the entire requirement of the Request for Supply Arrangement including all of the criteria stipulated herein.
- b. An evaluation team composed of representatives of Canada will evaluate the arrangements.

4.1.1 TECHNICAL EVALUATION

4.1.1.1 MANDATORY TECHNICAL CRITERIA

Definitions for the purposes of evaluation:

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

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

M.1 EXPERIENCE OF THE SUPPLIER

Suppliers must have a minimum of three (3) years of experience in providing services in the strategic communications field.

The Supplier must provide the number of years it has been in business specializing in providing services in the strategic communications field.

M.2 PROJECT SAMPLES AND CORRESPONDING LETTERS OF REFERENCE

The Supplier must provide three (3) strategic communications projects with corresponding letters of reference for ***each*** project. The projects must have been completed on or after January 1, 2010, and by the closing date of this solicitation. These projects must demonstrate the Supplier’s experience in providing strategic communication services to external clients. Project samples for private or public sector clients will be accepted.

Each of the three (3) sample projects must have included one (1) or more of the following:

- The development and implementation of a communications or marketing strategy or plan;
- The development and implementation of a social media strategy;
- The development of communications or marketing products;
- Researching and providing advice to senior management, key individuals, committees, networks, stakeholders and other audiences on a specific topic or issue.

A minimum of one (1) of the three (3) described projects must have had an assigned budget of \$100,000.00 or higher.

The following information must be provided for each project sample submitted:

- a. Project name and detailed description of the project;
- b. Description of the services provided for the project;
- c. List of deliverables of the project;
- d. Project results and explanation of how the results met the project's objectives;
- e. Start and end dates of the project;
- f. Dollar value of the project;
- g. Client name; and
- h. A letter of reference from the client, addressed to the supplier. The letter of reference must indicate the client's satisfaction with the performance of the Bidder.

M.3 ENVIRONMENTAL CONSIDERATIONS

The Supplier must provide the following:

- A company-wide environmental statement and mission (including environmental measures undertaken in office operations);
- An action plan for energy sourcing (measures taken to improve energy efficiency, intended use of alternative fuel/power sources if the Supplier's premises is owned);
- An action plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy); and
- An action plan for transportation logistics (minimization of travel, use of green hotels).

The Supplier must also provide a listing of environmental attributes for its firm (please refer to Part 2, section 2.7 Environmental Considerations). This listing will form part of any resulting Supply Arrangement (as per Appendix 1 - List of Environmental Attributes).

ARRANGEMENTS NOT MEETING ALL OF THE MANDATORY TECHNICAL CRITERIA WILL BE GIVEN NO FURTHER CONSIDERATION

4.2 BASIS OF SELECTION

An Arrangement must comply with the requirement of the Request for Supply Arrangements and meet all mandatory technical evaluation criteria to be declared responsive.

All fully responsive suppliers and all fully responsive Aboriginal suppliers will be recommended for Supply Arrangement authorization.

PWGSC anticipates authorizing Supply Arrangements with all qualified suppliers and all qualified Aboriginal suppliers. Two (2) lists of qualified suppliers (one(1) for Non-Aboriginal and Aboriginal firms, and one (1) solely for Aboriginal firms) will be established for the provision of strategic communication services.

A separate list will be created for Aboriginal suppliers under the Set-Aside Program for Aboriginal Business.

If only one (1) fully responsive arrangement is received for either list, requirements cannot be competed under the Supply Arrangement until such time as a minimum of two (2) SA holders have qualified for that list.

4.3 FINANCIAL VIABILITY

SACC Manual clause S0030T (2014-11-27) Financial Viability

PART 5 CERTIFICATIONS

Suppliers must provide the required certifications and associated information to be issued a supply arrangement (SA).

The certifications provided by suppliers to Canada are subject to verification by Canada at all times. Canada will declare an arrangement non-responsive, or will declare a contractor in default in carrying out any of its obligations under any resulting contracts, if any certification made by the Supplier is found to be untrue whether made knowingly or unknowingly during the arrangement evaluation period, or during the period of any supply arrangement arising from this RFSA and any resulting contracts.

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

5.1 CERTIFICATION PRECEDENT TO ISSUANCE OF A SUPPLY ARRANGEMENT

5.1.1 Integrity Provisions - Associated Information

By submitting an arrangement, the Supplier certifies that the Supplier and its Affiliates are in compliance with the provisions as stated in Section 01 Integrity Provisions - Arrangement of Standard Instructions [2008](#). The associated information required within the Integrity Provisions will assist Canada in confirming that the certifications are true.

5.1.2 Additional Certifications Required Precedent to Issuance of a Supply Arrangement

The certifications listed below should be completed and submitted with the arrangement, but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Supply Arrangement Authority will inform the Supplier of a time frame within which to provide the information. Failure to comply with the request of the Supply Arrangement Authority and to provide the certifications within the time frame provided will render the arrangement non-responsive.

5.1.2.1 Canadian Content Certification

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

This procurement is limited to Canadian services.

The Supplier certifies that:

() the service offered is a Canadian service as defined in paragraph 2 of clause A3050T.

5.1.2.2 Requirements for the Set-aside for Aboriginal Business

The Supplier certifies that it:

- Wishes to be considered under the Set-Aside Program for Aboriginal Business. (Suppliers wishing to be considered must complete the additional certifications below.)
- Does not wish to be considered under the Set-Aside Program for Aboriginal Business.

SIGNATURE

DATE

Who is eligible?

An Aboriginal business, which can be:

a band as defined by the Indian Act
a sole proprietorship

or

a limited company
a co-operative
a partnership

a not-for-profit organization in which Aboriginal persons have at least 51 percent ownership and control,

or

A joint venture consisting of two or more Aboriginal businesses or an Aboriginal business and a non-Aboriginal business(es), provided that the Aboriginal business(es) has at least 51 percent ownership and control of the joint venture. When an Aboriginal business has six or more full-time employees at the date of submitting the bid, at least thirty-three percent of them must be Aboriginal persons, and this ratio must be maintained throughout the duration of the Contract. The bidder must certify in its submitted bid that it is an Aboriginal business or a joint venture constituted as described above.

Are there any other requirements attached to bidders in the Set-Aside Program for Aboriginal Business?

Yes.

In respect of a contract, (goods, service or construction), on which a bidder is making a proposal which involves subcontracting, the bidder must certify in its bid that at least thirty-three percent of the value of the work performed under the Contract will be performed by an Aboriginal business. Value of the work performed is considered to be the total value of the Contract less any materials directly purchased by the Contractor for the performance of the Contract. Therefore, the bidder must notify and, where applicable, bind the subcontractor in writing with respect to the requirements that the Aboriginal Set-Aside Program (the Program) may impose on the subcontractor or subcontractors.

The bidder's contract with a subcontractor must also, where applicable, include a provision in which the subcontractor agrees to provide the bidder with information, substantiating its compliance with the Program, and authorize the bidder to have an audit performed by Canada to examine the subcontractor's records to verify the information provided. Failure by the bidder to exact or enforce such a provision will be deemed to be a breach of contract and subject to the civil consequences referred to in this document.

As part of its bid, the bidder must complete the Certification of Requirements for the Set-Aside Program for Aboriginal Business (certification) stating that it:

1. meets the requirements for the Program and will continue to do so throughout the duration of the Contract;
2. will, upon request, provide evidence that it meets the eligibility criteria;
3. is willing to be audited regarding the certification; and
4. acknowledges that if it is found NOT to meet the eligibility criteria, the bidder shall be subject to one or more of the civil consequences set out in the certification and the Contract.

How must the business prove that it meets the requirements?

It is not necessary to provide evidence of eligibility at the time the bid is submitted. However, the business should have evidence of eligibility ready in case it is audited. The civil consequences of making an untrue statement in the bid documents, or of not complying with the requirements of the Program or failing to produce satisfactory evidence to Canada regarding the requirements of the Program, may include: forfeiture of the bid deposit; retention of the holdback; disqualification of the business from participating in future contracts under the program; and/or termination of the Contract. In the event that the Contract is terminated because of an untrue statement or non-compliance with the requirements of the Program, Canada may engage another contractor to complete the performance of the Contract and any additional costs incurred by Canada shall, upon the request of Canada, be borne by the business.

What evidence may be required from the business?

Evidence of ownership and control of an Aboriginal business or joint venture may include incorporation documents, shareholders' or members' register; partnership agreements; joint venture agreements; business name registration; banking arrangements; governance documents; minutes of meetings of Board of Directors and Management Committees; or other legal documents.

Ownership of an Aboriginal business refers to "beneficial ownership" i.e. who is the real owner of the business. Canada may consider a variety of factors to satisfy whether Aboriginal persons have true and effective control of an Aboriginal business. (See Appendix A for a list of the factors which may be considered by Canada.)

Employment and employees

Where an Aboriginal business has six or more full-time employees at the date of submitting the certification and is required by Canada to substantiate that at least thirty-three percent of the full-time employees are Aboriginal, the business must, upon request by Canada, immediately provide a completed Owner/Employee Certification form for each full-time employee who is Aboriginal.

Evidence as to whether an employee is or is not full-time and evidence as to the number of full-time employees may include payroll records, written offers for employment, and remittance and payroll

information maintained for Revenue Canada purposes as well as information related to pension and other benefit plans. A full-time employee, for the purpose of this program, is one who is on the payroll, is entitled to all benefits that other full-time employees of the business receive, such as pension plan, vacation pay and sick leave allowance, and works at least 30 hours a week. It is the number of full-time employees on the payroll of the business at the date of bid submission that determines the ratio of Aboriginal to total employees of the business for the purpose of establishing eligibility under the Program. Owners who are Aboriginal and full-time employees who are Aboriginal must be ready to provide evidence in support of such status. The Owner/Employee Certification to be completed by each owner and full-time employee who is Aboriginal shall state that the person meets the eligibility criteria and that the information supplied is true and complete. This certification shall provide the person's consent to the verification of the information submitted.

Subcontracts

Evidence of the proportion of work done by subcontractors may include contracts between the Contractor and subcontractors, invoices, and paid cheques. Evidence that a subcontractor is an Aboriginal business (where this is required to meet the minimum Aboriginal content of the Contract) is the same as evidence that a prime contractor is an Aboriginal business.

Who is an Aboriginal person for the purposes of the set-aside program for Aboriginal business?

An Aboriginal person is an Indian, Metis or Inuit who is ordinarily resident in Canada.

Evidence of being an Aboriginal person will consist of such proof as:

Indian registration in Canada

membership in an affiliate of the Metis National Council or the Congress of Aboriginal Peoples, or other recognized Aboriginal organizations in Canada

acceptance as an Aboriginal person by an established Aboriginal community in Canada

enrolment or entitlement to be enrolled pursuant to a comprehensive land claim agreement, or membership or entitlement to membership in a group with an accepted comprehensive claim

Evidence of being resident in Canada includes a provincial or territorial driver's licence, a lease or other appropriate document.

For further information on the Set-Aside Program for Aboriginal Business, contact the Economic Development Program Directorate in the Department of Indian Affairs and Northern Development at 819-956-9836 or 1-800-400-7677 or fax 819-956-9837.

5.1.2.2.1 Set-aside for Aboriginal Business
(Please check the applicable boxes in 3 and 4 below)

1. A portion of this procurement is set aside under the federal government's Procurement Strategy for Aboriginal Business, as detailed in Annex 9.4 Requirements for the Set-aside Program for Aboriginal Business, of the Supply Manual
2. The Supplier:
 - i. certifies that it meets, and will continue to meet throughout the duration of the Arrangement, the requirements described in the above-mentioned annex.
 - ii. agrees that any subcontractor it engages under the Arrangement must satisfy the requirements described in the above-mentioned annex.
 - iii. agrees to provide to Canada, immediately upon request, evidence supporting any subcontractor's compliance with the requirements described in the above-mentioned annex.
3. The Supplier must check the applicable box below:
 - i. The Supplier is an Aboriginal business that is a sole proprietorship, band, limited company, co-operative, partnership or not-for-profit organization.

OR

 - ii. The Supplier is either a joint venture consisting of two or more Aboriginal businesses or a joint venture between an Aboriginal business and a non-Aboriginal business.
4. The Supplier must check the applicable box below:
 - i. The Aboriginal business has fewer than six full-time employees.

OR

 - ii. The Aboriginal business has six or more full-time employees.
5. The Supplier must, upon request by Canada, provide all information and evidence supporting this certification. The Supplier must ensure that this evidence will be available for audit during normal business hours by a representative of Canada, who may make copies and take extracts from the evidence. The Supplier must provide all reasonably required facilities for any audits.
6. By submitting an arrangement, the Supplier certifies that the information submitted by the Supplier in response to the above requirements is accurate and complete.

PART 6 SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES

The following clauses apply to and form part of any Supply Arrangement (SA) resulting from the Request for Supply Arrangement (RFSA):

ACQUISITION FEE

This Supply Arrangement is managed by the Communications Procurement Directorate (CPD) of Public Works and Government Services Canada (PWGSC). CPD is a revenue dependent organization within PWGSC and therefore will charge all federal government departments and agencies a 3% acquisition fee based on the value of the resulting contract (including positive value contract amendments) plus GST/HST, if applicable.

A. SUPPLY ARRANGEMENT

6.1 ARRANGEMENT

The Supply Arrangement covers the Work described in the Statement of Work at Annex "A".

6.2 SECURITY REQUIREMENT

There may be security requirements associated with contracts issued against the Supply Arrangement. Security levels, if required, may be at the level of PROTECTED B or SECRET.

6.3 STANDARD CLAUSES AND CONDITIONS

All clauses and conditions identified in the Supply Arrangement and resulting contract(s) by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual) (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

6.3.1 General Conditions

2020 (2014-09-25) General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

6.3.2 Supplementary General Conditions

4007 (2010-08-16) Canada to Own Intellectual Property Rights in Foreground Information, applies to and forms part of the Supply Arrangement.

6.3.3 Supply Arrangement Reporting

The Supplier must compile and maintain records on its provision of goods, services or both to the federal government under contracts resulting from the Supply Arrangement. This data must include all purchases, including those paid for by a Government of Canada Acquisition Card.

The Supplier must provide this data in accordance with the reporting requirements detailed in Annex "C". If some data is not available, the reason must be indicated. If no goods or services are provided during a given period, the Supplier must still provide a "NIL" report.

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

The quarterly reporting periods are defined as follows:

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

The data must be submitted to the Supply Arrangement Authority no later than **15 calendar days** after the end of the reporting period.

6.4 TERM OF SUPPLY ARRANGEMENT

6.4.1 Period of the Supply Arrangement

The period for awarding contracts under the Supply Arrangement is from the date of issuance to September 30, 2019.

6.5 AUTHORITIES

6.5.1 Supply Arrangement Authority

The Supply Arrangement Authority is:

Cassandra Andruchow
Public Works and Government Services Canada
Acquisitions Branch
Communications Procurement Directorate
360 Albert St., 12th Floor
Ottawa, ON K1A 0S5

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

The Supply Arrangement Authority is responsible for the issuance of the Supply Arrangement, its administration and its revision, if applicable.

6.5.2 Project Authority

The Project Authority for the Supply Arrangement is identified in the Contract issued under the Supply Arrangement.

The Project Authority is the representative of the department or agency for whom the Work will be carried out pursuant to a contract under the Supply Arrangement and is responsible for all the technical content of the Work under the resulting Contract.

6.5.3 Supplier's Representative

The Supplier's Representative for the Supply Arrangement is identified in the resulting Supply Arrangement and in any resulting contract under the Supply Arrangement.

6.6 IDENTIFIED USER

These services will be provided to Government of Canada departments, agencies or Crown corporations listed in Schedules I, I.1, II, and III of the Financial Administration Act, R.S., 1985, c. F-11 located outside of Comprehensive Land Claims Settlement areas.

6.7 ON-GOING OPPORTUNITY FOR QUALIFICATION

This Request for Supply Arrangements (RFSA) is issued in accordance with the process set out below to allow new suppliers to become qualified. Existing qualified suppliers, who have been issued a Supply Arrangement, are not required to submit a new arrangement.

Suppliers may submit an arrangement to the PWGSC Bid Receiving Unit at any time before the closing date to qualify for the Supply Arrangement. Any arrangement submitted in response to the ongoing RFSA will be evaluated according to the evaluation criteria specified in Part 4.

Award of contracts under the Supply Arrangement will not be delayed for the evaluation process to be completed for any arrangements submitted in response to the ongoing RFSA.

In the event that the Arrangement is non-responsive, Suppliers must wait one hundred and eighty (180) days before submitting a new arrangement for evaluation.

6.8 LIMITATION OF CONTRACTS AWARDED UNDER THE SUPPLY ARRANGEMENTS

An SARFP under the Supply Arrangements is used for requirements valued at less than \$400,000.00 excluding applicable taxes.

6.9 COMPETITIVE SOLICITATION PROCESSES UNDER THE SUPPLY ARRANGEMENT

Contracts will be awarded to Suppliers under the Supply Arrangement list for the provision of the services described in the Statement of Work.

In accordance with the service categories identified, the Identified User will select the list of suppliers (SA holders) that corresponds to their requirement.

The solicitations sent to SA holders will include a detailed Statement of Work, the delivery date, the evaluation criteria (if applicable), the basis of selection and other pertinent information.

The deadline for submission will be clearly indicated in the e-mail (usually ten (10) business days but urgent requirements may have a shorter response time or more complex requirements may have a longer time). The window for submission begins when the request for proposal is sent. This means that a request sent at 2 p.m. will close ten (10) business days later at 2 p.m. unless otherwise indicated. Weekends and holidays are not counted in the countdown. Response times to all Requests for Proposal are considered mandatory. It is the Supplier's responsibility to confirm that their proposal has been received at the appropriate reception point for bids. Proposals received after the closing date and time will be considered non-responsive and will be given no further consideration.

A contract will be awarded to the responsive bid in accordance with the predefined basis of selection. Bidders unable to meet the evaluation criteria (example: the specified delivery date) will be considered non-responsive and will be given no further consideration.

6.9.1 Supplier Selection

6.9.1.1 Supplier selection for requirements valued up to \$25,000.00 including GST/HST and all charges, AND Supplier selection for requirements that have been Set-aside under the Procurement Strategy for Aboriginal Business (PSAB) up to \$25,000.00 including GST/HST:

In accordance with the Government Contract Regulations Part 1, Section 6 (b) which permits the award of contracts without soliciting bids, where the estimated expenditure does not exceed \$25,000.00, an **Identified User** may send a solicitation (Request For Proposal [RFP] or Request for Quotation [RFQ] as appropriate) to the SA holder of their choice from the appropriate list of SA holders in the required group.

If individual department procedures require competitive procurement for requirements under \$25,000.00, the solicitation will be sent to the number of SA holders as specified in the specific departmental procedures.

6.9.1.2 Supplier selection for requirements valued from \$25,000.00 to \$99,999.99 excluding GST/HST and all charges, AND Supplier selection for requirements that have been Set-aside under the Procurement Strategy for Aboriginal Business (PSAB) for requirements valued from \$25,000.00 to \$99,999.99:

The Identified User will issue a Request For Proposal (RFP) to a minimum of five (5) suppliers (which may include the incumbent when the requirement is related to a previously procured service) on the Supply Arrangement list for providing the services required.

Supply Arrangement Holders will be invited to submit a proposal for this solicitation process based on the following selection process:

- A. One (1) SA holders as recommended by the Client; and
- B. Four (4) SA holders picked on a rotational basis. The Identified User will go through the entire list of suppliers on a rotational basis. Once the Identified User has gone through the entire list they will start the process over. Each Identified User is responsible for managing their own supplier rotation.

If only two (2) SA holders have qualified to provide any group; the Identified User will issue a solicitation to both SA holders from the list of SA holders for that group.

If only one (1) SA holder has qualified for a specific group; the requirement can not be competed under the Supply Arrangement until such time as a minimum of two (2) SA holders have qualified for that group.

6.9.1.3 Supplier selection for requirements valued from \$100,000.00 to \$400,000.00 excluding GST/HST and all charges, AND Supplier selection for requirements that have been Set-aside under the Procurement Strategy for Aboriginal Business (PSAB) for requirements valued from \$100,000.00 to \$400,000.00:

The Identified User will issue a Request For Proposal (RFP) to all firms on the Supply Arrangement list for providing the services required.

If only two (2) SA holders have qualified to provide any group; the Identified User will issue a solicitation to both SA holders from the list of SA holders for that group.

If only one (1) SA holder has qualified for a specific group; the requirement can not be competed under the Supply Arrangement until such time as a minimum of two (2) SA holders have qualified for that group.

6.10 NOTIFICATION OF WITHDRAWAL FROM THE SUPPLY ARRANGEMENT

- A. In the event that the SA Holder wishes to withdraw from this SA, the SA Holder will advise the PWGSC SA Authority, in writing of its desire to be removed from the SA Holders list and withdraw the SA. After receipt of such notice, the SA Authority will remove the SA Holder from the SA Holders list and consider the SA no longer valid. The SA Holder acknowledges that its withdrawal from the SA Holders list and SA will not affect any Contracts entered into prior to the receipt by the PWGSC SA Authority of such notice.
- B. If during the course of the SA the PWGSC SA Authority becomes aware that the SA Holder is in violation of the terms and conditions of this SA or any resulting Contract, Canada may withdraw the SA Holder from the SA Holders list and remove authorization to use the SA, in the manner set-out below or take other appropriate action.
- C. Canada may, by giving thirty (30) days written notice to the SA Holder, withdraw the SA Holder from the SA Holders list and remove authorization from the Client department to use the SA. Canada acknowledges that withdrawal of the SA Holder from the SA Holders list and removal of authorization to use the SA will not, through this action alone, affect any Contracts made prior to the issuance of such notice.
- D. Conditions which may result in withdrawal of authorization to use the SA include, but are not limited to:
- i. Documented history of chronic poor Contract performance.

The PWGSC SA Authority will meet with the SA Holder within thirty (30) days after reported instances of poor service performance. If, after meeting with the SA Holder, the situation is not improved within the next thirty (30) days, the SA Holder may be withdrawn from the SA Holders list and authorization to the authorized client to use the SA will be withdrawn; or,
 - ii. Documented history of chronic late Contract performance.

The PWGSC SA Authority will meet with the SA Holder within thirty (30) days after reported instances of late Contract performance. If, after meeting with the SA Holder the performance is not improved within the next thirty (30) days, the SA Holder may be withdrawn from the SA Holders list and authorization to the authorized client to use the SA will be withdrawn; or,
 - iii. Documented history of chronic violation of any of the specific terms and conditions detailed in this SA.
The PWGSC SA Authority will meet with the SA Holder within thirty (30) days after reported instances of any such violation. If, after meeting with the SA Holder, the situation is not improved within thirty (30) days, the SA Holder may be withdrawn from the SA Holders list and authorization to the authorized client to use the SA will be withdrawn;

- E. Each reported instance of violation will be investigated by the PWGSC SA Authority to confirm that the SA Holder is indeed in violation of the terms and conditions of the SA, or Contract(s).
- F. Withdrawal of authorization to use the SA, for whatever reason, does not remove the right of the PWGSC SA Authority or the authorized client to pursue other measures that may be available.

6.11 PRIORITY OF DOCUMENTS

If there is a discrepancy between the wording of any documents that appear on the following list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- i. the articles of the Supply Arrangement;
- ii. the general conditions 2020 (2014-09-25), General Conditions - Supply Arrangement - Goods or Services;
- iii. the supplementary general conditions 4007 (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information;
- iv. Annex A, Statement of Work;
- v. Annex B, Security Requirements Checklist (SRCL);
- vi. Annex C, Supply Arrangement Reporting Requirements;
- vii. Annex D, Request for Supply Arrangement (RFSA) Evaluation Grid;
- viii. the Supplier's arrangement dated _____.

6.12 CERTIFICATIONS

6.12.1 Compliance

The continuous compliance with the certifications provided by the Supplier in its arrangement and the ongoing cooperation in providing associated information are conditions of issuance of the Supply Arrangement (SA). Certifications are subject to verification by Canada during the entire period of the SA and of any resulting contract that would continue beyond the period of the SA. If the Supplier does not comply with any certification, fails to provide the associated information, or if it is determined that any certification made by the Supplier in the arrangement is untrue, whether made knowingly or unknowingly, Canada has the right to terminate any resulting contract for default and suspend or cancel the Supply Arrangement

6.12.2 SACC Manual Clauses

SACC Manual clause A3000C (2014-11-27) Aboriginal Business Certification, if applicable.

6.13 APPLICABLE LAWS

The Supply Arrangement (SA) and any contract resulting from the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in the province of Ontario.

6.14 INSURANCE

SACC Manual clause G1005C (2008-05-12) Insurance.

Solicitation No. - N° de l'invitation
EN578-160082/A
Client Ref. No. - N° de réf. du client
EN578-16-0082

Amd. No. - N° de la modif.
cx026
File No. - N° du dossier
cx026EN578-160082

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

6.15 BASIS FOR CANADA'S OWNERSHIP OF INTELLECTUAL PROPERTY

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

B. BID SOLICITATION

1. BID SOLICITATION DOCUMENTS

Canada will use the following bid solicitation templates based on the estimated dollar value and complexity of the requirement:

- Simple, for low dollar value requirements;
- Medium Complexity (MC) for medium complexity requirements;
- High Complexity (HC) for more complex requirements.

A copy of the template(s) can be provided upon request by contacting the Procurement Process Tools Division by sending a query to Outilsd'approvisionnement.ProcurementTools@tpsgc-pwgsc.gc.ca.

Note: References to the HC, MC and Simple templates in PWGSC Requests for Supply Arrangements are provided as examples only. The latest versions of the template and terms and conditions will be used at time of bid solicitation.

The bid solicitation will contain as a minimum the following:

1.1 The bid solicitation will contain as a minimum the following:

- a) the **SA Number EN578-160082**;
- b) security requirements (if applicable);
- c) a complete description of the Work to be performed;
- d) 2003, Standard Instructions - Goods or Services - Competitive Requirements OR 2004, Standard Instructions - Goods or Services - Non-competitive Requirements
- e) bid preparation instructions;
- f) instructions for the submission of bids (address for submission of bids, bid closing date and time);
- g) evaluation procedures and basis of selection;
- h) Certifications;
- i) the conditions of the resulting contract.

1.1.1 For procurements that have been Set-aside under the Procurement Strategy for Aboriginal Business (PSAB):

- a) **The following must be included** in the solicitation document and resulting contract:
"This procurement is set aside under the federal government's Procurement Strategy for Aboriginal Business"
- b) **Include the following as applicable, when the procurement would have been otherwise subject to the Agreement on Internal Trade.**

"Further to Article 1802 of the Agreement on Internal Trade (AIT), AIT does not apply to this procurement."

2. BID SOLICITATION PROCESS

- a) Bids will be solicited for specific requirements within the scope of the SA from the list of SA holders for the language and security requirements.
- b) The bid solicitation will be sent directly to the identified SA holders from the list of SA holders for the appropriate list.
- c) The identified user will be responsible for the bid solicitation process and the award of contracts.
- d) The following forms must be used for the first page of the bid solicitation document and the first page of the resulting contract document. These forms are available on the Electronic Forms Catalogue (http://publiservice-app.tpsgc-pwgsc.gc.ca/forms/text/search_for_forms-e.html) website.

PWGSC-TPSGC 9400-3, Bid Solicitation
PWGSC-TPSGC 9400-4, Contract

C. RESULTING CONTRACT CLAUSES

1. GENERAL

The conditions of any contract awarded under the Supply Arrangement will be in accordance with the resulting contract clauses of the template used for the bid solicitation.

For any contract to be awarded using the template:

- (a) **Simple** (for low dollar value requirements), general conditions 2029, Goods or Services (Low Dollar Value), will apply to the resulting contract;
- (b) **MC** (for medium complexity requirements), general conditions 2010B, Professional Services (Medium Complexity), will apply to the resulting contract;
- (c) **HC** (for high complexity requirements), general conditions 2035, Higher Complexity – Services, will apply to the resulting contract.

A copy of the template(s) can be provided upon request by contacting the Procurement Process Tools Division by sending a query to Outilsd'approvisionnement.ProcurementTools@tpsgc-pwgsc.gc.ca.

Note: References to the HC, MC and Simple templates in PWGSC Requests for Supply Arrangements are provided as examples only. The latest versions of the template and terms and conditions will be used at time of bid solicitation.

ANNEX "A" STATEMENT OF WORK

A.1 REQUIREMENT

To provide strategic communication services to the Government of Canada on an "as and when requested basis" as identified herein.

The requirements included in this Statement of Work are to be performed **without** using techniques or methodologies that could be considered public opinion research and/or advertising services and/or audio-visual production services as described in "Communications Policy of the Government of Canada". For more information, this policy can be found at the following web site: http://www.tbs-sct.gc.ca/pubs_pol/sipubs/comm/comm_e.asp

Advertising is currently defined as any message, conveyed in Canada or abroad, and *paid* for by the government for placement in media such as newspapers, television, radio, Internet, cinema and out-of-home.

Public Opinion Research is currently defined as the planned gathering, by or for a government institution of opinions, attitudes, perceptions, judgments, feelings, ideas, reactions, or views that are intended to be used for any government purpose, whether that information is collected from persons (including employees of government institutions), businesses, institutions or other entities, through quantitative or qualitative methods, irrespective of size or cost.

Audio-visual Production Services is currently defined as the production, distribution and evaluation of motion picture films, videotapes, television programs, interactive videodiscs, CD ROMs, audiovisual and multimedia productions.

A.2 SCOPE OF WORK - STRATEGIC COMMUNICATIONS SERVICES

Suppliers may be required to provide the following strategic communications services in English and/or in French in support of Government of Canada communications requirements on an "as and when requested basis" as follows:

- a. Develop short or long term strategic communications;
- b. Develop short or long term marketing planning related to a specific program, campaign or activity;
- c. Provide strategic advice to senior executives on internal and external communications strategies and tools;
- d. Prepare presentation decks for the Minister and senior officials;
- e. Prepare and facilitate consultations with senior management, key individuals, committees, networks, stakeholders and other audiences including regions and other Federal government departments and other levels of government;
- f. Utilize input from public environment analysis sources;
- g. Provide advice on how to react to issues and/or crisis management;
- h. Develop communications and/or marketing objectives;
- i. Determine target audiences;
- j. Develop messages;
- k. Identify communications impediments and barriers;
- l. Determine communications and marketing activities and products;
- m. Produce calendar of events;
- n. Evaluate impacts and benchmark data;
- o. Supply costs analysis;
- p. Provide ongoing assessment and/or final evaluation of strategic communications and/or

- marketing planning implementation;
- q. Develop communications evaluation framework and action plan;
 - r. Assess major corporate issues and initiatives from the perspectives of both internal and external environments;
 - s. Participate in meetings with departmental officials and ministerial staff and provide advice on matters relating to policy/program development approaches/options, and communications planning alternatives (internal and external);
 - t. Develop communications plans including assessing the need for communications plans, plans for special events, media relations and crises communications;
 - u. Review and advise on the content (logical flow) and style (format, clarity, grammar, etc.) of draft internal and external communications products, such as but not limited to Qs and As, speeches, backgrounds, fact sheets, publications, brochures, exhibits, kits and Web sites; and.
 - v. Develop internal and external turnkey communications products, such as but not limited to Qs and As, speeches, news releases, backgrounds, fact sheets, publications, brochures, exhibits, kits and web sites. **Please note that in order to use this vehicle for the provision of "products", the value of the product development portion of the work must be at least 60% of the overall value.**

A.3 LANGUAGE REQUIREMENTS

The SA holder must be able to provide the services described herein in the following official language(s): *(to be identified at issue of the SA)*.

A.4 LOCATION OF WORK

Occasionally the SA Holder's personnel may be required to work on-site (client facilities) for specific projects when time frames or client needs require that the SA holder do so. Otherwise, the Supplier's personnel will be expected to work at the SA Holder's facilities.

A.5 FORMAT OF MATERIALS

- a. The SA holder must be able to provide hard copy and/or electronic copies of any materials they produce as specified by the Project Authority.
- b. The SA holder should have the capability to receive and transmit information electronically, and have Internet access for research purposes.
- c. All research information and end products must not be divulged to any other party other than the Project Authority.
- d. The SA holder must be prepared to work according to the Project Authority instructions and must adhere to the policies, guidelines, style and format of the client organization. These standards can be obtained from the Project Authority at the time of the contract.
- e. The SA holder must be familiar with rules and recommendations specified in "The Canadian Style" (published by Dundurn Press Limited in co-operation with Public Works and Government Services Canada Translation Bureau). For more information on the above text please see:
http://translationbureau.gc.ca/pwgsc_extranet/en/publications/alpha/gui_can_sty_e.htm
- f. Documents must be written/edited to a high professional standard.

A.6 TIME FRAMES

Due to the nature of the work, the SA holder may be requested to provide services outlined herein on an urgent basis. Contracts may reflect a requirement to provide services under tight deadlines, possibly at night, during weekends and/or on statutory holidays (i.e. minimum of two (2) hours notice).

A.7 RESPONSABILITIES OF THE SUPPLY ARRANGEMENT HOLDER

The Supply Arrangement Authority as identified by the SA will maintain communications with the Project Authority and his or her designate, either in person, by telephone or by e-mail as requested.

To ensure the integrity and efficiency of Government of Canada communications, the SA holder must provide services and produce materials in compliance with the laws, policies and directives of the Government of Canada issued by the Treasury Board and the Department of Justice, including, but not exclusive to the following:

Communications Policy of the Government of Canada available for review at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12316>.

The Federal Identity Program Policy available for review at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=12314>

The Contracting Policy available for review at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=14494>.

The Official Languages Act available for review at: <http://laws-lois.justice.gc.ca/eng/acts/O-3.01/index.html>.

Web Standards for the Government of Canada available for review at: <http://www.tbs-sct.gc.ca/ws-nw/index-eng.asp>

A.8 RESPONSABILITIES OF THE PROJECT AUTHORITY

The Project Authority is responsible for the following:

- a. Provide to the Offeror a description of the work to be performed in the contract;
- b. All matters concerning the technical aspects of the work;
- c. Arranging for access to their facilities and equipment when required;
- d. Reviewing communications pieces with the offeror;
- e. Providing comments on deliverables within the agreed upon time frame(s);
- f. Providing access to any necessary documents, reports, government and departmental policies and procedures, as required;
- g. Reviewing and accepting all work performed; and
- h. Reviewing and approving all invoices submitted.

A.9 TRAVEL

It is important to note that no travel expenses (including local travel) will be paid against a contract resulting from the Supply Arrangement unless travel is deemed necessary by the Identified User and/or Project Authority. Where travel is deemed necessary, the SA holder will submit a cost estimate to the Identified User and/or Project Authority.

If travel is deemed necessary, the SA holder will be paid for authorized reasonable and proper travel and living expenses incurred in the performance of the work, without any allowance therein for overhead or profit, and these costs will be reimbursed in accordance with the Treasury Board Travel Directive in effect at time of travel. The web link to the TB Travel Directive is now hosted at the National Joint Council's website, at the following address: <http://www.njc-cnm.gc.ca/directive/index.php?did=10&lang=eng>

All travel must have prior authorization of the Identified User and/or Project Authority.

All payments are subject to government audit.

ANNEX "B"
SECURITY REQUIREMENTS CHECKLIST (SRCL)



Contract Number / Numéro du contrat EN578-160082_Rel
Security Classification / Classification de sécurité UNCLASSIFIED

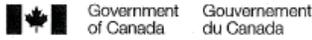
SECURITY REQUIREMENTS CHECK LIST (SRCL)
LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)

PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE		
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine	Public Works and Government Services Canada	2. Branch or Directorate / Direction générale ou Direction CPD/ABB
3. a) Subcontract Number / Numéro du contrat de sous-traitance		3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant
4. Brief Description of Work / Brève description du travail Strategic Communications services		
5. a) Will the supplier require access to Controlled Goods? Le fournisseur aura-t-il accès à des marchandises contrôlées?		<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques?		<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
5. Indicate the type of access required / Indiquer le type d'accès requis		
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c)		<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? No access to PROTECTED and/or CLASSIFIED information or assets is permitted. Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé.		<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
6. c) Is this a commercial courier or delivery requirement with no overnight storage? S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit?		<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès		
Canada <input checked="" type="checkbox"/>	NATO / OTAN <input type="checkbox"/>	Foreign / Étranger <input type="checkbox"/>
7. b) Release restrictions / Restrictions relatives à la diffusion		
No release restrictions Aucune restriction relative à la diffusion <input checked="" type="checkbox"/>	All NATO countries Tous les pays de l'OTAN <input type="checkbox"/>	No release restrictions Aucune restriction relative à la diffusion <input type="checkbox"/>
Not releasable À ne pas diffuser <input type="checkbox"/>		
Restricted to: / Limité à : <input type="checkbox"/>	Restricted to: / Limité à : <input type="checkbox"/>	Restricted to: / Limité à : <input type="checkbox"/>
Specify country(ies): / Préciser le(s) pays :	Specify country(ies): / Préciser le(s) pays :	Specify country(ies): / Préciser le(s) pays :
7. c) Level of information / Niveau d'information		
PROTECTED A PROTÉGÉ A <input type="checkbox"/>	NATO UNCLASSIFIED NATO NON CLASSIFIÉ <input type="checkbox"/>	PROTECTED A PROTÉGÉ A <input type="checkbox"/>
PROTECTED B PROTÉGÉ B <input checked="" type="checkbox"/>	NATO RESTRICTED NATO DIFFUSION RESTREINTE <input type="checkbox"/>	PROTECTED B PROTÉGÉ B <input type="checkbox"/>
PROTECTED C PROTÉGÉ C <input type="checkbox"/>	NATO CONFIDENTIAL NATO CONFIDENTIEL <input type="checkbox"/>	PROTECTED C PROTÉGÉ C <input type="checkbox"/>
CONFIDENTIAL CONFIDENTIEL <input type="checkbox"/>	NATO SECRET NATO SECRET <input type="checkbox"/>	CONFIDENTIAL CONFIDENTIEL <input type="checkbox"/>
SECRET SECRET <input type="checkbox"/>	COSMIC TOP SECRET COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET SECRET <input type="checkbox"/>
TOP SECRET TRÈS SECRET <input type="checkbox"/>		TOP SECRET TRÈS SECRET <input type="checkbox"/>
TOP SECRET (SIGINT) TRÈS SECRET (SIGINT) <input type="checkbox"/>		TOP SECRET (SIGINT) TRÈS SECRET (SIGINT) <input type="checkbox"/>

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité
UNCLASSIFIED





Contract Number / Numéro du contrat EN578-160082 Rel
Security Classification / Classification de sécurité UNCLASSIFIED

PART A (continued) / PARTIE A (suite)

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets?
 Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui
 If Yes, indicate the level of sensitivity:
 Dans l'affirmative, indiquer le niveau de sensibilité :

9. Will the supplier require access to extremely sensitive INFOSEC information or assets?
 Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate? No / Non Yes / Oui

Short Title(s) of material / Titre(s) abrégé(s) du matériel :
 Document Number / Numéro du document :

PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)

10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis

<input checked="" type="checkbox"/> RELIABILITY STATUS COTE DE FIABILITÉ	<input type="checkbox"/> CONFIDENTIAL CONFIDENTIEL	<input type="checkbox"/> SECRET SECRET	<input type="checkbox"/> TOP SECRET TRÈS SECRET
<input type="checkbox"/> TOP SECRET-SIGINT TRÈS SECRET - SIGINT	<input type="checkbox"/> NATO CONFIDENTIAL NATO CONFIDENTIEL	<input type="checkbox"/> NATO SECRET NATO SECRET	<input type="checkbox"/> COSMIC TOP SECRET COSMIC TRÈS SECRET
<input type="checkbox"/> SITE ACCESS ACCÈS AUX EMPLACEMENTS			

Special comments:
 Commentaires spéciaux : _____

NOTE: If multiple levels of screening are identified, a Security Classification Guide must be provided.
 REMARQUE : Si plusieurs niveaux de contrôle de sécurité sont requis, un guide de classification de la sécurité doit être fourni.

10. b) May unscreened personnel be used for portions of the work?
 Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail? No / Non Yes / Oui
 If Yes, will unscreened personnel be escorted?
 Dans l'affirmative, le personnel en question sera-t-il escorté? No / Non Yes / Oui

PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)

INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS

11. a) Will the supplier be required to receive and store PROTECTED and/or CLASSIFIED information or assets on its site or premises?
 Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui

11. b) Will the supplier be required to safeguard COMSEC information or assets?
 Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC? No / Non Yes / Oui

PRODUCTION

11. c) Will the production (manufacture, and/or repair and/or modification) of PROTECTED and/or CLASSIFIED material or equipment occur at the supplier's site or premises?
 Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ? No / Non Yes / Oui

INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)

11. d) Will the supplier be required to use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data?
 Le fournisseur sera-t-il tenu d'utiliser ses propres systèmes informatiques pour traiter, produire ou stocker électroniquement des renseignements ou des données PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui

11. e) Will there be an electronic link between the supplier's IT systems and the government department or agency?
 Disposera-t-on d'un lien électronique entre le système informatique du fournisseur et celui du ministère ou de l'agence gouvernementale? No / Non Yes / Oui



Contract Number / Numéro du contrat EN578-160082_Rel
Security Classification / Classification de sécurité UNCLASSIFIED

PART C - (continued) / PARTIE C - (suite)

For users completing the form manually use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.
 Les utilisateurs qui remplissent le formulaire manuellement doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

For users completing the form online (via the Internet), the summary chart is automatically populated by your responses to previous questions.
 Dans le cas des utilisateurs qui remplissent le formulaire en ligne (par Internet), les réponses aux questions précédentes sont automatiquement saisies dans le tableau récapitulatif.

SUMMARY CHART / TABLEAU RÉCAPITULATIF

Category Catégorie	PROTECTED PROTÉGÉ			CLASSIFIED CLASSIFIÉ			NATO				COMSEC					
	A	B	C	CONFIDENTIAL	SECRET	TOP SECRET	NATO RESTRICTED	NATO CONFIDENTIAL	NATO SECRET	COMSEC TOP SECRET	PROTECTED PROTÉGÉ			CONFIDENTIAL	SECRET	TOP SECRET
							NATO DIFFUSION RESTRICTED	NATO CONFIDENTIAL	COMSEC TOP SECRET		A	B	C			
Information / Assets Renseignements / Biens Production		✓														
IT Media / Support TI IT Link / Lien électronique		✓														

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?
 La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.

12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?
 La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquez qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).



Contract Number / Numéro du contrat EN578-160082_Secret
Security Classification / Classification de sécurité UNCLASSIFIED

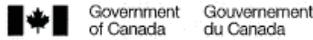
**SECURITY REQUIREMENTS CHECK LIST (SRCL)
 LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)**

PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE		
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine	Public Works and Government Services Canada	2. Branch or Directorate / Direction générale ou Direction Communication Procurement Dire
3. a) Subcontract Number / Numéro du contrat de sous-traitance	3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant	
4. Brief Description of Work / Brève description du travail Strategic Communications Services		
5. a) Will the supplier require access to Controlled Goods? Le fournisseur aura-t-il accès à des marchandises contrôlées?		<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques?		<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui
6. Indicate the type of access required / Indiquer le type d'accès requis		
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c)		<input type="checkbox"/> No / Non <input checked="" type="checkbox"/> Yes / Oui
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? No access to PROTECTED and/or CLASSIFIED information or assets is permitted. Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé.		<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui
6. c) Is this a commercial courier or delivery requirement with no overnight storage? S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit?		<input checked="" type="checkbox"/> No / Non <input type="checkbox"/> Yes / Oui
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès		
Canada <input checked="" type="checkbox"/>	NATO / OTAN <input type="checkbox"/>	Foreign / Étranger <input type="checkbox"/>
7. b) Release restrictions / Restrictions relatives à la diffusion		
No release restrictions / Aucune restriction relative à la diffusion <input checked="" type="checkbox"/>	All NATO countries / Tous les pays de l'OTAN <input type="checkbox"/>	No release restrictions / Aucune restriction relative à la diffusion <input type="checkbox"/>
Not releasable / À ne pas diffuser <input type="checkbox"/>		
Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>
Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:
7. c) Level of information / Niveau d'information		
PROTECTED A / PROTÉGÉ A <input type="checkbox"/>	NATO UNCLASSIFIED / NATO NON CLASSIFIÉ <input type="checkbox"/>	PROTECTED A / PROTÉGÉ A <input type="checkbox"/>
PROTECTED B / PROTÉGÉ B <input type="checkbox"/>	NATO RESTRICTED / NATO DIFFUSION RESTREINTE <input type="checkbox"/>	PROTECTED B / PROTÉGÉ B <input type="checkbox"/>
PROTECTED C / PROTÉGÉ C <input type="checkbox"/>	NATO CONFIDENTIAL / NATO CONFIDENTIEL <input type="checkbox"/>	PROTECTED C / PROTÉGÉ C <input type="checkbox"/>
CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>	NATO SECRET / NATO SECRET <input type="checkbox"/>	CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>
SECRET / SECRET <input checked="" type="checkbox"/>	COSMIC TOP SECRET / COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET / SECRET <input type="checkbox"/>
TOP SECRET / TRÈS SECRET <input type="checkbox"/>		TOP SECRET / TRÈS SECRET <input type="checkbox"/>
TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>		TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité UNCLASSIFIED
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Contract Number / Numéro du contrat EN578-160082 Secret
Security Classification / Classification de sécurité UNCLASSIFIED

PART A (continued) / PARTIE A (suite)

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets?
 Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS? No Yes
 If Yes, indicate the level of sensitivity:
 Dans l'affirmative, indiquer le niveau de sensibilité: Non Oui

9. Will the supplier require access to extremely sensitive INFOSEC information or assets?
 Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate? No Yes
 Short Title(s) of material / Titre(s) abrégé(s) du matériel:
 Document Number / Numéro du document:

PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)

10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis

<input type="checkbox"/> RELIABILITY STATUS COTE DE FIABILITÉ	<input type="checkbox"/> CONFIDENTIAL CONFIDENTIEL	<input checked="" type="checkbox"/> SECRET SECRET	<input type="checkbox"/> TOP SECRET TRÈS SECRET
<input type="checkbox"/> TOP SECRET - SIGINT TRÈS SECRET - SIGINT	<input type="checkbox"/> NATO CONFIDENTIAL NATO CONFIDENTIEL	<input type="checkbox"/> NATO SECRET NATO SECRET	<input type="checkbox"/> COSMIC TOP SECRET COSMIC TRÈS SECRET
<input type="checkbox"/> SITE ACCESS ACCÈS AUX EMPLACEMENTS			

Special comments:
 Commentaires spéciaux: _____

NOTE: If multiple levels of screening are identified, a Security Classification Guide must be provided.
 REMARQUE: Si plusieurs niveaux de contrôle de sécurité sont requis, un guide de classification de la sécurité doit être fourni.

10. b) May unscreened personnel be used for portions of the work?
 Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail? No Yes
 If Yes, will unscreened personnel be escorted?
 Dans l'affirmative, le personnel en question sera-t-il escorté? No Oui

PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)

INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS

11. a) Will the supplier be required to receive and store PROTECTED and/or CLASSIFIED information or assets on its site or premises?
 Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS? No Yes

11. b) Will the supplier be required to safeguard COMSEC information or assets?
 Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC? No Yes

PRODUCTION

11. c) Will the production (manufacture, and/or repair and/or modification) of PROTECTED and/or CLASSIFIED material or equipment occur at the supplier's site or premises?
 Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ? No Yes

INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)

11. d) Will the supplier be required to use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data?
 Le fournisseur sera-t-il tenu d'utiliser ses propres systèmes informatiques pour traiter, produire ou stocker électroniquement des renseignements ou des données PROTÉGÉS et/ou CLASSIFIÉS? No Yes

11. e) Will there be an electronic link between the supplier's IT systems and the government department or agency?
 Disposera-t-on d'un lien électronique entre le système informatique du fournisseur et celui du ministère ou de l'agence gouvernementale? No Yes



Contract Number / Numéro du contrat EN578-160082_Secret
Security Classification / Classification de sécurité UNCLASSIFIED

PART C - (continued) / PARTIE C - (suite)

For users completing the form manually use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.
 Les utilisateurs qui remplissent le formulaire manuellement doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

For users completing the form online (via the Internet), the summary chart is automatically populated by your responses to previous questions.
 Dans le cas des utilisateurs qui remplissent le formulaire en ligne (par Internet), les réponses aux questions précédentes sont automatiquement saisies dans le tableau récapitulatif.

SUMMARY CHART / TABLEAU RÉCAPITULATIF

Category / Catégorie	PROTECTED / PROTÉGÉ			CLASSIFIED / CLASSIFIÉ			NATO				COMSEC						
	A	B	C	CONFIDENTIAL / CONFIDENTIEL	SECRET	TOP SECRET / TRÈS SECRET	NATO RESTRICTED	NATO CONFIDENTIAL	NATO SECRET	COSMIC TOP SECRET / COSMIC TRÈS SECRET	PROTECTED / PROTÉGÉ			CONFIDENTIAL / CONFIDENTIEL	SECRET	TOP SECRET / TRÈS SECRET	
							NATO DIFFUSION RESTRIENTE	NATO CONFIDENTIEL			A	B	C				
Information / Assets / Renseignements / Biens / Production					✓												
IT Media / Support TI / Liens électroniques					✓												

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?
 La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.

12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?
 La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquez qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).

Solicitation No. - N° de l'invitation
 EN578-160082/A
 Client Ref. No. - N° de réf. du client
 EN578-16-0082

Amd. No. - N° de la modif.
 cx026
 File No. - N° du dossier
 cx026EN578-160082

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

ANNEX "D"
REQUEST FOR SUPPLY ARRANGEMENT (RFSA) EVALUATION GRID

EVALUATION SUMMARY FOR RFSA FOR STRATEGIC COMMUNICATION SERVICES		
MANDATORY REQUIREMENTS: <input type="checkbox"/> MET <input type="checkbox"/> NOT MET		
Mandatories Checked by:	Date:	
MANDATORY TECHNICAL REQUIREMENTS	MET	NOT MET
M.1 EXPERIENCE OF THE SUPPLIER		
M.2 PROJECT SAMPLES AND CORRESPONDING LETTERS OF REFERENCE		
M.3 ENVIRONMENTAL CONSIDERATIONS		
Overall Comments:		

1.1 TECHNICAL EVALUATION

1.1.1 MANDATORY REQUIREMENTS

Evaluation Criteria	Met	Not met
M.1 EXPERIENCE OF THE SUPPLIER		
<p>Suppliers must have a minimum of three (3) years of experience in providing services in the strategic communications field.</p> <p>The Supplier must provide the number of years it has been in business specializing in providing services in the strategic communications field.</p>		
Comments:		

Evaluation Criteria	Met	Not met
M.2 PROJECT SAMPLES AND CORRESPONDING LETTERS OF REFERENCE		
<p>The Supplier must provide three (3) strategic communications projects with corresponding letters of reference for each project. The projects must have been completed on or after January 1, 2010, and by the closing date of this solicitation. These projects must demonstrate the Supplier's experience in providing strategic communication services to external clients. Project samples for private or public sector clients will be accepted.</p> <p>Each of the three (3) sample projects must have included one (1) or more of the following:</p> <ul style="list-style-type: none"> • The development and implementation of a communications or marketing strategy or plan; • The development and implementation of a social media strategy; • The development of communications or marketing products; • Researching and providing advice to senior management, key individuals, committees, networks, stakeholders and other audiences on a specific topic or issue. <p>A minimum of one (1) of the three (3) described projects</p>		

Solicitation No. - N° de l'invitation
EN578-160082/A
Client Ref. No. - N° de réf. du client
EN578-16-0082

Amd. No. - N° de la modif.
cx026
File No. - N° du dossier
cx026EN578-160082

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

<p>must have had an assigned budget of \$100,000.00 or higher.</p> <p>The following information must be provided for each project sample submitted:</p> <ul style="list-style-type: none">A. Project name and detailed description of the project;B. Description of the services provided for the project;C. List of deliverables of the project;D. Project results and explanation of how the results met the project's objectives;E. Start and end dates of the project;F. Dollar value of the project;G. Client name; andH. A letter of reference from the client, addressed to the supplier. The letter of reference must indicate the client's satisfaction with the performance of the Bidder.		
Comments:		

	Met	Not met
M.3 ENVIRONMENTAL CONSIDERATIONS		
<p>The Supplier must provide the following:</p> <ul style="list-style-type: none"> • A company-wide environmental statement and mission (including environmental measures undertaken in office operations); • An action plan for energy sourcing (measures taken to improve energy efficiency, intended use of alternative fuel/power sources if the Supplier's premises is owned); • An action plan for materials/equipment sourcing (intended use of recycled or reused products, waste management strategy); and • An action plan for transportation logistics (minimization of travel, use of green hotels). <p>The Supplier must also provide a listing of environmental attributes for its firm (please refer to Part 2, section 2.7 Environmental Considerations). This listing will form part of any resulting Supply Arrangement (as per Appendix 1 - List of Environmental Attributes).</p>		
Comments:		

ARRANGEMENTS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION

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APPENDIX "1"
LIST OF ENVIRONMENTAL ATTRIBUTES

(To be inserted by the Supply Arrangement Authority prior to Supply Arrangement authorization.)

APPENDIX "2"

DETAILED PROCESS FOR REQUEST FOR PROPOSALS (RFP) ISSUED UNDER THE SUPPLY ARRANGEMENTS (SA)

The following procedures will apply for all Requests for Proposals issued under the Supply Arrangements. The Identified User - Contracting Authority should use only the wording contained in the Sample RFP at the end of this Annex. Any deviation from the procedures contained within this Annex or any deviation from the wording contained in the Sample RFP must be confirmed by the Supply Arrangement Authority.

These services will be provided to Government of Canada departments, agencies or Crown corporations listed in Schedules I, I.1, II, and III of the Financial Administration Act, R.S., 1985, c. F-11.

This Supply Arrangement (SA) is not to be used for contracts requiring delivery of strategic communication services/materials within Comprehensive Land Claims Settlement areas.

IMPORTANT NOTE: The procedures contained herein are not to be used for requirements valued at more than \$400,000, excluding GST/HST.

RFPs Under the Supply Arrangements

An RFP Under the Supply Arrangements is used for requirements valued at more than \$25,000 but less than \$400,000 excluding applicable taxes.

1. General Information

1.1 Statement of Work (SOW) - Defining the Requirement

The first step is to determine the requirement and prepare a SOW for a specific work requirement. The information in the SOW should be in sufficient detail to enable the SA Holders to provide accurate estimates of cost/price, required level of effort, other direct costs, schedules for milestones and deliverables with completion dates and the total price. SOWs for professional services will, to the extent possible, indicate the required resource categories along with the estimated number of hours required for each resource. The SOW should clearly define the specific requirements being procured.

1.2 Evaluation Criteria

The evaluation criteria will be delineated in the Request for Proposals (RFP). Evaluation criteria will be categorized either as mandatory or as rated evaluation criteria. Associated weighting factors with regard to rated requirements will be identified. Evaluation criteria can be subject to both a mandatory and a point rated evaluation system.

1.2.1 Mandatory Evaluation Criteria

Mandatory evaluation criteria identify at the outset the minimum requirements for bids to be considered. Mandatory evaluation criteria are evaluated on a simple pass/fail basis. When mandatory evaluation criteria are used, the RFP will clearly indicate that failure to meet any of the mandatory criteria will render the bid non-compliant and that it will be given no further consideration. Mandatory criteria will be expressed by using imperative verbs such as "must" and "will".

Combinations of the following mandatory evaluation criteria can be used:

Financial Proposal:

The Bidder will be required to provide costing information strictly in accordance with the Basis of Payment as outlined in the RFP.

Proposed Resources:

The bidder's proposal will be required to demonstrate that the proposed resources meet the minimum experience requirements detailed in the RFP for the categories of personnel identified.

In order to demonstrate that the proposed resources possess the specified qualifications, bidders will be required to provide detailed résumés for each person proposed, stating the individual's work experience and other relevant details, which clearly indicate that the individual meets the requisite qualifications. Failure to provide sufficient details would result in the Bidder's proposal being declared non-responsive.

Experience and Expertise of the Supplier: Since the SA Holders have been pre-qualified based on their experience, this should not form part of the RFP unless specific project experience is required. In this section, details should be provided regarding the relevant experience and expertise of the SA Holder in relation to the requirement. This experience must be clearly identified by providing a summary/description of the previous projects worked on, and indicating when the work was carried out, the dollar value and the client.

Language (if required):

One or more of the proposed resources may need to be capable of providing services in both official languages (English or French).

Security:

Bidders must demonstrate that they continue to meet the required security level at the time of bid closing.

1.2.2 Point Rated Evaluation Criteria

The RFP will clearly state all evaluation factors and their relative importance. Point rated evaluation criteria will be used to establish the minimum requirements (by setting a passing mark) that a bid must meet to be considered a valid and responsive proposal. The evaluation can be set to include an overall pass mark for proposals or pass mark for each individual evaluation criterion, and/or a group of criteria.

Point rated criteria identify those elements that can be evaluated on a variety of characteristics to determine the relative technical merit of each proposal.

Examples of the following point rated evaluation criteria can be used:

a) Approach and Methodology

The Bidder should describe the methodology that it will use to research and identify the behaviour of each of the target audiences identified in the Annex A Statement of Work. The Bidder should also provide details to describe the most effective methods to communicate with each of the target audiences. The description should outline any challenges in meeting the overall objective for the project and the Bidder's proposed solutions.

b) Project Management Approach

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

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

1.3 Basis of Selection

Below are sample bases of selection that will be identified in each RFP to determine the winning bidder (Note: only one basis of selection is included in the RFP):

Lowest Priced Responsive Proposal: With this method, price is the governing factor in the selection of the Contractor. This means that the lowest priced responsive bid will be recommended for award of the contract. A proposal is declared responsive if it complies with all of the mandatory requirements specified in the bid solicitation document.

Best Value: The best value approach is appropriate when it may be in the best interests of Canada to consider award to other than the lowest priced bidder or other than the highest technically rated proposal. This can be assessed as follows:

- i. Lowest responsive cost-per-point proposal:** With this selection method, the total proposal price is divided by the corresponding total points achieved by the bidder for its technical response, to determine each bidder's cost-per-point. The compliant proposal with the lowest cost-per-point will be recommended for the contract.
- ii. Highest Rated Responsive Proposal within a Stipulated Maximum Budget:** With this contractor selection method, the responsive bid with the highest technical score within a stipulated maximum budget is recommended for contract award.

NOTE: Regardless of the approach selected, each process must be properly defined before the procurement process begins.

1.4 Basis of Payment

A Firm Price contract will be used. Multiple invoice payments will be permitted.

1.5 Steps in the RFP process for competed requirements

The RFP as issued by the an identified user specified in Part 6 A Supply Arrangement will include a Basis of Payment, a bid closing date, a Statement of Work (SOW), evaluation criteria and the Basis of Selection.

An RFP Under the Supply Arrangements is used for requirements valued at less than \$400,000 excluding applicable taxes.

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Supplier selection for requirements valued up to \$25,000.00 including GST/HST and all charges, AND Supplier selection for requirements that have been Set-aside under the Procurement Strategy for Aboriginal Business (PSAB) up to \$25,000.00 including GST/HST:

In accordance with the Government Contract Regulations Part 1, Section 6 (b) which permits the award of contracts without soliciting bids, where the estimated expenditure does not exceed \$25,000.00, an **Identified User** may send a solicitation (Request For Proposal [RFP] or Request for Quotation [RFQ] as appropriate) to the SA holder of their choice from the appropriate list of SA holders in the required group.

If individual department procedures require competitive procurement for requirements under \$25,000.00, the solicitation will be sent to the number of SA holders as specified in the specific departmental procedures.

Supplier selection for requirements valued from \$25,000.00 to \$99,999.99 excluding GST/HST and all charges, AND Supplier selection for requirements that have been Set-aside under the Procurement Strategy for Aboriginal Business (PSAB) for requirements valued from \$25,000.00 to \$99,999.99:

The Identified User will issue a Request For Proposal (RFP) to a minimum of five (5) suppliers (which may include the incumbent when the requirement is the same as a previously procured service) on the Supply Arrangement list for providing the services required.

Supply Arrangement Holders will be invited to submit a proposal for this solicitation process based on the following selection process:

- A. One (1) SA holders as recommended by the Client; and
- B. Four (4) SA holders picked on a rotational basis. The Identified User will go through the entire list of suppliers on a rotational basis. Once the Identified User has gone through the entire list they will start the process over. Each Identified User is responsible for managing their own supplier rotation.

If only two (2) SA holders have qualified to provide any group; the Identified User will issue a solicitation to both SA holders from the list of SA holders for that group.

If only one (1) SA holder has qualified for a specific group; the requirement cannot be competed under the Supply Arrangement until such time as a minimum of two (2) SA holders have qualified for that group.

Supplier selection for requirements valued from \$100,000.00 to \$400,000.00 excluding GST/HST and all charges, AND Supplier selection for requirements that have been Set-aside under the Procurement Strategy for Aboriginal Business (PSAB) for requirements valued from \$100,000.00 to \$400,000.00:

The Identified User will issue a Request For Proposal (RFP) to all firms on the Supply Arrangement list for providing the services required.

If only two (2) SA holders have qualified to provide any group; the Identified User will issue a solicitation to both SA holders from the list of SA holders for that group.

If only one (1) SA holder has qualified for a specific group; the requirement can not be competed under the Supply Arrangement until such time as a minimum of two (2) SA holders have qualified for that group.

As indicated in the RFP, the SA Holder will be required to submit a proposal within the specified time frame. The time frame will be determined based on the complexity of the requirement.

As requested, the SA Holder will submit a proposal to an identified user specified in the RFP by the date and time indicated in the RFP. The Bidder's proposal is not intended to duplicate the SOW, but rather to offer a description of how and when the Bidder proposes to satisfy the requirement, along with the proposed prices for doing so.

Bidders may request written clarification of RFP requirements. Such requests for clarification will be sent to an identified user specified in the RFP through electronic means or through written correspondence by the date indicated in the RFP and within the parameters stated in the RFP.

An identified user specified in the RFP will answer clarification requests to all bidders. As a result of clarification requests, an identified user specified in the RFP will determine if any revisions to SOW requirements or evaluation criteria is required, and if necessary, issue an amendment to the RFP.

1.7 Evaluation of Proposals

The proposal will be evaluated consistent with the evaluation factors identified in the RFP.

1.8 Contract Award

Contracts awarded under the SAs will clearly specify the work to be performed for the full period of performance, including option years. The Identified User - Contracting Authority will award Contracts in accordance with Part 6 C Resulting Contract Clauses of this SA, and incorporate the Statement of Work and the final proposal by reference. The Contract authorizes the SA Holder to proceed based upon the agreed technical requirements, milestone and deliverable schedule, including start and end dates for each milestone or deliverable. The SA Holder will not commence work until an approved Contract has been received from an identified user specified in the RFP, at the beginning of the period. The SA Holder acknowledges that any and all work performed in the absence of the aforementioned Contract will be done at the SA Holder's own risk, and Canada will not be liable for payment therefore, unless or until a Contract is provided by an identified user specified in the RFP.

1.9 Debriefs

At contract award, an identified user specified in the RFP will notify all bidders as to which SA Holder is being awarded the contract.

If a Bidder has questions as to why their proposal was not selected, the Bidder may direct written or verbal questions to an identified user specified in the RFP within a reasonable period of time after contract award. An identified user specified in the RFP will debrief the Bidder in writing as to why it was not selected.

The debriefing should be provided within a reasonable period of time after award.

1.10 Contract Amendments

The estimated total cost authorized for each Contract is not to be exceeded unless and until an increase is authorized by a formal Contract amendment and in accordance with the limits defined herein.

No amendment of a Contract will be binding upon the Contractor or Canada unless a formal Contract amendment has been issued by an identified user specified in the RFP. Likewise, Canada will not be liable for any adjustment to the price of a Contract on account of a change, unless the change is authorized in writing by an identified user specified in the RFP.

2. Sample Criteria for RFPs Issued under the Supply Arrangement

The following is example criteria that may be used by the Identified User for RFPs issued under the Supply Arrangement. Combinations of the following evaluation criteria and additional criteria created by the Identified User may be used RFPs issued under the Supply Arrangements. If a Mandatory Requirement is omitted, the remaining criteria should be renumbered, as applicable.

2.1 Mandatory Technical Criteria

M.1 Financial Proposal

The Bidder must provide costing information strictly in accordance with the Basis of Payment stipulated in Annex "B".

M.2 Proposed Resources

The same resource may be proposed for more than one category of personnel, however the resource must meet all of the criteria for each category (as per the definitions below) and the rates proposed in Annex "B" for all categories for that resource must be identical.

The Bidder must clearly identify and demonstrate how each proposed resource meets the following roles:

The **Account Manager** must meet all of the following:

- Minimum five (5) years experience in account management and a post-secondary degree or diploma in a related field; or
- Minimum ten (10) years experience in account management.
- Must be able to understand and work in English and in French (comprehension, writing, and oral interaction).

The **Senior Strategist** must meet all of the following:

- Minimum five (5) years experience in developing digital engagement and interactive strategy as well as post-secondary degree or diploma in marketing, digital/internet, computer science or a related field; or
- Minimum eight (8) years experience in developing digital engagement and interactive strategy.

The **Senior Analyst** must meet all of the following:

- Minimum three (3) years experience in analytics for social media, and a post-secondary degree or diploma in a related field; or
- Minimum five (5) years experience in analytics for social media

M.3 Social Media Strategy Projects

The Bidder must demonstrate that it has been contractually bound to an external client or to external clients (outside of the Bidder's own company) for two (2) projects where the Bidder developed and implemented a social media strategy, as described in the Annex A Statement of Work (SOW).

The Bidder must provide the following information:

- Title and summary description of the project;
- A description of the target audience;
- Description of the services provided for the project;
- Overall creative approach to meet client objectives;
- List of deliverables of the project;
- Project results and explanation of how the results met the project's objectives;
- Dollar value of the assigned budget;
- Completion date;
- Client name;
- Two (2) samples of communications products developed for the project, such as but not limited to: tweets, Facebook posts, blog posts.

PROPOSALS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION

2.2 Point Rated Technical Criteria

For a description on how the points will be awarded, see Appendix "1" Sample Evaluation Grids for Rated Technical Criteria.

2.3 Financial Evaluation

2.3.1 Evaluation of Price

The price of the bid will be evaluated in Canadian dollars, the Goods and Services Tax or the Harmonized Sales Tax excluded, FOB destination, Canadian customs duties and excise taxes included.

2.3.2 Financial Evaluation Criteria

Proposals declared fully responsive according to the criteria identified in Section 2 Basis of Selection below will be evaluated based on the prices proposed in the Financial Bids.

2.3.3.2 Basis of Selection

1. To be declared responsive, a bid must:
 - a) comply with all the requirements of the bid solicitation;
 - b) meet all mandatory technical evaluation criteria; and
 - c) obtain the required minimum of 80 percent of the points for R.1 and R.2. The rating is performed on a scale of 150 points.
2. Bids not meeting (a) or (b) or (c) will be declared non-responsive. Neither the responsive bid that receives the highest number of points nor the one that proposed the lowest price will necessarily be

accepted. The responsive bid with the lowest evaluated price per point will be recommended for award of a contract.

Remark to Contracting Authority: *Delete the following clause if there are no security requirements.*

2.4 Security Requirement

1. At the date of bid closing, the following conditions must be met:
 - (a) the Bidder must hold a valid organization security clearance as indicated in Part 6 - Resulting Contract Clauses;
 - (b) the Bidder's proposed individuals requiring access to classified or protected information, assets or sensitive work site(s) must meet the security requirement as indicated in Part 6 - Resulting Contract Clauses;
 - (c) the Bidder must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites.
2. For additional information on security requirements, bidders should consult the "Security Requirements for PWGSC Bid Solicitations - Instructions for Bidders" (document on the Departmental Standard Procurement Documents Website).

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ANNEX "A"
STATEMENT OF WORK
(for RFPs issued under the Supply Arrangement)

To be inserted by the Identified User - Contracting Authority

ANNEX "B"
BASIS OF PAYMENT
(for RFPs issued under the Supply Arrangement)

All rates are in Canadian dollars, GST/HST extra, FOB destination.

Professional Services

The firm fixed hourly rates charged for professional services are all-inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, time in transit, overhead, profit and the like, excepting only Applicable Taxes.

The Contractor is subject to the Applicable Laws as outlined in the Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The firm fixed all-inclusive hourly rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

There is no provision for overtime under this Contract.

Straight Time

Straight time is defined as work performed between the hours of 6:00 a.m. and 10:00 p.m, seven days per week.

Category of Service	Name of Proposed Resource	Hourly Rate
Account Manager		\$ _____
Senior Strategist		\$ _____
Senior Analyst		\$ _____

Direct Expenses

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

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Subcontracting

The Contractor will be reimbursed at cost for any actual expenditure reasonably and properly incurred to acquire goods and services from outside suppliers at the supplier's price, net of any trade or prompt payment discounts.

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

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

Travel and Living Expenses

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

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.

APPENDIX "1"
SAMPLE EVALUATION GRID FOR TECHNICAL CRITERIA
(for RFPs issued under the Supply Arrangement)

EVALUATION SUMMARY		
1.1 MANDATORY REQUIREMENTS		
M.1 Financial Proposal	<input type="checkbox"/> MET	<input type="checkbox"/> NOT MET
M.2 Proposed Resources	<input type="checkbox"/> MET	<input type="checkbox"/> NOT MET
M.3 Social Media Strategy Projects	<input type="checkbox"/> MET	<input type="checkbox"/> NOT MET
1.2 RATED REQUIREMENT	MINIMUM POINTS	SCORE ACHIEVED
R.1 Approach and Methodology	80 points	___ / points
R.2 Project Management Approach	40 points	___ / points
OVERALL TOTAL	120 points	___ / points

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TECHNICAL (RATED REQUIREMENTS) EVALUATION TEAM SIGNATURES:

_____ Date: _____

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

1.1 TECHNICAL EVALUATION

1.1.1 MANDATORY REQUIREMENTS

Evaluation Criteria	Met	Not met
M.1 Financial Proposal		
The Bidder must provide costing information strictly in accordance with the Basis of Payment stipulated in Annex "B".		
Comments:		

Evaluation Criteria	Met	Not met
M.2 Proposed Resources		
<p>The same resource may be proposed for more than one category of personnel, however the resource must meet all of the criteria for each category (as per the definitions below) and the rates proposed in Annex "B" for all categories for that resource must be identical.</p> <p>The Bidder must clearly identify and demonstrate how each proposed resource meets the following roles:</p> <p>The Account Manager must meet all of the following:</p> <ul style="list-style-type: none"> • Minimum five (5) years experience in Account Management and a post-secondary degree or diploma in a related field; or • Minimum ten (10) years experience in Account Management. • Must be able to understand and work in English and in French (comprehension, writing, and oral interaction). <p>The Senior Strategist must meet all of the following:</p> <ul style="list-style-type: none"> • Minimum five (5) years experience in developing digital engagement and interactive strategy as well as post-secondary degree or diploma in 		

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<p>marketing, digital/internet, computer science or a related field; or</p> <ul style="list-style-type: none">• Minimum eight (8) years experience in developing digital engagement and interactive strategy <p>The Senior Analyst must meet all of the following:</p> <ul style="list-style-type: none">• Minimum three (3) years experience in analytics for social media, and a post-secondary degree or diploma in a related field; or• Minimum five (5) years experience in analytics for social media		
<p>Comments:</p> <hr/> <hr/> <hr/>		

Evaluation Criteria	Met	Not met
M.3 Social Media Strategy Projects		
<p>The Bidder must demonstrate that it has been contractually bound to an external client or to external clients (outside of the Bidder's own company) for two (2) projects where the Bidder developed and implemented a social media strategy, as described in the Annex A Statement of Work (SOW).</p> <p>The Bidder must provide the following information:</p> <ul style="list-style-type: none"> • Title and summary description of the project; • A description of the target audience; • Description of the services provided for the project; • Overall creative approach to meet client objectives; • List of deliverables of the project; • Project results and explanation of how the results met the project's objectives; • Dollar value of the assigned budget; • Completion date; • Client name; • Two (2) samples of content developed for the project, such as but not limited to: tweets, Facebook posts, blog posts. 		
Comments:		

1.1.2 RATED TECHNICAL CRITERIA

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be declared responsive, a bid must comply with all the requirements of the bid solicitation; meet all mandatory technical evaluation criteria; and obtain the required minimum of 80 percent of the points for R.1 and R.1. The rating is performed on a scale of 150 points. Neither the responsive bid that receives the highest number of points nor the one that proposed the lowest price will necessarily be accepted. The responsive bid with the lowest evaluated price per point will be recommended for award of a contract.

INSTRUCTIONS TO EVALUATORS

PLEASE READ THE FOLLOWING CAREFULLY AND IN ITS ENTIRETY PRIOR TO COMMENCING THE EVALUATION OF THE RATED REQUIREMENTS.

- 1) The following scoring grid will be used for the evaluation of the rated criteria R.1 and R.2.
- 2) ONLY the Percentage Factors indicated in the table that follows are to be entered into the evaluation grids that follow. In other words, evaluators MUST choose from ONLY the following available Percentage Factors: 1, 0.9, 0.8, and 0. Factors such as 0.85, 0.95, etc. MUST NOT be used.
- 3) The "Points" and "Total Points" boxes in the grids will be calculated based on the Percentage Factor(s) assigned. Evaluators MUST NOT select a number for "Points" which does not correspond to a Percentage Factor. For example, 3/10 is not an acceptable score as 0.3 is not an available Percentage Factor from the table that follows.

R.1 Approach and Methodology (Maximum of 100 points, minimum of 80 points)

The Bidder should describe the methodology that it will use to research and identify the behaviour of each of the target audiences identified in the Annex A Statement of Work. The Bidder should also provide details to describe the most effective methods to communicate with each of the target audiences. The description should outline any challenges in meeting the overall objective for the project and the Bidder's proposed solutions.

0	Unsatisfactory	<ul style="list-style-type: none"> · Information required was not provided · Few elements present · Not all elements are described or are poorly described · Not enough details are provided to assess how the bidder's approach and methodology will be used to meet to the requirements as described in Annex A - Statement of Work. <p>OR</p> <p>Details do not provide evaluators with an understanding of the methodology that the Bidder will use to research and identify the behavior of the target audience and/or how to effectively communicate with it.</p> <p>OR</p> <p>The description does not outline any challenges in meeting the overall objective for the project or does not provide any solutions.</p>
0.8	Good	<ul style="list-style-type: none"> · Most elements present · Most elements are well described · Details provide evaluators with an understanding of the methodology that the Bidder will use to research and identify the behavior of the target audience and how to effectively communicate with it. · The description provides details to outline the challenges in meeting the overall objective for the project with some solutions.
0.9	Very Good	<ul style="list-style-type: none"> · All elements present · Most elements are well described · Substantial details provide evaluators with an understanding of the methodology that the Bidder will use to research and identify the behavior of the target audience and how to effectively communicate with it. · The description provides details to outline the challenges in meeting the overall objective for the project with solutions.
1	Excellent	<ul style="list-style-type: none"> · All elements present · All elements are well described · Substantial details provide evaluators with a clear understanding of the methodology that the Bidder will use to research and identify the behavior of the target audience and how to effectively communicate with it. · The description provides clear details to outline the challenges in meeting the overall objective for the project with well thought-out solutions.
Points Allocated for R.1: ____/100		

R.2 Project Management Approach (Maximum of 50 points, minimum of 40 points)

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

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

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

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		<ul style="list-style-type: none">· Clear details provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project.· Substantial details lead to a complete and thorough understanding of the interaction between the Bidder and the project Authority and how the Bidder proposes to work in collaboration with the Project Authority to ensure sufficient time for government of Canada approval processes.
Points Allocated for R.2: ____/50		

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SUMMARY OF POINTS AWARDED TO BIDDER			
Rated Criteria	Maximum Points	Minimum Points	Points Awarded to Bidders
R.1 Approach and Methodology	100	80	
R.2 Project Management Approach	50	40	
TOTAL			
OVERALL TOTAL	150	120	