



ADVANCE CONTRACT AWARD NOTICE (ACAN)

1. Title

Canadian Automobile Consumer marketing and segmentation study for ecoENERGY Efficiency for Vehicles, Natural Resources Canada (NRCan)

2. Definition

An Advance Contract Award Notice (ACAN) allows departments and agencies to post a notice, for no less than fifteen (15) calendar days, indicating to the supplier community that it intends to award a good, service or construction contract to a pre-identified contractor. If no other supplier submits, on or before the closing date, a Statement of Capabilities that meets the requirements set out in the ACAN, the competitive requirements of the government's contracting policy have been met. Following notification to suppliers not successful in demonstrating that their Statement of Capabilities meets the requirements set out in the ACAN, the contract may then be awarded using the Treasury Board's electronic bidding authorities.

If other potential suppliers submit Statement of Capabilities during the fifteen calendar day posting period, and meet the requirements set out in the ACAN, the department or agency must proceed to a full tendering process on either the government's electronic tendering service or through traditional means, in order to award the contract.

3. Background

- 3.1 Within NRCan, the Office of Energy Efficiency (OEE) promotes energy conservation and is committed to undertaking initiatives designed to reduce fuel use and greenhouse gas (GHG) emissions in Canada in support of NRCan's Strategic Objective 2: Environmental Responsibility and Activity 2: Clean Energy.
- 3.2 The OEE's Transportation and Alternative Fuels Division (TAF) delivers the ecoENERGY Efficiency for Vehicles program, which includes the provision of fuel consumption information to inform Canadian car buyers. This information enables Canadians to make fuel-efficient buying choices.
- 3.3 To guide its marketing efforts, in 2005 TAF conducted a market segmentation study that identified target market segments. The program needs to update that research to ensure its marketing efforts are targeting relevant and substantial market segments.
- 3.4 Through this contract, the Department is seeking the services of an organization experienced in gathering and in possession of existing qualitative and quantitative marketing research covering the auto industry and car buyers in order to identify market segments. (Specifically: vehicle acquisition and usage, vehicle purchasing process, purchase needs, attitudes towards fuel efficiency, demographics, etc.) The information will be used by the program to guide its marketing efforts in promoting fuel-efficiency to Canadian motorists.
- 3.5 Through this contract, no new public opinion (survey, focus group) research is being sanctioned.

4. Objective

- 4.1 The objective of this contract is to obtain qualitative and quantitative analysis from a firm in possession of current research regarding the attitudes and opinions of Canadian car buyers.

More specifically, using existing and current (2014/2015) qualitative and quantitative marketing research regarding Canadian car buyers, the firm will:

- a) compile existing market research and identify current Canadian car buying market segments;
- b) explain the methodology used to classify market segments;
- c) quantify the size of these segments;
- d) identify geographic, demographic, psychographic and behavioral characteristics of the segments;
- e) identify buying attributes (quality, price/value, AWD, size, etc.) where possible for each of the segments;



- f) identify decision points for the segments:
 - a. How do consumers decide?
 - b. Where do they gather information?
 - c. What type of information are they seeking? [comparisons, ratings, tests, videos, endorsements (etc.)]
 - d. Whom do they seek advice from?
 - e. How much research is conducted?
 - f. How long does it take to make a decision?
 - g. How many people are involved in the decision?
 - h. Etc.;
- g) based on the program's mandate, suggest priority segments that the program should focus on;
- h) suggest relevant promotional, media and communication channels for each of the priority segments.

5. Project Requirements

5.1 Tasks, Deliverables, Milestones and Schedule

Tasks/Activities	Deliverables
1. Compile qualitative and quantitative marketing research	
2. Determine car buying segmentation information, size of segments, decision making details etc.	Analysis
3. Prepare final Fuel Consumption Segmentation Report	Final report outlining details of analysis.

6. Trade Agreements

Not applicable.

7. Title to Intellectual property

The Contractor will take ownership of the Foreground Information arising from the performance of the work in accordance with the Treasury Board Policy on Intellectual Property. For reference, the Treasury Board Site is: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=13697>

SACC Manual clause 4006 - Contractor to Own Intellectual Property Rights in Foreground Information (2010-08-16).

8. Contract Period

The contract period will be from the date of Contract Award to March 31, 2016 inclusive.

9. Estimated Cost

The estimated maximum value of the contract is \$37,750, including all applicable taxes (13% HST).

10. Exception to the Government Contracts Regulations and applicable trade agreements

Sole Source Justification - Exception of the Government Contract Regulations (GCR):

(d) Only one person or firm is capable of performing the contract;

The subject matter expertise possessed by the Contractor is unique. JD Power gathers data and conducts research in 3 key areas of importance to the program:

- 1) JD Power conducts research on buyers of new vehicles and the new vehicle purchase decision making process;
- 2) JD Power conducts research on vehicle ownership and customer satisfaction;



- 3) JD Power compiles vehicle, manufacturer and model sales statistics.

Of relevance to the program is that JD Power is the only organization that performs and processes research, compiles and processes data in these 3 areas of study. Other firms would be required to start from scratch to gather relevant data and they would not be ideally suited to perform analysis, recognize patterns and anomalies, and make qualified recommendations regarding potential market segments. By merging and performing analytical work in consideration of these three areas of research, JD Power is in a unique position to analyze and report on potential market segments that are relevant to program planning.

11. Name and Address of the Proposed Contractor

J.D. Power and Associates Canada Branch
130 King Street West, Suite 1309
Toronto, Ontario
M5X 1E5

12. Inquiries on Submission of Statement of Capabilities

Suppliers who consider themselves fully qualified and available to provide the services/goods described herein, may submit a Statement of Capabilities in writing, preferably by e-mail, to the contact person identified in this Notice on or before the closing date and time of this Notice. The Statement of Capabilities must clearly demonstrate how the supplier meets the advertised requirements.

13. Closing Date

Closing Date: February 1, 2016
Closing Time: 2:00 p.m. EST

14. Contract Authority

Purnima Kaul
Contracting Officer
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