REQUEST FOR SUPPLY ARRANGEMENT (with Task Authorizations)

CLOSING DATE: November 8, 2016

CLOSING TIME: 2:00 PM Time Zone: EDST

RFSA Reference Number: 1000182746

PROJECT TITLE:

Field marketing, planning, public engagement, management and execution for Health Canada

ISSUING OFFICE:

Health Canada Bid Receiving Unit Federal Records Centre Building, 161 Goldenrod Driveway, Ottawa, Ontario K1A 0K9 Attention: Jason Roberts

RFSA Reference Number: 1000182746

It is essential that the outside of each proposal submission envelope include the following information: The Request for Supply Arrangement (RFSA) reference number, and the name of the responsible Contracting Officer noted below.

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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Issue Date: September 28, 2016

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PART 1 - GENERAL INFORMATION

1.1 Introduction

The Request for Supply Arrangements (RFSA) is divided into six parts plus attachments and annexes, 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 and Additional Information: includes the certifications and additional information 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 Basis of Payment and any other annexes.

1.2 Summary

- **1.2.1** The purpose of this RFSA is to establish a list of qualified firms capable of providing Health Canada with a broad range of services and expertise that may include:
 - foster awareness amongst Canadians and key groups about environmental health issues, with a focus on people at risk who have existing health conditions that leave more vulnerable to adverse health effects (asthmatics, the elderly, those with cardio vascular disease, etc.);
 - inform Canadians about and encourage preventitive actions or behavior changes to reduce risks associated with environmental health issues and ultimately improve health and wellness;
 - increase the number of Canadians who consult Health Canada tools and program information in the areas of environmental health.

Stream 1

- social marketing initiatives
- face to face public engagement activities
- retail outlet based outreach/public education programs
- outreach campaigns with a focus on healthy living

Stream 2

- outreach activities focusing on specific demographic and age groups
- outreach programs targeting at risk populations
- specialized workshops and training sessions for specific target audiences (i.e. health professionals)
- 1.2.2 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://ssiiss.tpsgc-pwgsc.gc.ca/index-eng.html) website.
- **1.2.3** The requirement is subject to the provisions of the World Trade Organization Agreement on Government Procurement (WTO-AGP), the North American Free Trade Agreement (NAFTA), and the Agreement on Internal Trade (AIT).
- **1.2.4** N/A

1.3 Security Requirements

- At the Request for Supply Arrangements closing date, the conditions outlined in Annex "C", SRCL must be met.
- For additional information on security requirements, Suppliers should refer to the <u>Industrial</u> <u>Security Program (ISP)</u> of Public Works and Government Services Canada (http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html) website.

1.4 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 may be in writing, by telephone or in person.

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 <u>Standard Acquisition Clauses and Conditions Manual</u> 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 <u>2008</u> **(2016-04-04)** Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

2.1.1 SACC Manual Clauses

The <u>S2003T</u> (2008-12-12) Ceiling Prices and/or Rates are incorporated by reference into and form part of the RFSA.

2.2 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.

2.3 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 Employment Canada (ESDC) - Labour's website.

2.4 Enquiries - Request for Supply Arrangements

All enquiries must be submitted in writing to the Supply Arrangement Authority no later than 20 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.

2.5 Applicable Laws

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

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

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 (3 hard copies and 1 soft copy on CD or USB Key)
Section II: Financial Arrangement (3 hard copies and 1 soft copy on CD or USB Key)

Section III: Certifications (3 hard copies and 1 soft copy on CD or USB Key)

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). 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: Financial Arrangement

Suppliers must submit the financial arrangement in accordance with "Annex B, Basis of Payment". The total amount of Applicable Taxes must be shown separately.

Section III: Certifications

Suppliers must submit the certifications and additional information required under Part 5.

Section IV: Additional Information

3.1.1 Supplier's Proposed Sites or Premises Requiring Safeguarding Measures

3.1.1.1 As indicated in Part 1 under Security Requirements, the Supplier must provide the full addresses of the Supplier's and proposed individuals' sites 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 <u>Industrial Security Program (ISP)</u> 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) Arrangements will be assessed in accordance with the entire requirement of the Request for Supply Arrangements including the technical and financial evaluation criteria.
- (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

The bid must meet the mandatory criteria set out below. The Bidder must provide the necessary documentation to support compliance. Bids which fail to meet the mandatory criteria will be declared non-responsive. Mandatory criteria are evaluated on a simple pass or fail basis. This will be evaluated as either a 'Yes' or a 'No'.

MANDATORY REQUIREMENTS	Cross	Yes/No
	Reference	
	to bid	
	(page #)	
M1 A. Corporate experience in providing field marketing and face-to-		
face engagement campaigns and/or programs:		
The Bidder, as a corporate entity, must have a minimum of four years		
of experience (as of the closing date of this bid) providing strategic,		

creative and production execution in field marketing and face-to-face engagement activities.

M1 B.

The Bidder must provide examples of two projects completed by the firm within the last four years that outlines their experience in the delivery of national environmental health related field marketing and face-to-face engagement activities and/or programs.

Both examples submitted must have been developed in both official languages or the Supplier must adapt the text into the other official language and integrate this adapted text into the original creative layout, to adequately demonstrate the Supplier's ability to provide creative services in both official languages.

M2. Resource(s)

The Bidder, as a corporate entity, must submit a list of general resources available for Stream 1 and/or Stream 2, that outline the relevant experience and the subject matter expertise to undertake the requirements of all or part in the S.O.W.

Specific requirements for program management will be determined on an individual contract basis and dependent on the breath and scope of each program specificity.

M3. Geographic locations

The Bidder must demonstrate its capacity to reach Canadians in specific geographic regions of the country, urban and rural, as determined by the requirements of the contract (s) and/or campaigns.

See Annex A for a complete list of geographic regions.

4.1.1.2 Point Rated Technical Criteria

Only those proposals meeting all of the Mandatory Requirements will be deemed responsive and will be further evaluated by HC on the basis of the Point Rated Requirements. It is the responsibility of the Bidder to ensure the completeness, clarity, and provision of sufficiently detailed evidence to enable the HC Bid Evaluation Committee to evaluate his/her Technical Proposal.

Bidders failing to achieve the stated minimum points required for each Point Rated Requirement will be considered non-responsive, and eliminated from the competition. The Financial Proposal will be returned unopened.

The following rating scheme (Table 1) will be used to evaluate the Point Rated Technical Criteria.

0	Information provided does not address the criteria. Bidder receives 0% for the available points for this element.
1	Information provided demonstrates a minimal understanding that is relevant to the stated criteria. Bidder receives 10% of the available points for this element.
3	Information provided demonstrates <u>some understanding</u> that is relevant to the stated criteria but does not demonstrate a full range of understanding for all elements of the rated criteria. Bidder receives <u>30%</u> of the available points for this element.
5	Information provided demonstrates <u>understanding for most but not all of the elements</u> of the rated criteria. Bidder receives <u>50%</u> of the available points for this element.
7	Information provided demonstrates <u>understanding that is relevant to all of the elements of the rated criteria</u> . Bidder receives <u>70%</u> of the available points for this element.
8	Information provided clearly demonstrates a full understanding of all of the elements of the rated

	criteria. Bidder receives 80% of the available points for this element.
10	Rated criteria is dealt with in depth, information provided demonstrates a full range of in-depth understanding of all of the elements of the rate criteria. Bidder receives 100% of the available points for this element.

In addition to meeting the Mandatory Criteria, the Bidder must also address the Point-Rated Criteria identified below.					
Criteria	Page #	Points allocated for the criteria	Minimum points required	Score	
R1 Understanding of the requirement		30	20		
Bidders must include in their proposal a statement					
that demonstrates their understanding of the					
required deliverables, as detailed in the Statement					
of Work.					
In their statement, Bidders should seek to:					
\$ Demonstrate an understanding of the full scope					
of the required elements to most effectively meet					
field marketing and face to face engagement					
activities.					
\$ Demonstrate a clear understanding of the					
challenges of these projects;					
\$ Demonstrate an understanding of the potential					
and scope and further demonstrate how to plan,					
engage, communicate and manage the campaign;					
The following factors will be evaluated in the					
proposal:					

\$ The written submission and presentation is			
clear and concise;			
\$ Demonstrates understanding of the			
requirements			
\$ Demonstrates an understanding of the			
opportunities and challenges of this project;			
A maximum of 10 points will be allocated for			
each of the three elements above. (Maximum			
30 points)			
R2 Experience of Firm	60	42	
Bidders MUST demonstrate their experience by			
providing including two projects completed by the			
firm within the last four years of the closing date			
of tis bid. For each project the bidder should			
provide the PROJECT ELEMENTS as identified in			
1.3 in the in the Statement of Work. Both			
examples submitted must have been developed in			
both official languages or the Supplier must adapt			
the text into the other official language and			
integrate this adapted text into the original creative			
layout, to adequately demonstrate the Supplier's			
ability to provide creative services in both official			
languages. The following factors will be evaluated			
and 10 points per will be allocated as follows:			
strategy, creativity and results.			
Strategy			
The degree to which:			
\$ The creative approach effectively addressed			
the objectives of the project, resonated with the			

tar	get audience and integrated the key messages;		
\$	The strategy demonstrated strategic thinking		
i.e.	recommendations focused on results, execution		
tru	e to the strategy, offers consumer insights;		
\$	Recommendations went beyond the original		
brie	ef and task;		
\$	The concept including creative and marketing		
tac	tics together was appropriate to reach the		
sta	ted target audience;		
\$	The use of both official languages was		
effe	ective.		
Cre	eativity		
The	e degree to which the creative approach:		
\$	Is appropriate for the target audience and is		
cle	arly aligned with the stated objectives;		
\$	Is innovative and has impact; and		
\$	Creates synergy across all creative		
cor	mponents.		
Re	sults		
The	e degree to which the Bidder:		
\$	Demonstrates how results achieved stated		
bus	siness objectives;		
\$	Demonstrates how the public I engagement		
stra	ategy and rationale contributed to the		
acł	nievement of the objectives; and		
\$	The stated objectives have been met and		
dei	monstrated through post-surveys or client's		

reports, other studies etc.			
The bidder must provide visual reference of the			
project on paper AND also provide either a secure			
reference link or a CD/DVD to evaluate any			
interactive material submitted. Please note that			
ONLY the interactive material should be submitted			
via secure reference link or CD/DVD.			
A maximum of 10 points will be allocated for			
each of the three elements above (Strategy,			
Creativity, Results) for each of the two projects.			
(Maximum 60 points per project)			
Maximum Points	120	94	
R3 Resource Experience	20	12	
The Bidder, as a corporate entity, must submit a			
list of general resources available for Stream 1			
and/or Stream 2, that outline the relevant			
experience and the subject matter expertise to			
undertake the requirements of all or part of the			
requirements outlined in the requirements.			
Points will be allocated to a maximum of 20			
points.			

4.2 Basis of Selection

Highest combined rating of technical merit and price

For each responsive bid, the technical merit score and the pricing score will be added to determine its total combined score. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract. If two (2) or more responsive bids have the same combined total score, the responsive bid with the lowest evaluated price will be recommended for contract award.

To determine the overall score obtained by a bidder, the following weighting will be used to establish the technical and financial score:

Technical weighting: 75% Price weighting: 25%

Technical score = <u>Bidder's technical points x 75%</u>

Maximum points

Financial score = Lowest priced bid x 25%

Bidder's total evaluated price

Total score = Technical score + Financial score

Note: Bids for which the total evaluated bid price is 150% greater than the lowest price of all bids received will automatically receive a score of "0 points" for the financial score.

The following is an example that illustrates how this calculation would be made. The dollar figures shown are for the purposes of this example only; they do not suggest a desired price.

	Bid 1	Bid 2	Bid 3	Bid 4
Total evaluated price of each responsive bid	\$100,000.00	\$120,000.00	\$140,000.00	\$220,000.00

In the example above, bid 4 would receive "0 points" for its financial score as it exceeds the lowest priced bid by more than 150% (\$100,000 * 150% = \$150,000).

4.3 Financial Viability

n/a

PART 5 - CERTIFICATIONS AND ADDITIONAL INFORMATION

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

The certifications provided by Suppliers to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare an arrangement non-responsive, or will declare a contractor in default 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 will render the arrangement non-responsive, or constitute a default under the Contract.

5.1 Certifications Required with the Arrangement

Suppliers must submit the following duly completed certifications as part of their arrangement.

5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the <u>Ineligibility and Suspension Policy</u> (http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html), the Supplier must provide with its arrangement the required documentation, as applicable), to be given further consideration in the procurement process.

5.2 Certifications Precedent to the Issuance of a Supply Arrangement and Additional Information

The certifications and additional information listed below should be submitted with the arrangement, but may be submitted afterwards. If any of these required certifications or additional information 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 provide the certifications or the additional information listed below within the time frame provided will render the arrangement non-responsive.

5.2.1 Integrity Provisions – Required Documentation

In accordance with the <u>Ineligibility and Suspension Policy</u> (http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html), the Supplier must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 Additional Certifications Precedent to Issuance of a Supply Arrangement

5.2.2.1 Status and Availability of Resources

5.2.2.1.1 SACC Manual clause S3005T (2008-12-12) Status and Availability of Resources.

PART 6 - SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES

A. SUPPLY ARRANGEMENT

6.1 Arrangement

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

6.2 Security Requirements

6.2.1 The following security requirements (SRCL and related clauses provided by ISP, attached as Annex C) apply and form part of the Supply Arrangement.

6.2.2 Supplier's Sites or Premises Requiring Safeguarding Measures

6.2.2.1 Where safeguarding measures are required in the performance of the Work, the Supplier must diligently maintain up-to-date the information related to the Supplier's and proposed individuals' sites or premises, for the following addresses:

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

6.2.2.2 The Company Security Officer (CSO) must ensure through the <u>Industrial Security Program (ISP)</u> that the Contractor and individual(s) hold a valid security clearance at the required level.

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 <u>Standard Acquisition Clauses and Conditions Manual</u> (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

<u>2020</u> (2016-04-04) General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

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 date of award to March 31, 2021.

6.5 Authorities

6.5.1 Supply Arrangement Authority

The Supply Arrangement Authority is:

The Supply A	irangement Adm	officy is.
Name:		
Title:		
		Services Canada
Acquisitions E	3ranch	
Directorate: _		
Address:		

Contract #

Amd. No. - N° de la modif.

Telephone: Facsimile:			
Facsimile:			
E-mail address:	 		

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

6.5.2 Supplier's Representative

6.6 Identified Users

The Identified User is Health Canada.

6.7 On-going Opportunity for Qualification

A Notice will be posted once a year on the Government Electronic Tendering Service (GETS) to allow new Suppliers to become qualified. Existing qualified Suppliers, who have been issued a supply arrangement, will not be required to submit a new arrangement.

6.8 Priority of Documents

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

- (a) the articles of the Supply Arrangement;
- (b) the general conditions 2020 (2016-04-04), General Conditions Supply Arrangement Goods or Services
- (c) Annex A, SOW;
- (d) Annex B, Basis of Payment;
- (e) the Supplier's arrangement dated _____.

6.9 Certifications and Additional Information

6.9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Supplier in its arrangement or precedent to issuance of the Supply Arrangement (SA), and the ongoing cooperation in providing additional information are conditions of issuance of the SA and failure to comply will constitute the Supplier in default. 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.

6.10 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 Ontario.

B. BID SOLICITATION

6.1 Bid Solicitation Documents

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

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 TPSGC.Outilsdapprovisionnement-ProcurementTools.PWGSC@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:

- (a) security requirements;
- (b) a complete description of the Work to be performed;
- (c) <u>2003</u>, Standard Instructions Goods or Services Competitive Requirements;

"Subsection 3.a) of Section 01, Integrity Provisions - Bid of the Standard Instructions (2003) incorporated by reference above is deleted in its entirety and replaced with the following:

- a. at the time of submitting an arrangement under the Request for Supply Arrangements (RFSA), the Bidder has already provided a list of names, as requested under the <u>Ineligibility</u> <u>and Suspension Policy</u>. During this procurement process, the Bidder must immediately inform Canada in writing of any changes affecting the list of directors."
- (d) bid preparation instructions;
- (e) instructions for the submission of bids (address for submission of bids, bid closing date and time);
- (f) evaluation procedures and basis of selection:
- (g) certifications;
 - Federal Contractors Program (FCP) for Employment Equity Notification
 - SACC Manual <u>A3005T</u>, <u>A3010T</u> for service requirements when specific individuals will be proposed for the work;
 - Integrity Provisions Declaration of Convicted Offences;
- (h) conditions of the resulting contract.

6.2 Bid Solicitation Process

- **6.2.1** Bids will be solicited for specific requirements within the scope of the Supply Arrangement (SA) from Suppliers who have been issued a SA.
- **6.2.2** The bid solicitation will be sent directly to all qualified suppliers.

C. RESULTING CONTRACT CLAUSES

6.1 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:

(c) **HC** (for high complexity requirements), general conditions 2035 (2016-04-04) 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 TPSGC.Outilsdapprovisionnement-ProcurementTools.PWGSC@tpsgc-pwgsc.qc.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 (attached)

Task Authorization Field marketing, planning, public engagement, management and execution STATEMENT OF WORK

1. SCOPE

1.1. Introduction

Health Canada's Healthy Environments and Consumer Safety Branch (HECSB) is seeking to engage suppliers that will assist in promoting their environmental programs to Canadians. These programs include, but are not limited to, the Air Quality Health Index (AQHI), Radon and the Chemicals Management Plan.

1.2. Objectives of the Requirement

The objective of this requirement is to establish a list of suppliers to provide Health Canada with a broad range of services that address the following objectives:

- -foster awareness amongst Canadians and key groups about environmental health issues, with a focus on people at risk who have existing health conditions that leave more vulnerable to adverse health effects (asthmatics, the elderly, those with cardio vascular disease, etc.);
- inform Candians about and encourage preventitive actions or behavior changes to reduce risks associated with environmental health issues and ultimately improve health and wellness;
- -increase the number of Canadians who consult Health Canada tools and program information in the areas of environmental health.

1.3. Background and Specific Scope of the Requirement

The Healthy Environments and Consumer Safety Branch (HECSB) of Health Canada helps to maintain and improve the health of all Canadians by promoting healthy living, and by reducing the harm caused by tobacco, controlled substances, environmental contaminants, and unsafe consumer and industrial products.

To support HECSB role as summarized above, the purpose of this tender is to establish multiple competitively-awarded Task Authorizations with suppliers capable of providing HECSB with a broad range of services and expertise that may include:

Stream 1

- -social marketing initiatives
- -face to face public engagement activities
- -retail outlet based outreach/public education programs
- outreach campaigns with a focus on healthy living

Stream 2

- -outreach activities focusing on specific demographic and age groups
- -outreach programa targeting at risk populations
- -specialized workshops and training sessions for specific target audiences (i.e. health professionals)

2. REQUIREMENTS

2.1. Tasks, Activities, Deliverables and Milestones (but not limited to)

• Plan, design, execute and manage national marketing/promotion type initiatives that may include activities such as:

- Informing consumers through face-to-face engagements and dynamic strategies such as street marketing, college and university outreach activities, trade and consumer events (conferences, festivals, shows, etc.)
- Develop and communicate key messages to increase awareness of Health Canada environmental health initiatives and deliver a call to action
- Produce and distribute bilingual information about the programs/campaigns, ranging from content and creative development, production and logistics (shipping) of handouts, collateral and display material, online and social media campaigns
- Promote Health Canada's environmental health programs using various methods and formats (traditional hardcopy, mobile technologies,, social media, etc.)
- Evaluate effectiveness of strategies and track Canadians' behavioural changes. Report on individual campaign's activities.
- Develop training and awareness sessions on Health Canada's environmental health issues to the public or intermediaries.

2.2. Specifications and Standards

To be determined and based on the requirements of specific Task Authorization.

2.3. Technical, Operational and Organizational Environment

To be determined and based on the requirements of specific Task Authorization.

2.4. Method and Source of Acceptance

All deliverables and services rendered under this contract are subject to the inspection of the Project Authority, as identified in individual Task Authorization. Should any deliverable and/or service not be to the satisfaction of the Project Authority, as submitted, the Departmental Representative shall have the right to reject it or require correction before payment shall be authorized.

3. ADDITIONAL INFORMATION

3.1. Authorities

3.2.

The Departmental Representative is the Health Canada Contracting Authority and is responsible for the management of this Contract.

3.3. Location of Work, Work site and Delivery Point

The Contractor will complete all tasks, activities, deliverables and/or milestones at theirplace of work. The Contractor will be expected to attend any meetings as requested by the Project Authority (either in person or by teleconference).

Due to existing workload and deadlines, all personnel assigned the contract must be ready to work in close and frequent contact with the Departmental Representative and other departmental personnel.

Any contract resulting from this Task Authorization will be interpreted and governed by the laws of the Province of the Contractor.

3.4. Language of Work

Representatives hired to staff any in person interactionsmust be bilingual in those regions identified by Health Canada and/or the partner as per the clientele served in each location. Proof of capability in dual linguistic areas is required.

3.5. Special Requirements

N/A

3.6. Insurance Requirements

N/A

3.7. Travel and Living

4. N/A

5. PROJECT SCHEDULE

5.1. Types of projects

The services of suppliers are required depending on the length and nature of the specific program and contracts. Potential projects under consideration are (but not limited to) -public engagement campaign to promote the Air Quality Health Index -public engagement campagin to promote the Radon testing in the home -public information campaign on limiting the use of hazardous and/or chemical products in the home.

5.2. Schedule and Estimated Level of Effort (Work Breakdown Structure)

To be determined and based on the requirements of specific Task Authorization.

6. REQUIRED EXPERIENCE AND/ OR TYPES OF ROLES TO BE PERFORMED

Potential Suppliers must have the a capacity and demonstrated experience to undertake the requirements in Stream 1 and/or Stream 2 in the area of environmental health on a national basis.

7. APPLICABLE DOCUMENTS AND GLOSSARY

N/A

7.1. Applicable Documents

Append any relevant background documents, drawings, specifications, samples or information which will be important to demonstrate what, how and when the work will need to be completed. Cross reference the documents back to the relevant section of the SOW in which they will apply.

Annex A Air Quality Health Index Reporting Locations

Province	City
British Columbia	Metro Vancouver
	Westshore - Victoria
	Victoria
	Central, North and South Okanagan
	Courtenay
	Fort –St-John
	Kamloops
	Nanaimo
	Prince George
	Quesnel
	Williams Lake
	Whistler
	Duncan
	Castlegar
	Squamish
	Comox Valley (town)
	Terrace
Alberta	Edmonton
	Calgary
	Red Deer
	Fort McMurray
	Fort MacKay
	Cold Lake
	Medecine Hat
	Lethbridge
	Grand Prairie
	Fort Chipewyan
	Drayton Valley
	Spruce Grove
	Fort Saskatchewan
Saskatchewan	Regina
	Saskatoon
	Prince Albert
	Swift Current
Manitoba	Winnipeg
	Brandon
Ontario	Greater Toronto Area
	Toronto
	Hamilton
	Kingston
	Windsor
	Barrie
	Ste-Catherine's
	Peterborough,
	Sault Ste Marie,

Annex A Air Quality Health Index Reporting Locations

7 Quanty Treater max	
	London,
	Dorset
	Belleville
	Brantford
	Chatham
	Cornwall
	Grand Bend
	Guelph
	Kitchener
	North Bay
	Parry Sound
	Petawawa
	Port Stanley
	Sarnia
	Sudbury
	Thunder Bay
	Tiverton
Oughes	National Capital Region - Ottawa
Quebec	Quebec City
	Gatineau
	Montreal
Nova Scotia	Halifax
	Cape Breton (includes Sydney)
	Greenwood
	Pictou
	Fort Hawkesbury
	Kentville
New Brunswick	Saint John
	Moncton
	Fredericton
	Bathurst
	Edmunston
	Cambellton
	Miramichi
Prince Edward Island	Charlottetown
	St-Peter's Bay
	Summerside
Newfoundland and Labrador	Corner Brook
New Touridiana and Eduladoi	Grand Fall-Windsor
	St-John's
	Labrador City Manystown
NIVA/T	Marystown
NWT	Yellowknife
	Fort Smith
	Inuvik

Annex A Air Quality Health Index Reporting Locations

Yukon Whitehorse	

ANNEX "B"

BASIS OF PAYMENT

1. PROFESSIONAL SERVICES

For professional services, the Contractor will be paid at the following firm, all-inclusive rates. These rates include overhead and profit but do not include GST and HST.

Labour resources	Per diem (CAD \$)
Stream #1	
Stream #2	

The rates quotes herein are ceiling rates and must not be exceeded in any proposal submitted in response to any subsequent Task Authorization issued under the resulting Supply Arrangement.

ANNEX "C"

SECURITY REQUIREMENTS CHECK LIST (attached)



Gouvernement du Canada

	/ Numéro du contrat
1000	182746

Security Classification / Classification de sécurité

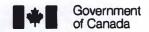
SECURITY REQUIREMENTS CHECK LIST (SRCL) LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)

PART A - CONTRACT INFORMATION / PARTIE A	- INFORMATION CONTRACT		ECORITE (LVERS)	
1. Originating Government Department or Organization			or Directorate / Direction géné	rale ou Direction
Ministère ou organisme gouvernemental d'origine	Health Canada	HECS	WAQB	
3. a) Subcontract Number / Numéro du contrat de se	ous-traltance 3. b) Name	e and Address of Subco	ntractor / Nom et adresse du s	ous-traitant
4. Brief Description of Work / Brève description du t	ravail .			
Initiate an RFSA to seek suppliers for national field man and topics.	keting initiatives and public engagen	nent opportunities to enga	ge and educate consumers on envir	ronmental health issues
5. a) Will the supplier require access to Controlled C Le fournisseur aura-t-il accès à des marchand			<u> </u>	No Yes Oul
5. b) Will the supplier require access to unclassified Regulations? Le fournisseur aura-t-il accès à des données to sur le contrôle des données techniques?				✓ No Yes Non Oui
6. Indicate the type of access required / Indiquer le	type d'accès requis			
6. a) Whil the supplier and its employees require acc Le foumisseur ainsi que les employés auront-i (Specify the level of access using the chart in ((Préciser le niveau d'accès en utilisant le table	s accés à des renseignements (Question 7. c) au qui se trouve à la question 7.	ou à des biens PROTÉ(. c)	GÉS et/ou CLASSIFIÉS?	No Yes Oul
6. b) Will the supplier and its employees (e.g. cleans PROTECTED and/or CLASSIFIED Information Le fournisseur et ses employés (p. ex. nettoye à des renseignements ou à des biens PROTÉI	or assets is permitted. urs, personnel d'entretien) auroi GÉS et/ou CLASSIFIÉS n'est pa	nt-ils accés à des zones as autorisé.		V No Yes Oul
(6. c) Is this a commercial courier or delivery require S'agit-il d'un contrat de messagerie ou de livra	Ison commerciale sans entrepo	sage de nuit?		No Yes Oul
7. a) Indicate the type of Information that the supplied	er will be required to access / Inc	diquer le type d'informat	ion auquel le foumisseur devra	avoir accés
Canada ✓	NATO / OTAN	71	Foreign / Étranger	
7. b) Release restrictions / Restrictions relatives à la	diffusion			
No release restrictions Aucune restriction relative à la diffusion	All NATO countries Tous les pays de l'OTAN		No release restrictions Aucune restriction relative à la diffusion	
Not releasable A ne pas diffuser				
Restricted to: / Limité à :	Restricted to: / Limité à :		Restricted to: / Limité à :	
Specify country(les): / Préciser le(s) pays :	Specify country(ies): / Précis	ser le(s) pays :	Specify country(les): / Précis	ser le(s) pays :
7. c) Level of Information / Niveau d'information	•		•	
PROTECTED A	NATO UNCLASSIFIED		PROTECTED A	
PROTÉGÉ A	NATO NON CLASSIFIÉ		PROTÉGÉ A	
PROTECTED B	NATO RESTRICTED		PROTECTED B	
PROTĖGĖ B ✓	NATO DIFFUSION RESTRE	INTE L	PROTÉGÉ B	
PROTECTED C	NATO CONFIDENTIAL		PROTECTED C	
PROTÉGÉ C	NATO CONFIDENTIEL		PROTÉGÉ C	
CONFIDENTIAL	NATO SECRET		CONFIDENTIAL	
CONFIDENTIEL	NATO SECRET		CONFIDENTIEL	<u> </u>
SECRET	COSMIC TOP SECRET		SECRET	
SECRET	COSMIC TRÈS SECRET		SECRET	
TOP SECRET			TOP SECRET	
TRÉS SECRET	1		TRÉS SECRET	
TOP SECRET (SIGINT)			TOP SECRET (SIGINT)	
TRÉS SECRET (SIGINT)			TRÉS SECRET (SIGINT)	

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité

Canadä'



Gouvernement du Canada

Contract	Number	/ Num	éro (du	contrat
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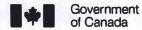
Security Classification / Classification de sécurité

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets? Le fournisseur aura-t-it accès à des renselgnements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS? 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? Short Title(s) of material / Titre(s) abrégé(s) du matériel:	No Yes Oui No Yes Oui No Yes Oul						
Document Number / Numéro du document : PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)	Marie and and						
10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis							
RELIABILITY STATUS COTE DE FIABILITÉ CONFIDENTIAL CONFIDENTIAL SECRET TRÉS SECRET TRÉS SECRET							
TOP SECRET – SIGINT NATO CONFIDENTIAL NATO SECRET COSMIC TOP SE TRÉS SECRET – SIGINT NATO CONFIDENTIAL NATO SECRET COSMIC TRÉS S							
SITE ACCESS ACCÉS 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 fouml.							
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? If Yes, will unscreened personnel be escorted? Dans l'affirmative, le personnel en question sera-t-il escorté? No ✓ Yes 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 foumlsseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des blens PROTÉGÉS et/ou CLASSIFIÉS?	No Yes Non ✓ Oui						
11. b) Will the supplier be required to safeguard COMSEC information or assets? Le foumisseur sera-t-ll tenu de protéger des renselgnements ou des blens COMSEC? ✓	No 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?							
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 rense gnements ou des données PROTÉGÉS et/ou CLASSIFIÉS?	No Ves Non ✓ 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 celul du ministère ou de l'agence gouvernmentale?	No Yes Non Oul						

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité

Canadä^{*}



Category

Gouvernement du Canada

CLASSIFIED

Contract Number / Numéro du contrat

Security Classification / Classification de sécurité

COMSEC

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

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.

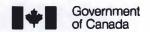
Les utilisateurs qui remplissent le formulaire manuellement doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

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

NATO

	FR	OTĖG	BE	CI	ASSIFIÉ						1					
	A B C		CONFIDENTIAL	SECRET	TOP	NATO RESTRICTED	NATO CONFIDENTIAL	NATO SECRET	COSMIC		OTECTI OTÉG		NFIDENTIAL	SECRET	TOP	
	CONFIDENTIEL				IATO NATO FUSION CONFIDENTIEL TREINTE		SECRET COSMIC TRÉS SECRET	A	В	C Co	NFIDENTIEL		TRES SECRET			
nformation / Assets Renseignements / Biens	n n	1														
Production					1	-		297 43								
T Media / Support TI		1							- 4							
T Link / Lien électronique				150		130	7 7 7 7 7		1							11.5
2. a) Is the descrip La description										SSIFIÉE?				[✓ Non	
La description If Yes, cless if Dans l'affirma	du 1 y th	rava Is fo	iil vis im l	sé par la prése by annotating lier le présent	the top a	RS est-elle and botto ire en ind	e de nature F om in the an liquant le ni	PROTÉGÉE et ea entitled "S	ou CLAS	lassificat				[✓ No Non	
If Yes, clessif	du i y th ative on d	rava Is fo o, cla le sé	orm lessificari	sé par la prése by annotating fier le présent Ité » au haut tached to this	the top a formula et au bas	and botto ire en ind du forme	e de nature F om in the ard liquant le ni- ulaire. TED and/or	PROTÉGÉE et ea entitled "S veau de sécu CLASSIFIED"	Vou CLAS ecurity C rité dans	lassificat]	No Non	



Gouvernement du Canada

Contract Number / Numéro du contrat 1000/82746 Security Classification / Classification de sécurité

PART D - AUTHORIZATION / PAR 13. Organization Project Authority /	Name of Street, or other Designation of the last of th	nisme		TO SEASON STATE		
Name (print) - Nom (en lettres mould		itle - Titre		Signature		
Christina Daly		Section Head/AC	2HI	1	- Z	
Telephone No N° de téléphone 613-941-1192	Facsimile No Nº de té		nail address - Adresse cour istlna.daly@hc-sc.gc.ca	urriel Date July 8, 2015		
14. Organization Security Authority	Responsable de la sécuri	té de l'organisme				
Name (print) - Nom (en lettres moule	ees)	Title - Titre		Signature		
CURTIS BLAIR	5	R. TRAININ	6 OFFICER	B.P.	Blair	
Telephone No № de téléphone 6/3-946-7752	Facsimile No Nº de té 6/3-941 - 2398	lécopieur E-m	nail address - Adresse countris, blaire hc-sc.c	riel Da	2016-05-26	
 Are there additional instructions Des instructions supplémentaire 	s (p. ex. Guide de sécurité			-elles jointes?	No Non	
Procurement Officer / Agent d'ap	oprovisionnement					
Name (print) - Nom (en lettres mould TASON ROBERTS	ées)	Title - Titre R. PROCUN CONTRACTI	EMENT AND NG OFFICER	Signature		
Telephone No N° de téléphone 6/3 - 954 - 4/09	Facsimile No Nº de té	lécopieur E-	mall address - Adresse cou son. roberts 5@ Co	/	ate	
17. Contracting Security Authority /	Autorité contractante en m			11407		
Name (print) - Nom (en lettres mould	ées)	Title - Titre		Signature		
Telephone No N° de téléphone	Facsimile No N° de té	lécopleur E-	mail address - Adresse cou	urriel Da	ate	

ANNEX "D"

TASK AUTHORIZATION FORM (attached)



TASK AUTHORIZATION FORM

PWGSC resulting Contract Number				
Task Authorization (TA) No.				
Contractor's Name and Address				
Original Authorization				
Total Estimated Cost of Task (GST/HST extra) before any revi	sions:	\$		
TA Revisions Previously Authorized (as applicable)				
Instructions to the TA Authority: the information for the previously authorisis numbers (the first revision must be identified as No. 1, the sec \$0.00. Add rows, as needed.	horized revisiond as No.	sions must be presented in ascending order of assigned 2, etc.) If no increase or decrease was authorized, enter		
TA Revision No.	Authorize	d Increase or Decrease (GST/HST extra):		
TA Revision No.	Authorized Increase or Decrease (GST/HST extra): \$			
TA Revision No.	Authorize	d Increase or Decrease (GST/HST extra):		
New TA Revision (as applicable)				
Instructions to the TA Authority: the first revision must be identified as authorized, enter \$0.00.	No. 1, the	second as No. 2, etc. If no increase or decrease is		
TA Revision No.	Authorize	d Increase or Decrease (GST/HST extra):		
Total Estimated Cost of Task (GST/HSTextra) after this revision:	\$			
Contract Security Requirements (as applicable)				
This task includes security requirements.				
□No □Yes. Refer to the Security Requirements Checklist (S	RCL) anr	nex of the Contract.		
Remarks (as applicable)				

Required Work The content of sections A, B, C and D below must be in accordance with the Contract.
SECTION A - Task Description of the Work required
SECTION B - Applicable Basis of Payment
SECTION C - Cost Breakdown of Task
OLOTION O - OOSt Bicardown of Task
SECTION D - Applicable Method of Payment

Authorization	
By signing this TA, the Project Authority or the PWGSC Contracting Authority or both, as applicable, certify (ies) that the content of this TA is in accordance with the Contract.	
Name of Project Authority	
	-
Signature	Date
Contractor's Signature	
Name and title of individual authorized to sign for the Contractor	
	-
Signature	Date