



**RETURN BIDS TO :
RETOURNER LES SOUMISSION À:**

**Canada Revenue Agency
Agence du revenu du Canada**

Proposal to: Canada Revenue Agency

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein and/or attached hereto, the goods and/or services listed herein and on any attached sheets at the price(s) set out therefor.

Proposition à : l'Agence du revenu du Canada

Nous offrons par la présente de vendre à Sa Majesté la Reine du Chef du Canada, en conformité avec les conditions énoncées dans la présente incluses par référence dans la présente et/ou incluses par référence aux annexes jointes à la présente les biens et/ou services énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Bidder's Legal Name and Address (ensure the Bidder's complete legal name is properly set out)

Raison sociale et adresse du Soumissionnaire (s'assurer que le nom légal au complet du soumissionnaire est correctement indiqué)

Bidder MUST identify below the name and title of the individual authorized to sign on behalf of the Bidder – Soumissionnaire doit identifier ci-bas le nom et le titre de la personne autorisée à signer au nom du soumissionnaire

Name /Nom

Title/Titre

Signature

Date (yyyy-mm-dd)/(aaaa-mm-jj)

(____)_____

Telephone No. – No de téléphone

(____)_____

Fax No. – No de télécopieur

E-mail address – Adresse de courriel

**REQUEST FOR PROPOSAL /
DEMANDE DE PROPOSITION**

Title – Sujet Graphic Design Services	
Solicitation No. – No de l'invitation 1000329802	Date October 5, 2016
Solicitation closes – L'invitation prend fin on – le November 7, 2016 at – à 2:00 P.M. / 14 h	Time zone – Fuseau horaire EST /HNE Eastern Standard Time/ Heure Normale de l'Est
Contracting Authority – Autorité contractante Name – Nom Phuong Ly Address – Adresse 250 Albert St, 8 th Floor, Ottawa, ON K1A 0L5 E-mail address – Phuong.Ly@cra-arc.gc.ca	
Telephone No. – No de téléphone (613) 957-3291	
Fax No. – No de télécopieur (613) 957-6655	
Destination - Destination See herein / Voir dans ce document	



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Request for Proposal (RFP)

THIS DOCUMENT CONTAINS A SECURITY REQUIREMENT

Title: Graphic Design Services

Part 1 General Information

1.1 Introduction

The solicitation is divided into seven parts plus appendices and annexes, as follows:

Part 1 General Information: provides a general description of the requirement;

Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the solicitation;

Part 3 Proposal Preparation Instructions: provides bidders with instructions on how to prepare their bid;

Part 4 Evaluation and Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;

Part 5 Certifications and Additional Information

Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by bidders; and

Appendix 1: Mandatory Criteria

Appendix 2: Point Rated Criteria

Appendix 3: Financial Proposal

Appendix 4: Proof of Synergy Compliance Testing (PoSC)

Part 7 Model Contract: includes the clauses and conditions and any annexes that will apply to any resulting contract.

Annexes

Annex A: STATEMENT OF WORK

Annex B: BASIS OF PAYMENT

Annex C: SECURITY REQUIREMENTS

Annex D: REQUIREMENTS FOR CRA SYNERGY SOLUTION



1.2 Summary

The CRA is seeking to set up “as and when requested” contracts for graphic design services, including creative concept development, corporate identity and graphic standards and copywriting for the Canada Revenue Agency (CRA). The services required are for the development of marketing-communications products in a variety of formats: social media, web, and print products. These products inform a wide range of audiences of the tax and benefit programs administered by the CRA.

The CRA intends to enter into a three (3) year contract with two (2) irrevocable, twelve (12) month options.

The Agency will include a **minimum spend commitment** of \$25,000.00 Canadian over the entire period of the resulting primary contract, which includes any exercised option periods.

1.3 Ariba Supplier Network (ASN) Membership Requirement

The Canada Revenue Agency’s (CRA) e-commerce solution for ordering, receiving and reconciling goods and services is an Ariba tool which has been branded internally as “Synergy”. Synergy is being used in this requirement in order to expedite the ordering process under any resulting contract.

The highest-ranked Bidder(s) must become a member of the ASN prior to Contract award, and maintain membership in the ASN throughout the period of any resulting Contract. All costs associated with this membership shall be borne by the Bidder.



1.4 Glossary of Terms

TERM	DEFINITION
CRA	Canada Revenue Agency
Day/Month/Year	For purposes of technical evaluation, one (1) month shall equal a minimum of 16.67 billable days (a day equals 7.5 hours) and one (1) year equals a minimum of 200 billable days. Any additional billable days within the same year will not increase the experience gained for the purposes of evaluation.
Project	A set of activities required to produce certain defined outputs, or to accomplish specific goals or objectives, within a defined schedule and resource budget. A project exists only for the duration of time required to complete its stated objectives.
Proposal	A solicited submission by one party to supply certain goods or services. The word "proposal" is used interchangeably with "bid"
Solicitation	An act or instance of requesting proposals/bids on specific products and/or services.
Tendering Authority	Canada Revenue Agency

1.5 Debriefings

Bidders may request a debriefing on the results of the solicitation process. Bidders should make the request to the Contracting Authority within ten (10) business days of receipt of the results of the solicitation process. The debriefing may be in writing, by telephone or in person.

1.6 Office of the Procurement Ombudsman (OPO)

The Office of the Procurement Ombudsman (OPO) was established by the Government of Canada to provide an independent avenue for suppliers to raise complaints regarding the award of contracts under \$25,000 for goods and under \$100,000 for services. If you have issues or concerns regarding the solicitation, you have the option of raising them with the CRA, or, you may have the option of raising them with the OPO depending upon the nature of the complaint. You may contact the OPO by telephone at 1-866-734-5169 or by e-mail at boa.opo@boa.opo.gc.ca. You can also obtain more information on the OPO services available to you at their website at www.opo-boa.gc.ca.



Part 2 Bidder Instructions

2.1 Mandatory Requirements

Wherever the words “shall”, “must” and “will” appear in this document or any related document forming a part hereof, the item being described is a mandatory requirement.

Failure to comply or demonstrate compliance with a mandatory requirement will render the bid non-responsive and the bid will receive no further consideration.

2.1.1 Signatures

Bidders MUST sign Page 1 (front page) of the Request for Proposal and any certifications identified in Part 5.

2.2 Standard Instructions, Clauses and Conditions A0000T (2012-07-16)

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual issued by Public Works and Government Services Canada (PWGSC). The Manual is available on the PWGSC Website:

<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of this solicitation and accept the clauses and conditions of the resulting contract.

The standard instructions and conditions 2003 (2016-04-04) are incorporated by reference into and form part of the bid solicitation.

The following clauses are incorporated by reference:

SACC Reference	Clause Title	Date
A3015T	Certifications - Bid	2014-06-26

2.2.1 Revisions to Standard Instructions 2003

Standard Instructions - Goods or Services – Competitive Requirements 2003 (2016-04-04) are revised as follows.

Section 01 titled “Integrity Provisions– Bid”, is revised as follows:

1. The *Supplier Integrity Directive* (SID) dated May 24, 2016, is incorporated by reference into, and forms a binding part of the bid solicitation. The Bidder must comply with the SID, which can be found on the Canada Revenue Agency’s website at <http://www.cra-arc.gc.ca/gncy/prcrmnt/menu-eng.html>.
2. Under the SID, charges and convictions of certain offences against a Supplier, its affiliates or first tier subcontractors, and other circumstances, will or may result in a determination by Public Works and Government Services Canada (PWGSC) that the Supplier is ineligible to enter, or is suspended from entering into a contract with Canada. The list of ineligible and suspended Suppliers is contained in PWGSC’s Integrity Database. The SID describes how enquiries can be made regarding the ineligibility or suspension of Suppliers.
3. In addition to all other information required in the bid solicitation, the Bidder must provide the following:



- a. by the time stated in the SID, all information required by the SID described under the heading "Mandatory Provision of Information"; and
 - b. with its bid, a complete list of all foreign criminal charges and convictions pertaining to itself, its affiliates and its proposed first tier subcontractors that, to the best of its knowledge and belief, may be similar to one of the listed offences in the SID. The list of foreign criminal charges and convictions must be submitted using an Integrity Declaration Form, which can be found at [Declaration form for procurement](#).
4. Subject to subsection 5, by submitting a bid in response to this bid solicitation, the Bidder certifies that:
- a. it has read and understands the SID (<http://www.cra-arc.gc.ca/gncy/prcrmnt/menu-eng.html>)
 - b. it understands that certain domestic and foreign criminal charges and convictions, and other circumstances, as described in the SID, will or may result in a determination of ineligibility or suspension under the SID;
 - c. it is aware that Canada may request additional information, certifications, and validations from the Bidder or a third party for purposes of making a determination of ineligibility or suspension;
 - d. it has provided with its bid a complete list of all foreign criminal charges and convictions pertaining to itself, its affiliates and its proposed first tier subcontractors that, to the best of its knowledge and belief, may be similar to one of the listed offences in the SID;
 - e. none of the domestic criminal offences, and other circumstances, described in the SID that will or may result in a determination of ineligibility or suspension, apply to it, its affiliates and its proposed first tier subcontractors; and
 - f. it is not aware of a determination of ineligibility or suspension issued by PWGSC that applies to it.
5. Where a Bidder is unable to provide any of the certifications required by subsection 4, it must submit with its bid a completed Integrity Declaration Form, which can be found at [Declaration form for procurement](#).
6. Canada will declare non-responsive any bid in respect of which the information requested is incomplete or inaccurate, or in respect of which the information contained in a certification or declaration is found by Canada to be false or misleading in any respect. If Canada establishes after award of the Contract that the Bidder provided a false or misleading certification or declaration, Canada may terminate the Contract for default. Pursuant to the SID, Canada may also determine the Bidder to be ineligible for award of a contract for providing a false or misleading certification or declaration.

Section 02 titled "Procurement Business Number", is hereby deleted in its entirety and replaced with:

Suppliers should obtain a Business Number (BN) before contract award. Suppliers may register for a BN online at <http://www.cra-arc.gc.ca/tx/bsnss/tpcs/bn-ne/menu-eng.html>.

Section 03 titled "Standard Instructions, Clauses and Conditions", "Pursuant to the Department of Public Works and Government Services Act (S.C. 1996, c.16)," is hereby deleted.

Section 05 titled "Submission of Bids", paragraph 2 (d) is deleted in its entirety and replaced with the following:

(d) send its bid only to the Canada Revenue Agency Bid Receiving Unit or to the address specified in the solicitation in Section 2.3.

Section 05 titled "Submission of Bids" paragraph 4, delete sixty (60) days and replace with 120 days.

Section 06, titled "Late Bids", reference to "PWGSC" is hereby deleted and replaced with CRA.



Section 07 titled "Delayed Bids", all references to "PWGSC" are hereby deleted and replaced with "CRA".

Section 12 titled "Rejection of Bid", delete subsections 1(a) and 1(b) in their entirety.

Section 17 titled "Joint Venture", delete in its entirety and replace with the following:

17 Joint Venture

1. A joint venture is an association of two or more parties who combine their money, property, knowledge, expertise or other resources in a single joint business enterprise, sometimes referred as a consortium, to bid together on a requirement. Bidders who bid as a contractual joint venture shall clearly indicate in their bid submission (in Part 5) that they are bidding as a contractual joint venture and shall provide the following information:
 - a) the name of the contractual joint venture;
 - b) the name of each member of the contractual joint venture;
 - c) the Procurement Business Number of each member of the contractual joint venture;
 - d) a certification signed by each member of the joint venture representing and warranting:
 - (i) the name of the joint venture (if applicable);
 - (ii) the members of the joint venture;
 - (iii) the Business Numbers (BN) of each member of the joint venture;
 - (iv) the effective date of formation of the joint venture;
 - (v) that the joint venture continues to be in effect as of the date of the bid submission; and
 - (vi) that each member of the joint venture has appointed and granted full authority to the specified member of the joint venture (the "Lead Member") to act on behalf of all members as its representative for the purposes of executing documentation relating to the Contract issued subsequent to contract award (if the joint venture is awarded a contract), including but not limited to Contract Amendments and Task Authorizations.
 - e) the name of the representative of the joint venture (the "Lead Member"), i.e. the member chosen by the other members to act on their behalf.
2. If the above information is not clearly provided in the bid, the Bidder must provide the information on request from the Contracting Authority.
3. Notwithstanding that the joint venture members have appointed one of the members of the joint venture to act as the representative of the joint venture, the bid including any certifications to be submitted as part of the bid, as well as any resulting contract must be signed by all the members of the joint venture.
4. If a contract is awarded to a joint venture, all members of the joint venture will be jointly and severally or solidarily liable for the performance of any resulting contract.
5. In the case of a contractual joint venture, no dispute, claim or action for damages, whether based in contract, or in tort, or any other theory of law, howsoever arising from the Request for Proposal,



Contract, or any other related or subsequently issued documents including without limitation Task Authorizations, Contract amendments may be commenced, or brought against the CRA, including without limitation any of its officers, employees or agents unless each member of the joint venture is a party to such dispute, claim, or action (as the case may be).

6. The Bidder shall obtain the prior written approval of the Contracting Authority to any change in the membership of a contractual joint venture after bid submission. Any change in the membership of a contractual joint venture after bid submission without the prior written approval of the Contracting Authority shall result in elimination of the bid or if such change occurs after contract award shall be deemed to be default under the Contract.

Section 20 titled "Further Information", Paragraph 2 is hereby deleted and replaced with the following: Enquiries concerning receipt of bids may be addressed to the Contracting Authority identified in the bid solicitation.

2.3 Submission of Proposals

When responding, the proposal SHALL be delivered to the Bid Receiving Unit address indicated below by the time and date indicated on Page 1.

BIDDERS ARE TO SUBMIT PROPOSALS TO:

Canada Revenue Agency
Bid Receiving Unit
Ottawa Technology Centre
Receiving Dock
875 Heron Road, Room D-95
Ottawa, ON K1A 1A2
Telephone No: (613) 941-1618

Bidders are hereby advised that the Bid Receiving Unit of CRA is open Monday to Friday inclusive, between the hours of 0730 and 1530, excluding those days that the federal government observes as a holiday.

ELECTRONIC BIDS WILL NOT BE ACCEPTED. Due to the nature of this solicitation, electronic transmissions of a proposal by such means as electronic mail or facsimile is not considered to be practical and therefore will not be accepted.

2.4 Communications - Solicitation Period SACC A0012T (2014-03-01)

All enquiries must be submitted to the Contracting Authority no later than 5 calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders to explain each question in sufficient detail in order to enable 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 the Bidder do so, so that the proprietary nature of the question(s) is



eliminated and the enquiry can be answered to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

2.5 Applicable Laws SACC A9070T (2014-06-26)

Any resulting contract shall be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

The Bidder may, at its discretion, substitute the applicable laws of a Canadian province or territory of its choice without affecting the validity of its bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of its choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidder.

2.6 Terms and Conditions

By submitting a bid, the Bidder hereby certifies compliance with and acceptance of all of the articles, clauses, terms and conditions contained or referenced in this Request for Proposal (RFP) and Statement of Work (SOW). Any modifications or conditional pricing by the bidder, including deletions or additions to the articles, clauses, terms and conditions contained or referenced in this RFP and/or SOW document will render the bid non-responsive and the bid will receive no further consideration.



Part 3 Proposal Preparation Instructions

3.1 Bid – Number of Copies CRA MODA0055T (2007-11-30)

Canada requests that bidders provide their bid in separately bound sections as follows:

Section I: Technical Bid (1 hard copy and 1 soft copy on a DVD or USB key)

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability in a thorough, concise and clear manner for carrying out the Work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid (1 hard copy and 1 soft copy on a DVD or USB key)

Bidders must submit their financial bid in accordance with the format outlined in Appendix 3: Financial Proposal. The total amount of Applicable Taxes must be shown separately.

Section III: Certifications (1 hard copy)

Bidders must submit the certifications required under Part 5.

Section IV: Additional Information (1 hard copy and 1 soft copy on a DVD or USB key)

Bidders must provide the complete address(es) of all of the contractor's or subcontractor's facilities where work will be performed.

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 bid only. No prices must be indicated in any other section of the bid.



3.2 Bid Format and Numbering System CRA MODA0054T (2007-11-30)

Canada requests that bidders follow the format instructions described below in the preparation of their bid.

- a. use 8.5 x 11 inch (216 mm x 279 mm) paper;
- b. use recycled-fibre content paper and two-sided printing. Reduction in the size of documents will contribute to CRA's sustainable development initiatives and reduce waste;
- c. avoid the use of colour and glossy formats;
- d. use a numbering system corresponding to that of the bid solicitation;
- e. include the certification as a separate section of the bid.

3.3 Sustainable Development

CRA Materiel Management policy requires that contracting be conducted in a manner that will ensure the pre-eminence of operational requirements and comply with international trade agreements. It also requires that contracting support national CRA objectives, such as protection of the environment.

In support of the CRA Sustainable Development Strategy, the Agency is committed to:

- Carrying out its mandate in a manner consistent with the principles of sustainable development (SD) and to promote SD opportunities and obligations with respect to economic growth, social well-being, and a healthy environment. Opportunities and cooperative efforts related to SD will be supported and encouraged throughout the contract period; and
- The purchase of green products and services that are of equal or better performance and quality where available and cost effective.

It is the policy of the CRA to:

- Demonstrate leadership and commitment to SD; and raise the level of management and employee involvement and support for SD;
- Communicate our SD commitment and be accountable to the public;
- Assess the economic, social, and environmental effects of our programs, policies and plans leading to integrated and informed decision-making; and leverage sustainable development to enable efficient and innovative program delivery;
- Monitor, measure, and report on our SD progress;
- Enhance partnerships with clients and partners to support shared responsibility and cooperation for SD objectives; and
- Reduce waste, ensure efficient use of resources, and comply with environmental legislation resulting in environmental stewardship.

Contractors are encouraged to identify the way that their products and/or services benefit the environment and align with the CRA Sustainable Development Strategy which can be found at <http://www.cra-arc.gc.ca/gncy/sstnbl/menu-eng.html>



Part 4 Evaluation and Selection

4.1 General

A committee composed of representatives of CRA will evaluate the proposals on behalf of the Agency. The services of independent consultants may be called upon to assist in the evaluation of, or in the validation of, specific aspects of the solution proposed. CRA reserves the right to engage any independent consultant, or use any Government resources, which it deems necessary to evaluate any proposal.

Proposals will be evaluated in accordance with the evaluation criteria identified in Appendices 1 and 2 and in conjunction with the Statement of Work (SOW). Bidders are encouraged to address these criteria in sufficient depth in their proposals to permit a full evaluation of their proposals. The onus is on the Bidder to demonstrate that it meets the requirements specified in the solicitation.

Bidders are advised that only listing experience without providing any supporting information to describe where and how such experience was obtained will not be considered to be demonstrated for the purpose of the evaluation. The Bidder should not assume that the evaluation team is necessarily cognizant of or knowledgeable about the experience and capabilities of the Bidder or any of the proposed resource(s); as such, any relevant experience must be demonstrated in the Bidders' written proposal.

4.2 Steps in the Evaluation Process

The selection process to determine the successful Bidder will be carried out as follows:

Notwithstanding Steps 1 and 2 below, in order to expedite the evaluation process, CRA reserves the right to conduct Step 3 - Evaluation of Financial Proposals concurrently with Steps 1 and 2. Should CRA elect to conduct Step 3 prior to the completion of Step 2, the information in the Financial Proposal will not be disclosed to the team evaluating the mandatory and rated sections until the completion of Steps 1 and 2. However, if the Contracting Authority is able to ascertain that a proposal is non-responsive by virtue of incomplete information or an error in the financial proposal, the Contracting Authority will advise the team evaluating the mandatory and rated sections that the proposal is not compliant and should no longer be considered. The concurrent evaluation of the financial proposal does not in any way construe compliance in Steps 1 and 2 despite the statement "All bids meeting the minimum thresholds in Step 2 will proceed to Step 3".

Bids will be ranked in accordance with the Selection Methodology.

Step 1 – Evaluation against Mandatory Criteria

All bids will be evaluated to determine if the mandatory requirements detailed in Appendix 1 "Mandatory Criteria" have been met. Only those bids meeting ALL mandatory requirements will then be evaluated in accordance with Step 2 below.

Step 2 – Evaluation against Point-Rated Criteria

All bids meeting the criteria from Step 1 will be evaluated and scored, in accordance with the point-rated criteria detailed in Appendix 2 "Point-Rated Criteria", to determine the Bidder's Total Technical Merit Score. All bids meeting the minimum thresholds in Step 2 will proceed to Step 3.



Step 3 – Evaluation of Financial Proposals

Only technically compliant bids meeting all of the requirements detailed in Steps 1 and 2 will be considered at this point.

Prices submitted will be evaluated to determine the bid evaluation price as defined in Appendix 3: “Financial Proposal”. Once the bid evaluation prices are determined under Step 3, the proposals will proceed to Step 4.

Bidders must provide a price, percentage, or weight, as applicable, for each item identified in the format specified in Appendix 3: Financial Proposal. Ranges (e.g., \$10-\$13) are not acceptable.

Step 4 – Basis of Selection

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation; and
 - b. meet all mandatory criteria; and
 - c. obtain the required identified minimum point requirements for the technical evaluation criteria which are subject to point rating.
2. Bids not meeting (a) or (b) or (c) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 70% for the technical merit and 30% for the price.
4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 70%.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30%.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 70/30 ratio of technical merit and price, respectively. The total available points equal 135 and the lowest evaluated price is \$45,000 (45).



Basis of Selection - Highest Combined Rating Technical Merit (70%) and Price (30%)

		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$115/135 \times 70 = 59.63$	$89/135 \times 70 = 46.15$	$92/135 \times 70 = 47.70$
	Pricing Score	$45/55 \times 30 = 24.55$	$45/50 \times 30 = 27.00$	$45/45 \times 30 = 30.00$
Combined Rating		84.18	73.15	77.70
Overall Rating		1st	3rd	2nd

Step 5 – Basis of Selection - Proof of Synergy Compliance (PoSC)

The highest ranked responsive bid will be tested during the Proof of Synergy Compliance testing (PoSC) test phase of the evaluation as described in Appendix 4: Proof of Synergy Compliance Testing (PoSC). The CRA reserves the right to test the proposed solution in whole or in part against all of the mandatory requirements found in Annex D: Requirements for a CRA Synergy Solution.

Claims of future compliance with CRA’s Synergy requirements in software and/or hardware releases will not be considered during the evaluation of the Bidder’s proposal.

The Bidder must become a member of the ASN prior to contract award and maintain a valid membership for the period of any resulting Contract including any exercised option period(s). The Bidder must work directly with Ariba Supplier Technical Support to establish and maintain their ASN relationship for the duration of the PoSC Test and any resulting contract including any option period(s). Any cost associated with the implementation and ongoing adherence to these requirements will be borne by the Bidder.

The CRA Synergy Vendor Enablement Coordinator (SVEC) will document the results of the PoSC test. If at any time during the PoSC test, CRA determines that the Bidder does not meet a mandatory requirement of the PoSC test, the Bidder’s proposal will fail the PoSC test and the proposal will not be given any further consideration. The PoSC process with the Bidder will end and a new PoSC process will begin with the Bidder submitting the next highest-ranked responsive bid.

The Proof of Proposal testing timeline shall not exceed forty (40) working days, unless extended in writing by the Contracting Authority at CRA’s sole discretion. If a deficiency is detected during the testing the Bidder will have the opportunity to correct any deficiencies during the PoSC testing,

If the proposed solution fails to meet one of the tested mandatory requirements described in Appendix 4: Proof of Synergy Compliance Testing (PoSC), by the end of the forty (40) working day test period, the bidder will be declared non-responsive. CRA will invite the Bidder with the next highest ranked responsive bid to participate in the PoSC testing phase of the evaluation.

CRA reserves the right to conduct (PoSC) testing after Contract Award at its sole discretion.



Step 6 – Selection

The Bidder(s) with the highest ranked responsive bid and having passed all of the Step 5 requirements as described above will be considered the successful Bidder(s) for this requirement and will be recommended for award of a contract.

Step 7 – Conditions Precedent to Contract Award

The Bidder(s) recommended for award of a Contract must meet the requirements provided in Part 5 “Certifications and Additional Information” and Part 6 “Security, Financial and Other Requirements” of this RFP.

Step 8 – Contract Entry

The Bidder(s) with the highest ranked responsive bid and meeting all the requirements listed above will be recommended for award of a contract.



Part 5 Certifications and Additional Information

Bidders must provide the required certifications and associated information to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default in carrying out any of its obligations under the Contract, if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

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

The Certifications listed at article 5.1 must be completed and submitted with the bid. Failure to submit the Certifications listed at article 5.1 will render the bid non-responsive and the bid will receive no further consideration.

5.1 Certifications Required To Be Submitted At Time of Bid Closing

5.1.1 Joint Venture Certification

Only complete this certification if a joint venture is being proposed

The Bidder represents and warrants the following:

(a) The bidding entity is a contractual joint venture in accordance with the following definition. A "contractual joint venture" is an association of two or more parties who have entered into a written contract in which they have set out the terms under which they have agreed to combine their money, property, knowledge, skills, time or other resources in a joint business enterprise, sharing the profits and the losses and each having some degree of control over the enterprise.

(b) The name of the joint venture is: _____ (if applicable).

(c) The members of the contractual joint venture are (the Bidder is to add lines to accommodate the names of all members of the joint venture, as necessary):

(d) The Business Numbers (BN) of each member of the contractual joint venture are as follows (the Bidder is to add lines for additional BNs, as necessary):

(e) The effective date of formation of the joint venture is: _____

(f) Each member of the joint venture has appointed and granted full authority to _____ (the "Lead Member") to act on behalf of all members as its



representative for the purposes of executing documentation relating to the Contract issued subsequent to contract award, including but not limited to Contract Amendments and Task Authorizations.

(g) The joint venture is in effect as of the date of bid submission.

This Joint Venture Certification must be signed by each member of the joint venture.

The Joint Venture Certification shall be effective throughout the entire period of the Contract, including any exercised option period, if exercised.

The CRA has the right to request documentation from the Bidder evidencing the existence of the contractual joint venture.

Signature of an authorized representative of each member of the joint venture

(the Bidder is to add signatory lines as necessary):

_____	_____	_____	_____
Signature of Duly Authorized Representative	Name of Individual (Please Print)	Legal Name of Business Entity	Date

_____	_____	_____	_____
Signature of Duly Authorized Representative	Name of Individual (Please Print)	Legal Name of Business Entity	Date



5.2 Certifications Precedent to Contract Award and Associated Information

The certifications listed below should be completed and submitted with the bid but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to comply with the request of the Contracting Authority and to provide the certification within the time frame provided will render the bid non responsive and the bid will receive no further consideration.

5.2.1 Integrity Provisions – Associated Information

By submitting a bid, the Bidder certifies that the Bidder and its Affiliates are in compliance with the provisions as stated in Section 01 Integrity Provisions - Bid of Standard Instructions 2003. The associated information required within the Integrity Provisions will assist Canada in confirming that the certifications are true.

5.2.2 Employment Equity

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "[FCP Limited Eligibility to Bid](http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml)" list (http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml) available from [Employment and Social Development Canada \(ESDC\)-Labour's](http://www.esdc.gc.ca/eng/employment/employment-equity/employment-equity-fcp-list-inelig.shtml) website

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](http://www.labour.gc.ca/eng/standards_equity/eq/emp/fcp/list/inelig.shtml)" list at the time of contract award.

5.2.3 Former Public Servant CRA Mod A3025T 2014-06-26

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. Bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

Definitions:

For the purposes of this clause, "former public servant" is any former member of a department as defined in the [Financial Administration Act](#), R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of



various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means, a pension or annual allowance paid under the [Public Service Superannuation Act](#) (PSSA), R.S., 1985, c.P-36, and any increases paid pursuant to the [Supplementary Retirement Benefits Act](#), R.S., 1985, c.S-24 as it affects the PSSA. It does not include pensions payable pursuant to the [Canadian Forces Superannuation Act](#), R.S., 1985, c.C-17, the [Defence Services Pension Continuation Act](#), 1970, c.D-3, the [Royal Canadian Mounted Police Pension Continuation Act](#), 1970, c.R-10, and the [Royal Canadian Mounted Police Superannuation Act](#), R.S., 1985, c.R-11, the [Members of Parliament Retiring Allowances Act](#), R.S., 1985, c.M-5, and that portion of pension payable to the [Canada Pension Plan Act](#), R.S., 1985, c.C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes** () **No** ()

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive?

YES () NO ()

If so, the Bidder must provide the following information:

- (a) name of former public servant;
- (b) conditions of the lump sum payment incentive;
- (c) date of termination of employment;
- (d) amount of lump sum payment;
- (e) rate of pay on which lump sum payment is based;
- (f) period of lump sum payment including start date, end date and number of weeks;
- (g) number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including applicable taxes.



5.2.4 Vendor Reporting Information

The following information should be provided to enable CRA compliance with paragraph 221(1)(d) of the Income Tax Act, R.S.C. 1985, c.1 (5th Supp.) and report payments made to contractors under applicable services contracts (including contracts involving a mix of goods and services) on a T1204 Government Service Contract Payments slip.

For the purpose of this clause:

“Legal Name” means the name of the company, corporation or other entity constituted as a legal person under which this person exercises its rights and performs its obligations.

“Operating Name” means the name that is legally protected and used in the course of its business by a company, corporation or other entity legally constituted as a legal person, or by the individual.

The Bidder is requested to provide the following:

Legal Name: _____

Operating Name: _____

Address: _____

Payment/T1204 Address (if different) Payment address is same as above

City: _____

Province: _____

Postal Code: _____

Telephone: _____

Fax: _____

Type of Business (Select only one)

- Corporation Partnership Sole Proprietor Non-Profit Organization US or International Co.

All registered companies (excluding Non-Profit organizations and US or International companies) must provide their Goods and Services Tax (GST) or Business Number (BN). Additional details on how to obtain a BN can be found at: http://www.cra-arc.gc.ca/tx/bsnss/tpcs/bn-ne/menu-eng.html



If the services will be rendered by an individual, please provide the Social Insurance Number (SIN).

Goods and Services Tax (GST)
Number: _____

Business Number (BN): _____

If a SIN number is being provided, the
information should be place in a sealed
envelope marked "Protected".

Social Insurance Number (SIN): _____

N/A

Reason: _____

Note: If you select "N/A", then you must give a reason.

Date: _____

Name: _____

Signature: _____

(Signature of duly authorized representative of business)

Title: _____

(Title of duly authorized representative of business)



I hereby agree to take all the security precautions needed to ensure that the research, intellectual property and trade secrets obtained by me during the performance of the Contract are secure at all times from use not permitted by the subcontract, by any other person whatsoever, including unauthorized use by the Contractor's employees and the sub-contractors engaged by the Contractor.

CONTRACTOR _____
Contractor name (please type) _____ Date _____

EMPLOYEE /
CONSULTANT/
SUBCONTRACTOR _____
Employee/Consultant/Subcontractor name (please type) _____ Date _____

Signature

HER MAJESTY _____
Contracting officer's name (please type) _____ Date _____

Signature



Part 6 Security, Financial and Other Requirements

6.1 Security Requirements

1. Before award of a contract, the following conditions must be met:
 - (a) the Bidder must hold a valid organization security clearance as indicated in Part 7 - Model Contract;
 - (b) the Bidder's proposed individuals requiring access to classified or protected information, assets or sensitive work site(s) must meet the security requirements as indicated in Part 7 - Model Contract;
 - (c) the Bidder must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites;
 - (d) the Bidder's proposed location of work performance and document safeguarding must meet the security requirements as indicated in Part 7 – Model Contract;
 - (e) the Bidder must provide the address(es) of proposed site(s) or premises of work performance and document safeguarding as indicated in Part 3 - Section IV Additional Information.
2. Bidders are reminded to obtain the required security clearance promptly. Any delay in the award of a contract to allow the successful.
3. Bidder to obtain the required clearance will be at the entire discretion of the Contracting Authority.



Appendix 1: Mandatory Criteria

Evaluation Procedures

Bids will be evaluated in accordance with all the mandatory evaluation criteria detailed below. The Bidder must provide supporting documentation in its proposal as requested by CRA, in order to demonstrate that each technical mandatory requirement has been met. To assist with the evaluation process, it is preferred that the Bidder complete the table included below, to indicate where in its proposal the information can be located. Bids that fail to meet all mandatory requirements will be declared non-responsive and the bid will receive no further consideration.

M1 Corporate Team	Page Number(s)
<p>The Bidder must propose a minimum of eight primary resources who will be assigned to this requirement. The required resource categories are as follows:</p> <ol style="list-style-type: none"> 1) One bilingual (French and English) Account Manager; 2) A minimum of one Art/Creative Director; 3) A minimum of two Senior Graphic Designers; 4) A minimum of one Junior Graphic Designer; 5) A minimum of one Production Artist 6) A minimum of one English Copywriter; and 7) a minimum of one French Copywriter. <p>The Bidder must provide a resume for each primary resource proposed. The resumes need to clearly identify the role, the years of experience, and their linguistic capabilities.</p>	
M2 Electronic Samples	Pages Number(s)
<p>The Bidder must provide electronic samples (in PDF or MP4 format, as applicable) of different formats as indicated in Article 4.5 of Annex A: Statement of Work. The samples must cover the following categories:</p> <ul style="list-style-type: none"> Graphic Design: Social Media Graphic Design: Web Graphic Design: Infographics Graphic Design: Corporate Report Sample Graphic Design: Exhibits Samples Corporate Identity Creative Strategy <p><i>Please note: these samples will be used in R3.1 through R5 Sample Quality of Appendix 2: Point-Rated Evaluation Criteria.</i></p>	



M3 Client References	Page Number(s)
<p>The Bidder must provide the following contact information for two (2) different client references for whom the Bidder has provided a minimum of \$5,000 worth of graphic design and either creative concept development or copywriting.</p> <p>Client Reference 1:</p> <p style="padding-left: 40px;">Name and address of client organization:</p> <p style="padding-left: 40px;">Name of Primary Client Reference: Primary Client Reference's Email Address:</p> <p style="padding-left: 40px;">Name of Secondary Client Reference: Back Up Client Reference's Email Address:</p> <p>Client Reference 2:</p> <p style="padding-left: 40px;">Name and address of client organization:</p> <p style="padding-left: 40px;">Name of Primary Client Reference: Primary Client Reference's Email Address:</p> <p style="padding-left: 40px;">Name of Secondary Client Reference: Back Up Client Reference's Email Address:</p> <p>The Bidder must propose client contacts for work completed within the last five (5) years. These client references must be external to the Bidder's organization.</p> <p>The onus is on the Bidder to provide client references that can be contacted easily. Any inaccurate or incomplete reference will be considered non-compliant. Only two (2) attempts to contact the client references over a five (5) business-day period from the first attempt will be made by the evaluators. If the evaluators are unsuccessful in reaching the references, the Bidder will be considered non-compliant.</p> <p><i>Please note: these client references will be used in R6 Client References Verification of Appendix 2: Point-Rated Evaluation Criteria.</i></p>	



Appendix 2: Point Rated Criteria

Technical bids will be assessed separately against the evaluation criteria identified below. Point-rated criteria not addressed in the bid will result in a score of zero being assigned against that particular criterion.

CRITERIA	Breakdown	Points
<p>R1 Bidder's Experience</p> <p>The Bidder should identify the number of years it has provided graphic design and creative services within the last ten (10) years.</p> <p>(Maximum 10 points)</p>	<p>1 point for every year graphic design and creative services have been provided within the last ten (10) years.</p>	<p>10</p>
<p>R2 Resources' Experience</p> <p>The Bidder should identify the number of years of experience for each resource proposed in M2</p> <p>(Maximum 110 points)</p>	<p>R2.1 Bilingual Account Manager:</p> <p>6-10 years – 5 points; More than 10 years – 10 points</p>	<p>10</p>
	<p>R2.2 Art/Creative Director:</p> <p>6-10 years – 5 points; More than 10 years – 10 points</p>	<p>10</p>
	<p>R2.3 Senior Graphic Designer #1:</p> <p>6-10 years – 5 points; More than 10 years – 10 points</p>	<p>10</p>
	<p>R2.4 Senior Graphic Designer #2</p> <p>6-10 years – 5 points; More than 10 years – 10 points</p>	<p>10</p>
	<p>R2.5 Junior Graphic Designer</p> <p>2-5 years – 3 points; 6-10 years – 5 points; More than 10 years – 10 points</p>	<p>10</p>
	<p>R2.6 Production Artist:</p> <p>2-5 years – 3 points; 6-10 years – 5 points; More than 10 years – 10 points</p>	<p>10</p>
	<p>R2.7 English Copywriter:</p> <p>2-5 years – 3 points; 6-10 years – 5 points; More than 10 years – 10 points</p>	<p>10</p>



	<p>R2.8 French Copywriter:</p> <p>2-5 years – 3 points; 6-10 years – 5 points; More than 10 years – 10 points</p>	10
	<p>R2.9 Additional Graphic Designer or Production Artist resources with over 5 years' experience.</p> <p>(5 points for each additional proposed resources, to a max of 20 points)</p>	20

CRITERIA	Breakdown	Points
<p>R3. Sample Quality (Maximum points for R3 = 350 points)</p> <p><i>The Bidder's samples provided in M2 will be scored according to the points breakdown in Table A below.</i></p>	Breakdown provided in Table A	
<p>R3.1 Graphic Design: Social Media Two different visual images (including text) for Twitter, LinkedIn, YouTube and/or Facebook. Each image should promote a different product, service, or organization. The electronic samples should be in a folder named "Social Media" and the respective files saved as: <i>R3.1.1 Social media sample #1</i> <i>R3.1.2 Social media sample #2</i></p>	<p>Impact – 10 points Brand identity – 5 points Space – 5 points Colour – 5 points Images – 5 points Typography – 5 points</p>	35 points x 2 samples = 70 points
<p>R3.2 Graphic Design: Web Two different web design samples to include a landing page and a promotional element (promo box or banner). Each sample should promote a different product, service, or organization. The electronic samples should be in a folder named "Web" and the respective files saved as: <i>R3.2.1 Web landing page sample #1</i> <i>R3.2.2 Web promotional element sample #2</i></p>	<p>Impact – 10 points Brand identity – 5 points Space – 5 points Colour – 5 points Typography – 5 points Purpose/message clarity – 5 points</p>	35 points x 2 samples = 70 points
<p>R3.3 Graphic Design: Infographics Two different infographics (defined as a visual presentation of information in the form of a chart, graph, or other image accompanied by minimal text; a visual explanation intended to simplify a complex subject). Each sample should depict a different subject. The electronic samples should be in a folder named "Infographics" and the respective files saved as: <i>R3.3.1 Infographic sample #1</i> <i>R3.3.2 Infographic sample #2</i></p>	<p>Impact – 10 points Space – 5 points Colour – 5 points Typography – 5 points Images – 5 points Data clarity – 5 points</p>	35 points x 2 samples = 70 points



<p>R3.4 Graphic Design: Corporate Report Sample Two different corporate reports, not part of a set. Corporate and annual reports or any multi-page document are all considered acceptable “corporate reports”. Each sample should include the cover page, a sample interior two-page spread, and another interior page. The electronic samples should be in a folder named “Corporate Reports” and the respective files saved as: <i>R3.4.1 Corporate Report sample #1</i> <i>R3.4.2 Corporate Report sample #2</i></p>	<p>Impact – 10 points Brand identity – 5 points Space – 5 points Colour – 5 points Typography – 5 points Continuity – 5 points</p>	<p>35 points x 2 samples = 70 points</p>
<p>R3.5 Graphic Design: Exhibits Samples Two different exhibit designs not part of a set. Kiosk designs, photomurals, and vertical banners are all considered acceptable “exhibit designs”. The electronic samples should be in a folder named “Exhibits” and the respective files saved as: <i>R3.5.1 Exhibit sample #1</i> <i>R3.5.2 Exhibit sample #2</i></p>	<p>Impact – 10 points Brand identity – 5 points Space – 5 points Colour – 5 points Typography – 5 points Images – 5 points</p>	<p>35 points x 2 samples = 70 points</p>



CRITERIA	Breakdown	Points
	Breakdown provided in Table A	
<p>R4 Corporate Identity</p> <p>Two corporate identities developed for different brands; these can be organizations, businesses, products, services, or initiatives. For each corporate identity, the Bidder should submit a short text (one 8 ½ x 11” page or less) describing: i) the key brand objectives the corporate identity is meant to convey including the brand’s values and characteristics; and ii) how the corporate identity’s design meets the objectives. In addition to the text, the Bidder should supply three samples of each corporate identity applied to different media/product types (digital, print, video, display). The text and corporate identity samples should be in a folder named “Corporate Identity” and the respective files saved as: <i>R4.1 Corporate identity sample #1</i> <i>R4.2 Corporate identity sample #2</i></p>	<p>Strategic effectiveness – 30 points Distinctiveness – 30 points Adaptability – 30 points Colour – 30 points Typography – 30 points Impact – 50 points</p>	<p>200 points x 2 samples = 400 points</p>
<p>R5 Creative Strategy</p> <p>Two case studies for different promotional campaigns (that is, a series of different promotional products sharing similar themes, messages, and designs). For each case study, the Bidder should submit a short text (one 8 ½ x 11” page or less) describing: i) the campaign’s marketing objectives (that is, the campaign will convince the target market to think, believe, or do x); ii) the intended target market(s); iii) how the creative approach (messaging and design) met the marketing objectives and appealed to the target market(s). In addition to the text, the Bidder should supply three creative samples from each promotional campaign showing how the creative strategy was applied to different media/product types (digital, print, video, display). The text and creative samples for each promotional campaign should be in a folder named “Creative Strategy” and the respective files saved as: <i>R5.1 Creative strategy sample #1</i> <i>R5.2 Creative strategy sample #2</i></p>	<p>Strategic effectiveness (objectives) – 50 points Strategic effectiveness (target market) – 50 points Writing/main message – 50 points Writing/body copy/call to action – 50 points Design/impact – 50 points</p>	<p>250 points x 2 samples = 500 points</p>



CRITERIA	Breakdown	Points
<p>R6 Client References Verification</p> <p>R6.1 Value of contract (before applicable taxes)</p> <p>R6.2 Nature of Work: Nature of work included: graphic designs, creative concepts, and copywriting services. (3 points)</p> <p>Nature of work included only two (2) of the following: graphic designs, creative concepts, copywriting services. (2 points)</p> <p>Nature of work included only one (1) of the following: graphic designs, creative concepts, copywriting services. (1 point)</p> <p>Nature of work did not include any of the following: graphic designs, creative concepts, copywriting services. (0 points)</p> <p>Question 1: Were you able to communicate personally and readily with the Contractor?</p> <p>Question 2: Did the Contractor comply with the terms of the Contract?</p> <p>Question 3: Were deliveries consistently made on time?</p> <p>Question 4: Were invoices consistently accurate and timely?</p> <p>Question 5: Were you satisfied with the Contractor's performance?</p> <p>Question 6: On a scale of one (1) to five (5), (five being the best) how would you collectively rate the quality of service, delivery, and end product received?</p>	<p>Cumulative Points (maximum 15 points x 2 references = 30 points)</p> <p>Value of the Contract: \$10,000 or more = 2 points Less than \$10,000 = 1 point</p> <p>Nature of Work:</p> <p>3 points</p> <p>2 points</p> <p>1 point</p> <p>0 points</p> <p>Question 1 through 5 :</p> <p>Yes = 1 point No = 0 points</p> <p>Question 6 :</p> <p>1 = 1 point 2 = 2 points 3 = 3 points 4 = 4 points 5 = 5 points</p>	



Criteria	Minimum points *	Maximum points
R1 + R2	66	110
R3.1 + R3.2 + R3.3 + R3.4 + R3.5	210	350
R4	240	400
R5	300	500
R6	18	30
Total Point Rated Criteria		1,390

* In order to be considered compliant, Bidders must meet the minimum point requirements as noted in each criteria listed above.



Table A – Sample Quality Points Breakdown

The following is a breakdown on how point-rated factors for R3.1 to R5 will be evaluated.

<p>R3.1 Graphic Design: Social Media</p>	<p><u>Impact</u> Excellent (10 points) – the image is compelling and memorable Fair (5 points) – the image is somewhat compelling and/or memorable Poor (0 points) – the image is neither compelling nor memorable</p> <p><u>Brand identity</u> Excellent (5 points) –the identity of the brand/publisher is immediately apparent Fair (3 points) – the identity of the brand/publisher is somewhat apparent Poor (0 points) – the identity of the brand/publisher is not apparent</p> <p><u>Space</u> Excellent (5 points) – space is used effectively so viewers’ eyes are drawn to the main message/image; the placement of elements provides a strong focal point Fair (3 points) – space is used somewhat effectively and/or the placement of elements provides a weak focal point Poor (0 points) – space is used ineffectively; there is no focal point</p> <p><u>Colour</u> Excellent (5 points) – the colours provide balance and harmony and are appropriate for the theme/topic Fair (3 points) – the colours provide some balance and harmony and/or are somewhat appropriate for the theme/topic Poor (0 points) – the colours do not provide balance and harmony and/or are inappropriate for the theme/topic</p> <p><u>Images</u> Excellent (5 points) – the images are very eye-catching and provide strong support for the main message Fair (3 points) – the images are somewhat eye-catching and/or provide some support for the main message Poor (0 points) – the images are not eye-catching and/or do not support the main message</p> <p><u>Typography</u> Excellent (5 points) – the text is easy to read; the choice of typography supports the product’s purpose and main message Fair (3 points) – the text is somewhat easy to read and/or provides some support for the product’s purpose and main message Poor (0 points) – the text is difficult to read and/or does not support the product’s purpose or main message</p>
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Table A – Sample Quality Points Breakdown (continued)

<p>R3.2 Graphic Design: Web</p>	<p><u>Impact</u> Excellent (10 points) – the page/product is compelling and memorable Fair (5 points) – the page/product is somewhat compelling and/or memorable Poor (0 points) – the page/product is neither compelling nor memorable</p> <p><u>Brand identity</u> Excellent (5 points) –the identity of the brand/publisher is immediately apparent Fair (3 points) – the identity of the brand/publisher is somewhat apparent Poor (0 points) – the identity of the brand/publisher is not apparent</p> <p><u>Space</u> Excellent (5 points) – space is used effectively so viewers’ eyes are drawn to the most important elements or tasks; the placement of elements provides a strong focal point Fair (3 points) – space is used somewhat effectively and/or the placement of elements provides a weak focal point Poor (0 points) – space is used ineffectively; there is no focal point</p> <p><u>Colour</u> Excellent (5 points) – the colours provide balance and harmony and are appropriate for the brand and theme/topic Fair (3 points) – the colours provide some balance and harmony and/or are somewhat appropriate for the brand and theme/topic Poor (0 points) – the colours do not provide balance and harmony and/or are inappropriate for the brand and theme/topic</p> <p><u>Typography</u> Excellent (5 points) – the text is easy to read; the choice of typography supports the product’s purpose and main message Fair (3 points) – the text is somewhat easy to read and/or provides some support for the product’s purpose and main message Poor (0 points) – the text is difficult to read and/or does not support the product’s purpose or main message</p> <p><u>Purpose or Message Clarity</u> Excellent (5 points) – the purpose of the page (that is, information, entertainment, engagement, transaction) or main message/call-to-action of the product is clear and instantly understood Fair (3 points) – the purpose of the page (that is, information, entertainment, engagement, transaction) or main message/call-to-action is somewhat clear Poor (0 points) – the purpose of the page (that is, information, entertainment, engagement, transaction) or main message/call-to-action is not clear</p>
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Table A – Sample Quality Points Breakdown (continued)

<p>R3.3 Graphic Design: Infographics</p>	<p><u>Impact</u> Excellent (10 points) – overall infographic design is compelling and memorable Fair (5 points) – overall infographic design is compelling and memorable Poor (0 points) – overall infographic design is neither compelling nor memorable</p> <p><u>Space</u> Excellent (5 points) – space is used effectively so viewers can easily follow the storyline of the infographic Fair (3 points) – space is used somewhat effectively so viewers can follow the storyline of the infographic with a little effort Poor (0 points) – space is used ineffectively; viewers cannot follow the storyline of the infographic</p> <p><u>Colour</u> Excellent (5 points) – colour is used effectively to help viewers understand the data presented; the colours create balance and harmony and are appropriate for the topic Fair (3 points) – colour is used somewhat effectively to help viewers understand the data presented and/or the colours create some balance and harmony and/or are somewhat appropriate for the topic Poor (0 points) – colour is used ineffectively and does not help viewers understand the data presented and/or do not create balance and harmony and/or are inappropriate for the topic</p> <p><u>Typography</u> Excellent (5 points) – the text is easy to read; the choice of typography is appropriate for the topic; headings and subheads assist the viewer to readily follow the storyline Fair (3 points) – the text is somewhat easy to read and/or the choice of typography is somewhat appropriate for the topic; headings and subheads provide some assistance to the viewer in following the storyline Poor (0 points) – the text is difficult to read and/or the choice of typography is inappropriate for the topic and/or headings and subheads do not assist the viewer in following the storyline</p> <p><u>Data Clarity</u> Excellent (5 points) – the data presented can be readily understood largely without reliance on the text Fair (3 points) – the data presented can be understood with reliance on the text Poor (0 points) – the data presented is difficult to understand</p>
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Table A – Sample Quality Points Breakdown (continued)

<p>R3.4 Graphic Design: Corporate Report Samples</p>	<p><u>Impact</u> Excellent (10 points) – cover design and overall layout are compelling and memorable Fair (5 points) – cover design and overall layout are somewhat compelling and memorable Poor (0 points) – cover design and overall layout are neither compelling nor memorable</p> <p><u>Brand identity</u> Excellent (5 points) –the identity of the brand is immediately apparent and the design effectively conveys the core values of the brand Fair (3 points) – the identity of the brand is somewhat apparent and/or the design is somewhat effective in conveying the core values of the brand Poor (0 points) – the identity of the brand is difficult to determine and/or the design is ineffective in conveying the core values of the brand</p> <p><u>Space</u> Excellent (5 points) – white space is used effectively so the quantity of text does not overwhelm the reader and there is a good balance of text and white space Fair (3 points) – white space is used somewhat effectively so the quantity of text appears slightly overwhelming and/or there is a satisfactory balance of text and white space Poor (0 points) – white space is used ineffectively so the quantity of text appears overwhelming</p> <p><u>Colour</u> Excellent (5 points) – the colours provide balance and harmony and are appropriate for the brand Fair (3 points) – the colours provide some balance and harmony and/or are somewhat appropriate for the brand Poor (0 points) – the colours do not provide balance and harmony and/or are inappropriate for the brand</p> <p><u>Typography</u> Excellent (5 points) – the text is easy to read; the choice of typography is appropriate for the brand; headings and subheads assist the viewer to readily follow the storyline Fair (3 points) – the text is somewhat easy to read and/or the choice of typography is somewhat appropriate for the brand; headings and subheads provide some assistance to the viewer in following the storyline Poor (0 points) – the text is difficult to read and/or the choice of typography is inappropriate for the brand and/or headings and subheads do not assist the viewer in following the storyline</p> <p><u>Continuity</u> Excellent (5 points) – the overall design theme is readily apparent and maintained throughout the document Fair (3 points) – the overall design theme is somewhat apparent and/or is largely maintained throughout the document Poor (0 points) – the overall design theme is not apparent and/or is not maintained throughout the document</p>
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Table A – Sample Quality Points Breakdown (continued)

<p>R3.5 Graphic Design: Exhibit Samples</p>	<p><u>Impact</u> Excellent (10 points) – overall design is compelling and memorable Fair (5 points) – overall design is compelling and memorable Poor (0 points) – overall design is neither compelling nor memorable</p> <p><u>Brand Identity</u> Excellent (5 points) –the identity of the brand is immediately apparent from a distance and the design effectively conveys the core values of the brand Fair (3 points) – the identity of the brand is somewhat apparent from a distance and/or the design is somewhat effective in conveying the core values of the brand Poor (0 points) – the identity of the brand is difficult to determine from a distance and/or the design is ineffective in conveying the core values of the brand</p> <p><u>Space</u> Excellent (5 points) – space is used effectively so viewers’ eyes are drawn to the main message of the exhibit/brand identity; the placement of elements provides a strong focal point Fair (3 points) – space is used somewhat effectively and/or the placement of elements provides a weak focal point Poor (0 points) – space is used ineffectively; there is no focal point</p> <p><u>Colour</u> Excellent (5 points) – the colours provide balance and harmony and are appropriate for the brand Fair (3 points) – the colours provide some balance and harmony and/or are somewhat appropriate for the brand Poor (0 points) – the colours do not provide balance and harmony and/or are inappropriate for the brand</p> <p><u>Typography</u> Excellent (5 points) – the text is easy to read from a distance and the choice of typography is appropriate for the brand/main message Fair (3 points) – the text is fairly easy to read from a distance and the choice of typography is somewhat appropriate for the brand/main message Poor (0 points) – the text is difficult to read from a distance and the choice of typography is inappropriate for the brand/message</p> <p><u>Images</u> Excellent (5 points) – the images are very eye-catching and provide strong support for the overall design Fair (3 points) – the images are somewhat eye-catching and/or provide some support for the overall design Poor (0 points) – the images are not eye-catching and/or do not support the overall design</p>
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Table A – Sample Quality Points Breakdown (continued)

R4 Corporate Identity	<p><u>Strategic effectiveness</u> Excellent (30 points) – the corporate identity fully meets the stated brand objectives and conveys the values and characteristics of the brand Fair (15 points) – the corporate identity partially meets the stated brand objectives and/or conveys the values and characteristics of the brand to some extent Poor (0 points) – the corporate identity does not meet the stated brand objectives and/or does not convey the values and characteristics of the brand</p> <p><u>Distinctiveness</u> Excellent (30 points) – the corporate identity is unique and distinctive from other corporate identities Fair (15 points) – the corporate identity is somewhat unique and distinctive from other corporate identities Poor (0 points) – the corporate identity is not unique and distinctive from other corporate identities</p> <p><u>Adaptability</u> Excellent (30 points) – the corporate identity adapts effectively to the range of media/product types submitted Fair (15 points) – the corporate identity adapts somewhat effectively to the range of media/product types submitted Poor (0 points) – the corporate identity does not adapt effectively to the range of media/product types submitted</p> <p><u>Colour</u> Excellent (30 points) – the colours provide balance and harmony and are appropriate for the brand Fair (15 points) – the colours provide some balance and harmony and/or are somewhat appropriate for the brand Poor (0 points) – the colours do not provide balance and harmony and/or are inappropriate for the brand</p> <p><u>Typography</u> Excellent (30 points) – the text is easy to read; the choice of typography supports the brand's identity Fair (15 points) – the text is somewhat easy to read and/or supports the brand's identity to some extent Poor (0 points) – the text is difficult to read and/or does not support brand's identity</p> <p><u>Impact</u> Excellent (50 points) – the corporate identity is compelling and memorable Fair (25 points) – the corporate identity is somewhat compelling and memorable Poor (0 points) – the corporate identity is neither compelling nor memorable</p>
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Table A – Sample Quality Points Breakdown (continued)

<p>R5 Creative Strategy</p>	<p><u>Strategic effectiveness (objectives)</u> Excellent (50 points) – the creative strategy fully meets the stated marketing objectives Fair (25 points) – the creative strategy partially meets the stated marketing objectives Poor (0 points) –the creative strategy does not meet the stated marketing objectives</p> <p><u>Strategic effectiveness (target market)</u> Excellent (50 points) – the creative strategy is highly appealing to the target market(s) Fair (25 points) – the creative strategy is somewhat appealing to the target market(s) Poor (0 points) – the creative strategy is not appealing to the target market(s)</p> <p><u>Execution: Writing/main message</u> Excellent (50 points) – the main message of the products is instantly apparent, stimulates interest, and is consistent with the creative strategy; there are no grammatical or spelling errors Fair (25 points) – the main message of the products takes a little effort to determine and/or stimulates some interest; the main message is mostly consistent with the creative strategy; there are no grammatical or spelling errors Poor (0 points) – the main message of the products is unclear and/or does not stimulate interest; the main message is inconsistent with the creative strategy; there are grammatical or spelling errors</p> <p><u>Execution: Writing/body copy and call to action</u> Excellent (50 points) – the body copy supports the main message and builds logically to the call-to-action; the body copy is interesting to read; the call to action is clear; there are no grammatical or spelling errors Fair (25 points) – the body copy somewhat supports the main message and builds somewhat logically to the call-to-action; the body copy is fairly interesting to read; the call to action is somewhat clear; there are no grammatical or spelling errors Poor (0 points) – the body copy does not support the main message nor build logically to the call-to-action; the body copy is not interesting to read; the call-to-action is unclear; there are grammatical or spelling errors</p> <p><u>Execution: Design/impact</u> Excellent (50 points) – the overall design of the products is compelling and memorable Fair (25 points) – the overall design of the products is fairly compelling and memorable Poor (0 points) – the overall design of the products is neither compelling or memorable</p>
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Appendix 3: Financial Proposal

The Bidder must submit their financial bid in accordance with tables below.

Bidders must submit firm hourly rates in Canadian funds, applicable taxes excluded, for the provision of the services outlined in Annex A “Statement of Work”.

PRICING SCORE

The total evaluated pricing score will be derived by tallying all pricing scores (D+E+F) listed below for the initial contract period AND two option periods, of the bidder’s proposal.

Initial Contract Period

	Weighted Factor (A)	Firm Hourly Rates (B)	Bid Evaluation Price A x B = (C)
Resources			
Account Manager	30	\$	\$
Art /Creative Director	51	\$	\$
Senior Graphic Designer	180	\$	\$
Junior Graphic Designer	9	\$	\$
Production Artist	9	\$	\$
English Copywriter	15	\$	\$
French Copywriter	15	\$	\$
Miscellaneous design work*			
Revisions to Existing Designs	30	\$	\$
Photo Research	30	\$	\$
Author’s Alterations	30	\$	\$
Supplementary Charges**			
Rush Charges	30	\$	\$
Initial Contract Period Pricing Score (D)			\$

Option Year 1

	Weighted Factor (A)	Firm Hourly Rates (B)	Bid Evaluation Price A x B = (C)
Resources			
Account Manager	10	\$	\$
Art /Creative Director	17	\$	\$
Senior Graphic Designer	60	\$	\$
Junior Graphic Designer	3	\$	\$
Production Artist	3	\$	\$
English Copywriter	5	\$	\$
French Copywriter	5	\$	\$
Miscellaneous design work*			
Revisions to Existing Designs	10	\$	\$
Photo Research	10	\$	\$
Author’s Alterations	10	\$	\$
Supplementary Charges**			
Rush Charges	10	\$	\$
Option year 1 Pricing Score (E)			\$



Option Year 2

	Weighted Factor (A)	Firm Hourly Rates (B)	Bid Evaluation Price A x B = (C)
Resources			
Account Manager	10	\$	\$
Art /Creative Director	17	\$	\$
Senior Graphic Designer	60	\$	\$
Junior Graphic Designer	3	\$	\$
Production Artist	3	\$	\$
English Copywriter	5	\$	\$
French Copywriter	5	\$	\$
Miscellaneous design work*			
Revisions to Existing Designs	10	\$	\$
Photo Research	10	\$	\$
Author's Alterations	10	\$	\$
Supplementary Charges**			
Rush Charges	10	\$	\$
Option Year 2 Pricing Score (F)			\$

* Charges for miscellaneous design work are exclusive of other charges; that is, the Contractor cannot bill the same work at the hourly rate for individual resources (i.e. account manager, graphic designer, etc.) and the hourly rate for miscellaneous design work.

**Rush charges may be billed in addition to the hours billed for individual resources with the written approval of the Project Authority.



Appendix 4: Proof of Synergy Compliance Testing (PoSC)

The Bidder must meet the following requirements for the Proof of Synergy Compliance Testing (PoSC).

The Bidder must:

- Be a member of the Ariba Supplier Network (ASN) and have an ASN Test Account <http://supplier.ariba.com>;
- Supply the CRA with a catalogue in the required format;
- Accept the CRA's Acquisition Card;
- Be able to process Level II credit card transaction data; and
- Provide the CRA with an email address for Order returns and exchanges.

The following table outlines the phases and responsibilities for the CRA PoSC Test.

PoSC Test Phases	Description	Owner	Other Participants
Kick-Off Vendor Meeting	Meeting to establish vendor enablement requirements and timelines.	CRA Contracting Authority	CRA Contracting Authority CRA Synergy Vendor Enablement Coordinator, CRA ITB representative (optional)
ASN Relationship	CRA establishes an ASN relationship with the Bidder via ASN.	CRA Synergy Vendor Enablement Coordinator	Bidder
ASN Test Account Verification	The CRA SVEC verifies the Bidders ASN Test Account number	CRA Synergy Vendor Enablement Coordinator	Ariba Supplier Technical Support
Corporate Accounting System Vendor Set Up	CRA sets-up Bidder in CRA's Corporate Accounting System.	CRA Synergy Vendor Enablement Coordinator	CRA Acquisition Service Desk
Synergy Vendor Set-up	CRA sets-up Bidder.	CRA Synergy Vendor Enablement Coordinator	CRA Acquisition Service Desk
Contract Set-up	CRA sets-up contract terms in Synergy (ACC).	CRA Synergy Vendor Enablement Coordinator	CRA Contracting Authority
Catalogue Build	Bidder provides catalogue in required format.	Bidder	CRA Synergy Vendor Enablement Coordinator CRA IT representative



Catalogue Review and Edit	CRA reviews catalogue to ensure it meets contracting terms and adds custom CRA data elements.	CRA Contracting Authority	CRA Synergy Vendor Enablement Coordinator
Commodity Code	CRA maps UNSPSC codes to GSIN Codes	CRA Contracting Authority	
Catalogue Hierarchy	CRA creates catalogue hierarchy	CRA Synergy Vendor Enablement Coordinator	CRA Catalogue Administrator
Acquisition Card Number	CRA communicates Ghost Card number to Bidder.	CRA Synergy Vendor Enablement Coordinator	CRA Acquisition Service Desk
Testing	CRA works with Bidder to test the new catalogue and end-to-end ordering process.	CRA Synergy Vendor Enablement Coordinator	Bidder CRA ITB representative
Confirmation of Functionality	Confirmation of Synergy Vendor Enablement and functionality	CRA Synergy Vendor Enablement Coordinator	CRA Contracting Authority
Roll-out	CRA configures Synergy and makes catalogue available in Synergy	CRA Synergy Vendor Enablement Coordinator	CRA Acquisition Service Desk Bidder

Proof of Synergy Compliance (PoSC) Test

Within five (5) business days of written notification from the Contracting Authority, the CRA will test the Bidder’s ability to conduct electronic transactions with the CRA using the Ariba Supplier Network (ASN). The Bidder must work with the CRA Synergy Vendor Enablement Coordinator (CRA SVEC) during the PoSC test phase. The CRA SVEC’s contact information will be provided with the written notification.

TESTING

The Bidder must work with the CRA SVEC throughout the testing and roll-out phases to ensure all requirements are met, including finalizing the Catalogue content and format, within the period specified below.

The Bidder must demonstrate that they meet the Synergy requirements found in Annex D: Requirements for a CRA Synergy Solution. Within five (5) business days of written notification by the CRA Contracting Authority the Bidder must commence testing their compliance with the SOW. Testing must be finalized within forty (40) business days of the written notification. The testing period may be extended at CRA’s sole discretion.



CRA will conduct testing of the following mandatory functionalities with the Bidder:

- ASN connectivity between Synergy, ASN and the Bidder;
- Communication of Purchase Card Orders and Change Orders to the Bidder via ASN;
- Communication of electronic order confirmations and electronic Advance Ship Notices to Synergy via the ASN;
- Communication of backordered or discontinued items to Synergy via the ASN;
- Communication of exchange and return notification to Synergy via email (where applicable);
- Loading of the Bidder's catalogues by the CRA into Synergy; and
- Communication of Level II credit card transaction data.



Part 7 Model Contract

THIS DOCUMENT CONTAINS A SECURITY REQUIREMENT

The following clauses and conditions apply to and form part of any contract resulting from the solicitation.

7.1 Revision of Departmental Name

Reference to the Minister of Public Works and Government Services or to Public Works and Government Services Canada contained in any term, condition or clause of the contract shall be interpreted as a reference to the Commissioner of Revenue or the Canada Revenue Agency, as the case may be, with the exception of the following clauses:

- a) Standard Clauses and Conditions; and
- b) Security Requirements.

7.2 Agency Restructuring

In cases where the Contracting Authority's department or agency is being reconfigured, absorbed by another government department or agency, or disbanded entirely, the Commissioner may, by giving notice to the Contractor, designate another Contracting Authority for all or part of the Contract.

7.3 Requirement

The Contractor must perform the Work in accordance with the Statement of Work (SOW) at Annex A, attached hereto and forming part of the Contract

7.3.1 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to two (2) additional one (1) year period(s) under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

The option may only be exercised by the Contracting Authority and will be evidenced, for administrative purposes only, through a contract amendment. The Contracting Authority may exercise an option at any time before the expiry of the Contract by sending a written notice to the Contractor.

7.3.2 Option to Purchase Additional Quantities of the Goods, Services or Both

The Contractor grants to Canada the irrevocable option to acquire the additional quantities of the goods, services or both described at Annex A of the Contract under the same terms and conditions and at the prices and/or rates stated in the Contract.

The option may only be exercised by the Contracting Authority and will be evidenced, for administrative purposes only, through a contract amendment. The Contracting Authority may exercise an option at any time before the expiry of the Contract by sending a written notice to the Contractor.

7.4 Period of Contract

The period of the Contract is from January 23, 2017 to January 22, 2020 inclusive.



7.5 Standard Clauses and Conditions SACC A0000C (2012-07-16)

All clauses and conditions identified in the Contract by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual issued by Public Works and Government Services Canada (PWGSC).

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

The following Clauses are incorporated by reference:

SACC Reference	Clause Title	Date
A2000C	Foreign Nationals (Canadian Contractor)	2006-06-16
A3015C	Certifications - Contract	2014-06-26
A9065C	Identification Badge	2006-06-16
A9068C	Site Regulations	2010-01-11
A9113C	Handling of Personal Information	2014-11-27
A9117C	T1204 – Direct Request by Customer Department	2007-11-30
B9028C	Access to Facilities and Equipment	2007-05-25
C6000C	Limitation of Price	2011-05-16
C0711C	Time Verification	2008-05-12
G1005C	Insurance	2008-05-12
H1001C	Multiple Payments	2008-05-12

7.6 General Conditions

2035 (2016-04-04) General Conditions – Higher Complexity - Services, apply to and form part of the Contract.

Section 01 titled “Interpretation” the definition of “Canada”, “Crown”, “Her Majesty” or “the Government” is hereby amended to read: “Canada”, “Crown”, “Her Majesty” or “the Government” means Her Majesty the Queen in right of Canada as represented by the Canada Revenue Agency (CRA).

Section 02 titled “Standard Clauses and Conditions” is hereby amended to delete the phrase “Pursuant to the Department of Public Works and Government Services Act, S.C. 1996, c. 16,” The remainder of Section 02 remains unchanged.

Section 16 titled “Payment Period” will not apply to payment made by credit cards.

Section 17 titled “Interest on Overdue Accounts” will not apply to payment made by credit cards.

Section 22 titled “Confidentiality”,

Subsection 5 is hereby amended to delete Public Works and Government Services (PWGSC) and insert Canada Revenue Agency (CRA).

Subsection 6 is hereby amended to delete “PWGSC Industrial Security Manual and its supplements”, and insert “Security Requirements for the Protection of Sensitive Information” issued by the CRA, Security and Internal Affairs Directorate (SIAD). The remainder of Section 22 remains unchanged.



Section 41 titled "Integrity Provisions- Contract", subsection 1 is hereby deleted in its entirety and replaced with:

The Supplier Integrity Directive (SID) incorporated by reference into the bid solicitation is incorporated into, and forms a binding part of the Contract. The Contractor must comply with the provisions of the SID, which can be found on the Canada Revenue Agency's website at <http://www.cra-arc.gc.ca/gncy/prcrmnt/menu-eng.html>.

7.7 Security Requirements

The following security requirement (SRCL and related clauses) applies and forms part of the Contract.

Security Requirements – Canadian Contractors

Document Safeguarding and/or Production Capabilities – with Computer Systems

1. The Contractor personnel requiring access to Protected information, assets or sensitive work site(s) must each hold a valid Reliability screening, granted by the Security and Internal Affairs Directorate (SIAD) of the Canada Revenue Agency (CRA) or the Canadian and International Industrial Security Directorate (CIISD) of Public Works and Government Services Canada (PWGSC).
2. The Contractor must not remove any Protected information or assets from the identified and approved work site(s), and the Contractor must ensure that its personnel are made aware of and comply with this restriction.
3. Processing of material only at the Protected (A or B) level is permitted under the Contract. The work must be done either on a separate stand-alone computer system at the Contractor's site or on a restricted directory that is only accessible to Contractor personnel who have the need-to-know for the performance of the Contract.
4. Subcontracts which contain security requirements are not to be awarded without the prior written permission of CRA.
5. The Contractor must comply with the provisions of the:
 - Security Requirement Check List (SRCL), attached as Annex C of the contract; and
 - Security Requirements for Protection of Sensitive Information issued by CRA, Security and Internal Affairs Directorate.

These may be viewed at <http://www.cra-arc.gc.ca/gncy/prcrmnt/menu-eng.html>

7.8 Authorities

7.8.1 Contracting Authority A1024C (2007-05-25)

The Contracting Authority for the Contract is:

Name: Phuong Ly

Telephone Number: (613) 957-3291



Fax Number: (613) 957-6655

E-mail address: Phuong.Ly@cra-arc.gc.ca

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

7.8.2 Project Authority A1022C (2007-05-25)

To be completed at the time of Contract award.

Name: _____

Address: _____

Telephone Number: _____

Fax Number: _____

E-mail Address: _____

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority, however the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

7.8.3 Contractor's Representative

Name:

Address:

Telephone Number:

Fax Number:

E-mail Address:

7.8.4 CRA Acquisition Service Desk

To be completed at the time of Contract award

The CRA Acquisition Service Desk provides national support to CRA Purchasers, the CRA Contracting Authority and the Contractor.

Telephone Number: _____



Fax Number: _____

E-mail Address: _____

7.8.5 Contractor's Synergy Representative

To be completed at the time of Contract award

Synergy Contact Name: _____

Toll Free Telephone Number: _____

Fax Number: _____

E-mail Address: _____

Contractor's representative for Synergy related questions.

7.9 Contractor Identification Protocol

The Contractor must be responsible for ensuring that each of its employees, officers, directors, agents, and subcontractors (hereinafter referred to as "Contractor Representative") complies with the following self-identification requirements:

A Contractor Representative who attends a Government of Canada meeting whether internal or external must identify themselves as being a representative of the Contractor prior to the commencement of the meeting to ensure that each meeting participant is aware of the fact that the individual is not a government employee;

During the performance of any Work at a Government of Canada site, each Contractor Representative must be clearly identified at all times as being a Contractor Representative; and

If a Contractor Representative requires the use of the Government of Canada's e-mail system in the performance of the Work, then the individual must clearly identify themselves as a non-government employee in all electronic mail in the signature block as well as under "Properties".

This identification protocol must also be used in all other correspondence, communication and documentation.

7.10 Travel and Living Expenses

The CRA will not cover any travel and living expenses.

7.11 Delivery

Deliverables must be received by the Project Authority at the place and time specified.

7.12 Work Location

The work location will be at the Contractor's site(s)



7.13 Inspection and Acceptance

All deliverables under the Contract shall be subject to inspection and acceptance by the Project Authority at destination.

7.14 Basis of Payment

Refer to Annex B.

7.15 Ordering Process

This requirement will be ordered via the Ariba Supplier Network (Synergy), please refer to Annex D.

7.16 Liquidated Damages For Synergy Non-Compliance

- a) If the Contractor fails to meet the Synergy requirements and the response and resolution times as specified in Annex D: Requirements for CRA Synergy Solution, within the time specified in the Contract, the Contractor agrees to pay to the CRA, liquidated damages for each hour of delay, or any part thereof, for the time spent by the CRA Acquisition Service Desk addressing any issues that occur due to the failure of the Contractor to meet the CRA's Synergy requirements, based on the following calculation:

Calculation of the hourly rate is based on the current salary of a SP-06, level 3, including the bilingual bonus and a 20% premium representing benefits. The salary for this occupation group is found at <http://www.cra-arc.gc.ca/crrs/wrkgng/pyrts/sp-eng.html>

The total amount of the liquidated damages must not exceed 10% of the Contract's value.

- b) CRA and the Contractor agree that the amount stated above is their best pre-estimate of the loss to the CRA in the event of such a failure, and that it is not intended to be, nor is it to be interpreted as, a penalty.
- c) CRA will have the right to hold back, drawback, deduct or set off from and against the amounts of any monies owing at any time by CRA to the Contractor, any liquidated damages owing and unpaid under this section.
- d) Nothing in this section must be interpreted as limiting the rights and remedies which CRA may otherwise have under the Contract.

7.17 Minimum Work Guarantee - All the Work

In this clause, "*Maximum Contract Value*" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and "*Minimum Contract Value*" means **\$25,000.00 (all applicable taxes included)**. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between



the Minimum Contract Value and the total cost of the Work requested. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

7.18 Limitation of Expenditure - Cumulative Total of all Synergy Orders

Canada's total liability to the Contractor under the Contract for all authorized Synergy Orders, inclusive of any revisions, must not exceed the sum of \$ _____. Customs duties are excluded and Applicable Taxes are extra. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

- a) when it is 75 percent committed, or
- b) four (4) months before the contract expiry date, or
- c) as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions, whichever comes first.

If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

7.19 Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the General Conditions. Invoices cannot be submitted until all Work identified in the invoice is completed.

For services, the Contractor must provide written details of the services provided. The summary must specify:

- a) the Contractor's name;
- b) address;
- c) GST registration number;
- d) PCO number;
- e) CRA Purchaser name;
- f) date the service was completed;
- g) description of the service;
- h) cost (before tax), tax amount, and total amount to be charged to the CRA Ghost Card including applicable tax.

7.20 Payment Process

At Canada's discretion the Contractor will be paid using direct deposit, credit card or cheque. All communications regarding the specific method of payment, including changes thereto, will be in writing via email as it's not Canada's desire to formally amend the Contract if the payment method is changed.

At its sole discretion Canada may change the method of payment at any time during the period of the Contract, including any extension thereto, to one of the other two payment methods stated above.

It is the sole responsibility of the Contractor to ensure that their organization is entitled to receive payment from the Government of Canada.



7.20.1 Payment by Direct Deposit

The Contractor shall accept Direct Deposit for payment of the goods and/or services described herein. Payments by direct deposit will be subject to Article 16 – Payment Period and Article 17 - Interest on Overdue Accounts, set out in 2035 General Conditions (2016-04-04) forming part of the Contract.

To complete or amend a direct deposit registration, the Contractor must complete the Vendor Electronic Payment Registration form accessible at: <http://www.cra-arc.gc.ca/E/pbg/tf/rc231/rc231-14e.pdf>

It is the sole responsibility of the Contractor to ensure that the information and account number submitted to Canada via their Vendor Electronic Payment Registration form is up to date. Should the Contractor's information within the Vendor Electronic Payment Registration form not be accurate or up to date, the provisions identified herein under Article 16 – Payment Period and Article 17 - Interest on Overdue Accounts, set out in 2035 General Conditions (2016-04-04) forming part of the Contract will not apply, until the Contractor corrects the matter.

7.20.2 Payment by Credit Card

The Contractor shall accept Government of Canada Acquisition Cards (credit cards) for payment of the goods and/or services described herein. Payments by credit card will not be subject to Article 16 – Payment Period and Article 17 - Interest on Overdue Accounts, set out in 2035 General Conditions (2016-04-04) forming part of the Contract.

The CRA Acquisition Card is currently a MasterCard provided by Bank of Montreal. At any time during the period of the Contract, including any exercised option period(s), the CRA reserves the right to change its acquisition card type or provider.

7.20.3 Payment by Cheque

The Contractor shall accept Government of Canada cheques for the payment of goods and/or services described herein.

7.21 Certifications

The continuous compliance with the certifications provided by the Contractor in its bid and the ongoing cooperation in providing associated information are conditions of the Contract. Certifications are subject to verification by Canada during the entire period of the contract. If the Contractor does not comply with any certification, fails to provide the associated information, or it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

7.21.1 Federal Contractors Program for Employment Equity - Default by the Contractor

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC) - Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "[FCP Limited Eligibility to Bid](#)" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.



7.22 Joint Venture

If the Contract is awarded to a joint venture, all members of the joint venture will be jointly and severally or solidarily liable for the performance of the Contract.

In the case of a contractual joint venture, no dispute, claim or action for damages, whether based in contract, or in tort, or any other theory of law, howsoever arising from the Request for Proposal, Contract, or any other related or subsequently issued documents including without limitation Task Authorizations, Contract Amendments, may be commenced, or brought against the CRA, including without limitation any of its officers, employees or agents unless each member of the joint venture is a party to such dispute, claim, or action (as the case may be).

The Contractor shall obtain the prior written approval of the Contracting Authority to any change in the membership of a contractual joint venture after Contract Award. Any change in the membership of a contractual joint venture after Contract Award without the prior written approval of the Contracting Authority shall be deemed to be default under the Contract.

The joint venture represents and warrants that it has appointed and granted full authority to (name to be inserted at Contract Award), the "Lead Member", to act on behalf of all members as its representative for the purposes of executing documentation relating to the Contract, including but not limited to Contract Amendments and Task Authorizations.

In the event of a contractual joint venture, all payments due and owing to the joint venture shall be made by the Canada Revenue Agency to the Lead Member of the joint venture. Any such payment to the Lead Member of the joint venture shall be deemed to be payment to the joint venture and shall act as a release from all the members of the joint venture.

By giving notice to the Lead Member the Canada Revenue Agency will be deemed to have given notice to all the members of the joint venture.

7.23 Proactive Disclosure of Contracts with Former Public Servants CRA Mod A3025C 2013-03-21

By providing information on its status, with respect to being a former public servant in receipt of a Public Service Superannuation Act (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports.

7.24 Applicable Laws SACC A9070C (2014-06-26)

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in _____.

7.25 Priority of Documents SACC A9140C (2007-05-25)

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.

1. the Articles of Agreement;
2. the general conditions 2035 (2016-04-04) General Conditions – Higher Complexity – Services;
3. Annex A: Statement of Work;



4. Annex B: Basis of Payment;
5. Annex C: Security Requirements Check List ;
6. Annex D: Requirements for CRA Synergy Solution; and
7. The Contractor's proposal dated (insert date of bid), as amended on (insert date(s) of amendment(s), if applicable).

7.26 Training and Familiarization of Contractor Personnel

7.26.1 Training of Contractor Personnel

Any training required by a new or replacement resource will be the responsibility of the Contractor, including training the resource for newly implemented software. The Contractor will assume all associated costs, including training pertaining to familiarization during the start-up of the Contract and Contract period for staff replacements. Training of the resource during the start-up period must take place without a reduction in service level. Time spent on such training will not be billed to, nor paid by, CRA.

7.26.2 Familiarization Period

Prior to the completion of the Contract, it may be necessary for another resource to undertake a period of familiarization and training before the completion date. The Contractor will be required to familiarize the incoming resource according to the process described above or through the use of another approach negotiated with and acceptable to CRA.

7.27 Alternative Dispute Resolution

NEGOTIATION FOLLOWED BY MANDATORY MEDIATION, THEN, IF NECESSARY BY ARBITRATION OR LITIGATION

The parties agree to meet, negotiate in good faith, and attempt to resolve, amicably, any dispute arising out of or related to the contract or any breach thereof.

If the parties are unable to resolve the dispute through negotiations within 10 working days, the parties agree to attempt to resolve the dispute through mediation by submitting the dispute to a sole mediator selected jointly by the parties. The mediator will be chosen from a roster of qualified mediators maintained by the Canada Revenue Agency. All costs shall be shared equally between the disputing parties.

If a dispute cannot be settled with a 15 calendar day period after the mediator has been appointed, or if the parties are unable to select a mediator within 15 calendar days of the date of provision of notice by one party to the other of the intention to proceed to mediation, or such longer period as agreed to by the parties, the parties shall have the right to resort to any remedies permitted by law, including but not limited to arbitration or litigation.

All defences based on the passage of time shall be tolled pending the termination of the mediation.

7.27.1 Procurement Ombudsman

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1 (l) of the Department of Public Works and Government Services Act will, on request and consent of the parties, participate in these meetings to resolve any such dispute, and subject to their consent to bear the cost of



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

7.27.2 Contract Administration

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

Annexes

The following Annexes apply to and form part of the Contract:

- ANNEX A: STATEMENT OF WORK
- ANNEX B: BASIS OF PAYMENT
- ANNEX C: SECURITY REQUIREMENTS CHECK LIST (SRCL)
- ANNEX D: REQUIREMENTS FOR CRA SYNERGY SOLUTION



Annex A - Statement of Work

1.0 Objective

The objective is to set up an “as and when requested” contract for graphic design services, including creative concept development and copywriting, for the Canada Revenue Agency (CRA).

2.0 Background

The CRA supports and assists Canadians to better understand and meet their tax obligations and receive the benefits to which they are entitled. It also protects the integrity and fairness of the tax system for all Canadians by ensuring those who have not met their tax obligations do so.

In 2014-2015, the CRA processed \$469 billion in revenues and engaged with 31 million individual and corporate taxpayers. It also delivered \$22 billion in benefit payments to 12 million recipients.

The CRA's Public Affairs Branch (PAB) produces a wide variety of marketing-communications products in a variety of formats (digital, print, display) to inform Canadians of their tax obligations and benefit entitlements. Specific target audiences include: youth, seniors, Indigenous peoples, new Canadians, persons with disabilities, charities, small and medium-sized enterprises, tax preparers, and potential employees.

The PAB has in-house designers to meet most day-to-day graphic design needs; the Contractor will be required to provide services for larger, more complex projects and occasional back-up for the in-house resources.

3.0 Terminology

Graphic design: The art or profession of visual communication that combines images, words, and ideas to convey information to an audience.

Creative concept: The theme or idea that shapes the design and messaging of a marketing-communications campaign or product.

Copywriting: Writing to persuade an audience, primarily for marketing purposes.

Plain language: Writing that is easily understandable on first reading.

4.0 Scope of Work

The CRA requires graphic design, including concept development and copywriting, for digital (social media and web), print, and display on an “as-and-when requested basis”. The Contractor will adhere to Government of Canada policies, guidelines, programs, and practices on communications and publishing as referenced in the *Treasury Board Policy on Communications and Federal Identity*.

4.1 All graphic design products must respect all applicable Government of Canada and CRA policies, standards, guidelines, and regulations, including:

- Treasury Board Policy on Communications and Federal Identity (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=30683>)
- Federal Identity Program



(<http://www.tbs-sct.gc.ca/hgw-cgf/oversight-surveillance/communications/fip-pcim/index-eng.asp>)

- Official Languages Act
(<http://laws-lois.justice.gc.ca/eng/acts/o-3.01/>)
- Canadian Multiculturalism Act
(<http://laws-lois.justice.gc.ca/eng/acts/C-18.7/page-1.html>)

- 4.2** All products produced for the web must be accordance with all current and future Government of Canada legislation and standards, including but not limited to:
- a) Canada.ca Guidelines
 - Canada.ca Content and Information Architecture Specification
(<https://www.tbs-sct.gc.ca/hgw-cgf/oversight-surveillance/communications/cia-sca-eng.asp>)
 - Canada.ca Web Content Style Guide
(<https://www.tbs-sct.gc.ca/hgw-cgf/oversight-surveillance/communications/csc-grc-eng.asp>)
 - b) TBS Web Standards
 - Standard on Web Usability (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=24227>)
 - Standard on Web Accessibility (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=23601>)
 - Standard on Web Interoperability (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=25875>)
 - Standard on Optimizing Websites and Applications for Mobile Devices (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=27088>)
- 4.3** In preparing copy or text for this requirement, the Contractor must adhere to the principles of plain language. Guidance on applying plain language principles is provided in the Canada.ca Web Content Style Guide in 4.2.
- 4.4** The Contractor must provide all services in English and French, as required by the Project Authority.
- 4.5** The services required may include:
- a) Graphic design and copywriting for social media such as Twitter, LinkedIn, YouTube, Facebook, and other social media platforms
 - b) Graphic design and copywriting for web including promotional elements (such as promo boxes, infographics, and banners) and campaign landing pages
 - c) Graphic design and copywriting for print products, including corporate reports, brochures, posters, infographics, and complementary products.
 - d) Graphic design for exhibits and displays, including banner stands, booth panels, and photomurals.
 - e) Corporate identity (i.e. branding) and graphic standards development.
 - f) Creative strategy, creative concept development, graphic design, and copywriting for promotional campaigns, such as direct mail.

The Project Authority will provide the Contractor with details for each requirement on a project-by-project basis.

5.0 Tasks

The Contractor will complete the following tasks as required by the Project Authority; any or all of the services may be requested for each requirement.



5.1 Creative Brief Meetings

The Contractor, including the account manager and creative director if requested, will attend face-to-face meetings with the Project Authority to be briefed on the requirements for specific projects. These meetings will be held at the business location of the Project Authority in the National Capital Region (i.e. Ottawa and Gatineau area). The Project Authority may also provide the Contractor with a creative brief document for their review.

5.2 Project Management for Creative Services

The Contractor will coordinate and oversee all aspects of the design work from inception to delivery of the final files. Hourly rates include all aspects of design management, including research related to the development of the concept, quality assurance of all work completed by the Contractor, production coordination, project scheduling and tracking, Project Authority liaison, meetings, and creative presentations as required.

5.3 Concept Development, Art Direction, and Copywriting

The Contractor will provide creative concept development, including research and brainstorming, for each of the designs to be developed.

The Contractor may be required to provide the following:

- a) Develop and provide three (3) creative concepts (to include creative rationale, graphic design, and copywriting) based on consultation with the Project Authority for each project unless otherwise requested by the Project Authority.
- b) Each concept should include headlines and body copy written by the Contractor, if requested by the Project Authority.

5.4 Presentation of Creative Concepts

Upon request by the CRA, the Contractor will make an in-person presentation of the creative concepts to the Project Authority using:

- a) Presentation boards mounted with each concept
- b) Colour copies of each concept
- c) Short written rationales for each concept describing how the concept meets the creative objectives and its appeal to the intended target audience.

The Contractor will also send a separate pdf file for each concept by email to the Project Authority at least 24 hours in advance of the in-person presentation.

5.5 Graphic Design and Production

The Contractor will revise each of the three (3) creative concepts up to three (3) times to produce a final creative concept for approval.

Once a final concept has been chosen and approved by the Project Authority, the Contractor will produce all products specified in the requirement and adapt the concept to other formats, if required.

The Contractor will ensure that all products are in keeping with the approved concept and design.

5.6 Layout of Multiple Page Documents



For the design of multiple page documents, such as corporate reports, the Contractor may be required to complete the final layout, including the following:

- a) Transfer electronic text files between software programs
- b) Convert and format supplied text
- c) Remove or correct formatting errors in client-supplied text as required by the Project Authority
- d) Layout text and images to final format
- e) Import images, charts, graphs, and tables for inclusion in the layout
- f) Problem solve design issues as they arise during the layout
- g) Key-in changes or corrections to text or images
- h) Provide page proofs, and
- i) Prepare final electronic artwork for production.

5.7 Photographs

The Contractor may be required to source and purchase photography from commercial image banks. The Contractor must ensure that usage of these images respects all licensing provisions of the image bank.

5.8 Quality Assurance

The Contractor will initiate any quality control procedures that are necessary to achieve error-free products including, but not limited to, the following:

- a) Quality assurance of all design versions and final products
- b) Quality assurance to ensure the successful transfer of web design to the Project Authority's web platform
- c) Proof-reading of all text prepared either by the Contractor or Project Authority in French and English to ensure error-free text, punctuation, and word breaks
- d) Proof-reading of numerical data and statistics.

5.9 Final Design Project – Final Files for Digital Media, Print, and Display

The Contractor will be required to produce and assemble all the elements to be used by the Project Authority, web master, printer, or fabricator in the production of the final product.

The final design product will be supplied to the Project Authority as final electronic artwork on the specified media.

The Contractor must:

- a) Provide files compatible with the CRA's software [Adobe Suite – CS4 (InDesign, Illustrator, Photoshop, and Live Cycle); Quark Xpress 6.5; Adobe Acrobat Pro 9; or Corel Draw 10] in a PC operating environment
- b) Provide the Project Authority with two (2) sets of all final files which include, but are not limited to: Adobe Portable Document Format files (PDFs), and technical specifications for each product on separate CDs or DVDs
- c) Provide the Project Authority with final files for the web master, printer, or fabricator on two (2) DVDs containing artwork files which include, but are not limited to: PDFs, and technical specifications (e.g. crop marks, colour separations, etc.) for each product as well as two (2) hard copies
- d) Secure and provide written documentation of photo and talent usage rights for photographic images the Contractor uses in CRA designs that are not drawn from the CRA's photo bank.



6.0 Resource Categories

The Contractor will be required to provide the following resource categories:

6.1 Account Manager

- a) Must be fluently bilingual (in English and French)
- b) Must work with the Project Authority for all assigned projects
- c) Adheres to all procedures and ensure that correct documentation is in place
- d) Provides day-to-day management of all resources working on the development of graphic design and creative materials for the CRA
- e) Attends client briefings and meetings (upon request); and facilitates creative production
- f) Is available for in-person creative brief meetings with the Project Authority within two (2) days of receipt of a Purchase Card Order (PCO)
- g) Makes in-person presentations of creative material, if requested
- h) Manages the strict adherence to budgets, time, and staff resources; provides timely estimates for approval; advises of budget variances
- i) Ensures that a PCO from the CRA has been received in advance of any graphic design and creative services activities being developed on behalf of the CRA
- j) As applicable, provides an outline of staffing costs by title and work discipline to clarify costs estimates to the CRA **prior** to work being initiated
- k) Ensures that changes to Purchase Card Orders are documented and approved by the CRA and that an amendment to the Purchase Card Order is issued by the CRA to reflect the additional cost **prior** to production
- l) Replies to phone calls or emails from the CRA within four (4) hours during office hours (8 a.m. to 4 p.m. EST); continuously late replies from the Contractor may be escalated to the Contracting Authority and the Contractor Representative
- m) Ensures the Account Manager responsibilities are carried out during their absence, and that the Project Authority is given contact information for the replacement Account Manager.
- n) The Account Manager must possess a minimum of five (5) years' experience with the above responsibilities.

6.2 Art/Creative Director

- a) Supervises the graphic design function
- b) Accountable for the quality of the graphic design deliverables
- c) Supervises the creative development and copywriting functions
- d) Accountable for the quality of the creative concept and copywriting deliverables
- e) The Art/Creative Director must possess a minimum of five (5) years' experience with the above responsibilities.

6.3 Senior Graphic Designer

- a) Creates graphic designs, concepts, and layouts
- b) Develops design solutions for a wide range of media including digital, print, and display
- c) Uses the design software specified in 7.3 Technical Specifications to create graphic designs.
- d) A Senior Graphic Designer must possess a minimum of five (5) years' experience with the above responsibilities.

6.4 Junior Graphic Designer

- a) Creates graphic designs, concepts, and layouts
- b) Develops design solutions for a wide range of media including digital, print, and display
- c) Uses the design software specified in 7.3 Technical Specifications to create graphic designs.
- d) A Junior Graphic Designer must possess a minimum of one (1) year experience with the



above responsibilities.

6.5 Production Artist

- a) Works with the graphic designer(s) and Art/Creative Directors to turn designs into final, production-ready files in compliance with the Project Authority's specifications or those specified in 7.3 Technical Specifications
- b) Ensures that the final artwork files are prepared appropriately to ensure high quality reproduction.
- c) The Production Artist must possess a minimum of one (1) year experience with the above responsibilities.

6.6 English Copywriter

- a) Writes English text for a wide range of media including digital, print, broadcast, and spoken word
- b) Prepares English text in a variety of styles including promotional, corporate, and factual.
- c) The English Copywriter must possess a minimum of one (1) year experience with the above responsibilities.

6.7 French Copywriter

- a) Writes French text for a wide range of media including digital, print, broadcast, and spoken word
- b) Prepares French text in a variety of styles including promotional, corporate, and factual.
- c) The French Copywriter must possess a minimum of one (1) year experience with the above responsibilities.

7.0 Deliverables and Acceptance Criteria

- 7.1** The Contractor must produce work of professional quality and use only material that will result in a final product of the quality level ordered by the Project Authority. Specifications provided by the Project Authority must be adhered to. Only top quality work will be accepted.

7.2 Author's Alterations

Revisions requested by the Project Authority to comply with the standards outlined in this Statement of Work will not be considered author's alterations.

The Contractor must seek written approval from the Project Authority before completing, or billing, the Project Authority for author's alterations.

7.3 Technical Specifications

The Contractor must provide mock-ups in Adobe Portable File (PDF) format via email throughout the duration of the Contract.

The Contractor's software applications (including version and operating platform) available for this requirement must be compatible with CRA's in-house systems in a PC operating environment. This includes Adobe Suite – CS4 (InDesign, Illustrator, Photoshop, LiveCycle), Quark Xpress, Adobe Acrobat Pro 9, and Corel Draw 10.



The Contractor must receive and supply material on a 700 MB DVD throughout the duration of the Contract.

CRA's preference is for electronic communications whenever feasible.

7.4 Service Standards

7.4.1 Response Time and Initial Meeting

- a) The Contractor must respond to the Project Authority upon notification of any requirement within four (4) business hours.
- b) The Contractor must be available to meet with the Project Authority within two (2) days of receipt of a PCO.
- c) For urgent requirements, the Contractor will be required to deliver work within shorter time frames; these requirements may be subject to rush pricing.

Timelines

Type of Activity	Mock-ups after creative briefing*	Revisions after Project Authority provides feedback	Final Artwork after final approval is given.*
Production	3-5 business days	1 business day	1-2 business days
Creative Concepts	5 or more business days	2 business days	1-2 business days
Writing Work	5 business days	2 business days	1-2 business days

*Timeframe to be specified by the Project Authority

8.0 Security Requirements

The Contractor may be required to handle documents classified as Protected B. When doing so, the Contractor must receive and send files encrypted on a CD/DVD with WinZip and observe the following security provisions:

- a) The name of the Zipped file is not to contain any Protected information
- b) The encryption method is to be set to 256-bit AES
- c) The password must not be a word in the dictionary or a proper noun
- d) The minimum password length must be 8 characters
- e) The password must contain:
 - o at least one lower case character (a-z),
 - o at least one upper character (A-Z),
 - o at least one numeric character (0-9), and
 - o at least one symbol character (!, @, #, \$, %, ^, &, ...).
- f) The one-time password must be provided either in person, via the telephone or within an email message but only sent after receiving confirmation of receipt of the CD/DVD containing the Zipped/Encrypted file.
- g) If password is provided via email, then the email must be sent to one destination only (one email address).



9.0 Constraints

- a) In-person meetings will be held at the CRA's facilities in the National Capital Region.
- b) CRA software is subject to change. The Contractor is responsible for ensuring their deliverables are compatible with CRA software versions within one (1) month of notice from CRA.

10.0 Support Provided by the CRA

The CRA will:

- a) Assign a Project Authority to each project to act as the point of contact for the Contractor.
- b) Provide appropriate background, technical information, and strategic guidance for each assignment.
- c) Provide electronic files for mandatory elements including FIP identifiers, CRA-owned photographs, corporate identity elements, and templates.
- d) Provide information on graphic standards, plain language guidelines, style, and terminology preferences.
- e) Provide text for each graphic design project in both English and French.
- f) Provide feedback and approvals within two (2) business days.
- g) Provide the Contractor with one (1) months' notice of any software changes.



Annex B - Basis of Payment

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid firm hourly rates as specified below. Delivered Duty Paid (DDP), for the supply and delivery of the deliverables and services listed in Annex A. Customs duties are excluded, and applicable Taxes are extra.

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work, unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

To be completed at the time of Contract award from Bidder's pricing in Appendix 3.

Initial Contract Period

	Firm Hourly Rates
Resources	
Account Manager	\$
Art /Creative Director	\$
Senior Graphic Designer	\$
Junior Graphic Designer	\$
Production Artist	\$
English Copywriter	\$
French Copywriter	\$
Miscellaneous design work*	
Revisions to Existing Designs	\$
Photo Research	\$
Author's Alterations	\$
Supplementary Charges**	
Rush Charges	\$

Option Year 1

	Firm Hourly Rates
Resources	
Account Manager	\$
Art /Creative Director	\$
Senior Graphic Designer	\$
Junior Graphic Designer	\$
Production Artist	\$
English Copywriter	\$
French Copywriter	\$
Miscellaneous design work*	
Revisions to Existing Designs	\$
Photo Research	\$
Author's Alterations	\$
Supplementary Charges**	
Rush Charges	\$



Option Year 2

	Firm Hourly Rates
Resources	
Account Manager	\$
Art /Creative Director	\$
Senior Graphic Designer	\$
Junior Graphic Designer	\$
Production Artist	\$
English Copywriter	\$
French Copywriter	\$
Miscellaneous design work*	
Revisions to Existing Designs	\$
Photo Research	\$
Author's Alterations	\$
Supplementary Charges**	
Rush Charges	\$

*Charges for miscellaneous design work are exclusive of other charges; that is, the Contractor cannot bill the same work at the hourly rate for individual resources (i.e. account manager, graphic designer, etc.) and the hourly rate for miscellaneous design work.

**Rush charges may be billed in addition to the hours billed for individual resources with the written approval of the Project Authority.

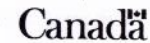


Annex C - Security Requirements Check List (SRCL)

Government of Canada / Gouvernement du Canada	<table style="width:100%; border-collapse: collapse;"> <tr> <td style="text-align: right; padding-right: 5px;">Contract Number / Numéro du contrat</td> <td style="text-align: center;">1000329802</td> </tr> <tr> <td style="text-align: right; padding-right: 5px;">Security Classification / Classification de sécurité</td> <td></td> </tr> </table>	Contract Number / Numéro du contrat	1000329802	Security Classification / Classification de sécurité	
Contract Number / Numéro du contrat	1000329802				
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 CONTRACTUELLE					
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine Canada Revenue Agency	2. Branch or Directorate / Direction générale ou Direction Public Affairs Branch				
3. a) Subcontract Number / Numéro du contrat de sous-traitance	3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant TBD				
4. Brief Description of Work / Brève description du travail Graphic design services on an as and when needed basis for the Canada Revenue Agency and the Office of the Taxpayers' Ombudsman					
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 : Specify country(ies): / Préciser le(s) pays : <input type="checkbox"/>	Restricted to: / Limité à : Specify country(ies): / Préciser le(s) pays : <input type="checkbox"/>	Restricted to: / Limité à : Specify country(ies): / Préciser le(s) pays : <input type="checkbox"/>			
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"/>			

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Security Classification / Classification de sécurité





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PART A (continued) / PARTIE A (suite)

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets? No Yes
 Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS? Non 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? No Yes
 Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate? Non 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 FIABILITE | <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? No Yes
 Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail? Non Oui

If Yes, will unscreened personnel be escorted? No Yes
 Dans l'affirmative, le personnel en question sera-t-il escorté? Non 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? No Yes
 Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS? Non Oui

11. b) Will the supplier be required to safeguard COMSEC information or assets? No Yes
 Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC? Non 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? No Yes
 Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ? Non 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? No Yes
 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? Non Oui

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



Government of Canada / Gouvernement du Canada

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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

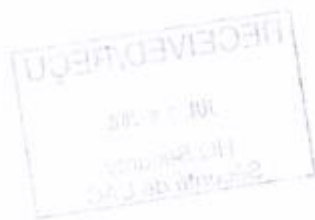
Category / Catégorie	PROTECTED / PROTÉGÉ			CLASSIFIED / CLASSIFIÉ			NATO				COMSEC					
	A	B	C	CONFIDENTIAL / CONFIDENTIEL	SECRET	TOP SECRET / TRÈS SECRET	NATO RESTRICTED / NATO DIFFUSION RESTREINTE	NATO CONFIDENTIAL / NATO CONFIDENTIEL	NATO SECRET	COMSEC TOP SECRET / COMSEC TRÈS SECRET	PROTECTED / PROTÉGÉ			CONFIDENTIAL	SECRET	TOP SECRET / TRÈS SECRET
											A	B	C			
Information / Assets / Renseignements / Biens	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IT Media / Support TI	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
IT Link / Lien électronique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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 indiquer qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).



TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité





Appendix 1 to Annex C: Information Technology Instructions

The Contractor must have the required Information Technology systems or networks to securely process and store the information. As a minimum:

- Each employee is to access the Contractor’s systems through the use of their unique UserID.
- Passwords should be at least 8 characters; hard to guess (not a word of the dictionary); contain letters, numbers and special characters; should be changed regularly or immediately if suspected to be compromised; known only to the specific user.
- Screen savers should automatically be locking sessions after a pre-set of inactive time (10 to 15 minutes recommended) and must require a password to resume session.
- Protected C and Classified data may not be processed on systems or networks processing information at a lower security level.
- Systems or networks processing Protected C or Classified information may never be connected to other networks (no Internet connection).
- The computer hard drive that processed Classified information must be destroyed as per CRA Security policies and standards (unless the information’s security level is downgraded by CRA – if this is the case, the hard disk should be wiped according to CRA Security policies and standards).
- No wireless devices are to be used to process or transmit Protected or Classified information.
- Protected C and Classified information cannot be transmitted over telephone.

Here are the security modes of delivery based on the security level of the information:

Level of security	Mode of delivery	Additional information
Undesignated (not protected and not classified)	Email	
	Telephone	
	WebEx	
	Fax	
	Encrypted removable media delivered in person or by courier (CRA’s policy is to encrypt all of removable media)	<ul style="list-style-type: none"> • CD/DVD to be encrypted using WinZip (see Acceptable security rules when using WinZip below). • USB devices are to be encrypted using MS BitLocker to Go. • Removable media (CD/DVD/USB) must be handled as per CRA Secure Mailing of Information Procedures: <ul style="list-style-type: none"> • Use one gum-sealed envelope; • Provide the name and complete mailing address of both the addressee and the sender on the envelope.
Protected A	Secured email	Emails must be encrypted using WinZip AES-256 bit (see Acceptable security rules when using WinZip below).



	Telephone (Voice)	Land line or VoIP (no wireless telephone)
	WebEx	Government WebEx
	Encrypted removable media delivered in person or by courier	<ul style="list-style-type: none"> • CD/DVD to be encrypted using WinZip (see Acceptable security rules when using WinZip). • USB devices are to be encrypted using MS BitLocker to Go. • Removable media (CD/DVD/USB) must also be handled as per CRA Secure Mailing of Information Procedures: • Use one gum-sealed envelope; • Provide the name and complete mailing address of both the addressee and the sender on the envelope.
Protected B	Secured email	Emails must be encrypted using WinZip AES-256 bit (see Acceptable security rules when using WinZip).
	Telephone (Voice)	Land line or VoIP (no wireless telephone)
	Encrypted removable media delivered in person or by courier	<ul style="list-style-type: none"> • CD/DVD to be encrypted using WinZip (see Acceptable security rules when using WinZip). • USB devices are to be encrypted using MS BitLocker to Go. • Removable media (CD/DVD/USB) must also be handled as per CRA Secure Mailing of Information Procedures: • Use two gum-sealed envelopes; • Indicate the security category and level (Protected B) on the document/information that is being mailed; • Insert the information/document into the first (inner) envelope and mark on the outside of the envelope "To be opened by addressee only"; • Clearly print the name and the complete mailing address of the addressee on the inner gum-sealed envelope, as well as the name and complete return mailing address of the addressor; • Insert the inner gum-sealed envelope into another (outer) gum-sealed envelope; • On the outer gum-sealed envelope, clearly print the complete mailing address of the addressee, as well as the name and complete return mailing address of the addressor; • Do not indicate the security category and level of the information being mailed on the outer gum-sealed envelope.
Protected C and Classified	Encrypted removable media delivered in person	<ul style="list-style-type: none"> • CD/DVD/USB to be encrypted using CRA approved algorithm. • Removable media (CD/DVD/USB) must also be



	or by courier	<p>handled as per CRA Secure Mailing of Information Procedures:</p> <ul style="list-style-type: none">○ Communicate with the addressee to confirm his/her mailing address and to forewarn him/her that Protected C, Confidential, or Secret information is being sent to him/her at that mailing address;○ Use two gum-sealed envelopes;○ Indicate the security category and level (Protected C, Confidential, Secret) on the document/information that is being mailed;○ Insert the information/document into the first (inner) envelope and mark on the outside of the envelope "To be opened by addressee only";○ Before sealing the envelope, complete Form GC44, Transmittal Note and Receipt (PDF, 88 KB) and insert it into the envelope, then take steps to ensure that the addressee signs the receipt and returns it to the sender/originator of the information;○ Clearly print the name and the complete mailing address of the addressee on the inner gum-sealed envelope, as well as the name and complete return mailing address of the addressor;○ Insert the inner gum-sealed envelope into another (outer) gum-sealed envelope;○ On the outer gum-sealed envelope, clearly print the complete CRA mailing address of the addressee, as well as the name and complete return mailing address of the addressor;○ Do not indicate the security category and level of the information being mailed on the outer gum-sealed envelope;○ If the Protected C or classified documents that are being transmitted do not fit in one envelope, consider the possibility of splitting the documents into separate, smaller batches;○ Send the information to the addressee by using one of the following options: a courier service, Canada Post registered mail, delivery of the material oneself by hand;○ If not hand-delivered, verify with the addressee that the information was received, especially in cases where the GC44 receipt is not returned.
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Appendix 2 to Annex C: Security Instructions for information to the Protected B level

Outside Consultants (OC)

Outside Consultants who are required to handle (access, process, transport) CRA protected information and asset outside of Canada Revenue Agency (CRA) premises for the performance of this contract are subject to comply with the following security instructions:

DOCUMENT SAFEGUARDS

1. Organizations must ensure that access to and safeguards for Agency information are based on a clearly discernable appropriate number of progressive zones to reduce the risk of unwanted events. (E.g. Public Zone, Reception Zone, Operations Zone, Security Zone and High Security Zone). The first two zones are not considered secure for protecting Agency information. Sensitive taxpayer information must be located in an Operations Zone where access is limited to personnel who work there and properly escorted visitors.
2. Sensitive taxpayer information in hard copy (paper) format is to be stored in a key lock drawer or container or in a locked office only if the access is limited to those with a need-to-know. All lockable commercial furniture and standard door locks are suitable.
3. To deter theft storing and processing Agency information are to be secured in offices with access controls such as Unican or cipher locks, card access systems or receptionists during office hours and deadbolts at all other times.
4. Agency information must be transmitted in two gum sealed envelopes with the address on both envelopes. A security marking (Protected) must appear on the inner envelope only, while the address appears on both envelopes. For information that should be seen only by the addressee the inner envelope is to be marked "To be opened by addressee only". Send by priority post, registered mail or a reliable private courier service. Proof of mailing and a record of transit and delivery must be provided by the carrier.
5. Agency information must be transported in a locked briefcase by a security screened employees, consultants and contractors hired by the organisation stated within.
6. All laptops and notebooks processing and storing Agency information are portable and require physical security protection, they must be securely stored when not in use or when they are left unattended. They must be stored in a locked drawer or container to reduce the risk of theft when they are not located in individual offices. Users are required to secure this equipment in a locked briefcase or container when removing it from the organisation's premises.
7. All Agency information is to be returned when no longer required with a notification that the information has been returned.
8. Any actual or suspected loss, or unauthorized disclosure of information is to be immediately reported to the CRA security official with the following details:
 - a) description of the type of information involved;
 - b) the date and place of the incident;
 - c) circumstances surrounding the incident;
 - d) the extent of known or probable compromise and the identity of unauthorized individuals who had or are believed to have had access to the information;
 - e) action taken or contemplated to remedy the situation; and
 - f) Any further details which may assist in assessing the loss or compromise



Annex D - Requirements for CRA Synergy Solution

1. Overview

The Canada Revenue Agency's (CRA) e-commerce solution for ordering, receiving and reconciling goods and services is an Ariba tool which has been branded internally as "Synergy".

Synergy is an end-to-end e-procurement system based on the Ariba suite of products. Synergy is the primary system the CRA uses to purchase goods and services with an Acquisition Card. Ariba provides the CRA with two methods of purchasing:

1. Purchase Card Orders (PCO): Purchases made by CRA Purchasers from catalogues within the Synergy e-commerce solution.
2. External purchases: Purchases made by CRA Purchasers outside the Synergy e-commerce solution.

The Synergy Catalogue Order Requirements section of this Annex describes the process for PCOs while the Requirements for External-Purchase Method section describes the process for external purchases. The CRA may use one or both of these methods for the purchase of goods and services under the Contract.

The requirements for the Contractor to support CRA purchases under the Contract using Synergy are detailed below. These requirements include support for catalogue orders and external purchase methods, and the need for on-going Contractor support during the term of the Contract, including any exercised option period(s).

2. Glossary of Terms

Term	Definition
Acquisition Card:	A federal government credit card, also known as a Purchase Card. The Acquisition Card that is currently used by the CRA is a MasterCard provided by Bank of Montreal.
Advance Ship Notice	A message the Contractor transmits, through the Ariba Supplier Network, to Synergy stating that the Contractor is shipping one or more items on a Purchase Card Order
Ariba Supplier Network (ASN):	An e-business solution, proprietary to Ariba that connects businesses across different systems and processes.
Catalogue:	A detailed list of all the goods and services offered by the Contractor that will be available through Synergy.
Cancel Order:	A request to cancel an Order already sent to the Contractor.
Change Order:	A request to modify an Order already sent to the Contractor. A Change Order retains the same unique Order number as the original, but has a different version number.
.CIF:	Catalogue Interchange Format. A format for text files used to populate electronic catalogues.
Contractor:	The supplier identified on page one of the Contract.
CRA Purchasers:	CRA Purchasers are responsible for placing Orders, receiving goods and services, managing returns and exchanges, and verifying reconciliation of Orders with acquisition card charges.
CRA Synergy Vendor Enablement Coordinator (CRA SVEC):	CRA resource that enables the Contractor's catalogue and the PCO Process, as well as identifies, troubleshoots, and resolves system issues throughout the Proof of Synergy Compliance testing (PoSC) phase and the life of the contract, including any exercised option period(s).
Credit:	A transaction reverse; the credit must contain the same Level II transaction data as its respective debit.
DUNS:	The Data Universal Numbering System is a unique nine-digit identification sequence for a single business entity. For more information on this term, visit:



	http://www.dnb.ca/get-a-duns-number.html
External Purchase Method:	Orders that are placed outside of the Synergy application.
Ghost Card:	A CRA acquisition card account that is assigned to an individual Contractor and Contract.
Goods Receipt:	A goods receipt is a document that records which items requested on a Purchase Card Order (PCO) have been received. Any receipt can be used to record acceptance and/or rejection of items.
GSIN Codes:	Goods and Services Identification Number
Issue Tracker:	The ticketing system used by the Acquisition Service Desk and the Acquisition Card Program to log and track all enquiries.
Level II credit card transaction data:	The minimum Order data that the Contractor must provide to CRA. This data must include at a minimum: the Synergy Purchase Card Order (PCO) number (passed to the Contractor over the ASN, maximum of 25 characters), the order amount and the GST/HST amount.
Orders:	A generic term that can be used to reference both orders placed using the external purchase method as well as Purchase Card Orders.
Obsolete Order:	When a Purchase Card Order (PCO) is changed or cancelled, the previous PCO version becomes out-dated and its routing status becomes "Obsolete" in the ASN.
Order Confirmations:	A message the Contractor transmits, through the Ariba Supplier Network, to Synergy stating that the Contractor is accepting one or more items on a Purchase Card Order.
PoSC:	Proof of Synergy Compliance
Progress Report:	A report detailing progress towards resolving a problem. The report must contain at a minimum, a description of the problem, the date and time the problem occurred, the date and time problem was discovered, the steps required to resolve the problem and the estimated date the problem will be resolved.
Purchase Card:	A federal government credit card, also known as an Acquisition Card. The Purchase Card that is currently used by the CRA is a MasterCard provided by Bank of Montreal.
Purchase Card Order (PCO):	An Order created in Synergy consisting of goods and/or services that the CRA is purchasing. PCO's are created using a Contractor provided catalogue and transmitted to the Contractor via the ASN. A PCO includes a unique identifier, one or more line items (descriptions of items being purchased, quantity, and unit price), the name and contact information of the person placing the PCO, and the shipping address.
Purchase Requisition (PR):	The Purchase Requisition (PR) is created in Synergy and contains the goods and/or services that the CRA is purchasing. Once the PR is submitted and approved, the PR generates a PCO(s), which is sent to the Contractor via the ASN.
Receipt:	The act of receiving goods or services.
Rejection Notification:	Rejection Email Notifications are sent to the Contractor by Synergy if the CRA Purchaser chooses to return goods for credit or exchange goods.
Return for Credit:	If a CRA Purchaser chooses to return goods for credit, a rejection email notification will indicate each applicable line item, including the item description, product code, rejection reason, and a value of Yes in the Return for Credit field.
Return for Exchange:	If a CRA Purchaser chooses to exchange goods, the rejection email notification will indicate each applicable line item, including the item description, product code, rejection reason, and a value of Yes in the Return for Exchange field
Supplier:	The Contractor. The term supplier is also used interchangeably with Contractor.
UNSPSC:	United Nations Standard Product and Services Classification. For more information on this term, visit: http://www.unspsc.org
Vendor:	The Contractor. The term vendor is also used interchangeably with Contractor.



WHMIS:	The Workplace Hazardous Materials Information System is Canada's national hazard communication standard. For more information on this term, visit: http://www.hc-sc.gc.ca/ewh-semt/occup-travail/whmis-simdut/index-eng.php
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3. CRA Synergy Stakeholders

This section describes the CRA Synergy stakeholders and their respective roles and responsibilities. The descriptions of the stakeholder responsibilities' are not all-inclusive; and may be modified at CRA's sole discretion as required.

CRA Purchasers: The Synergy application supports electronic purchases for over 1,700 CRA purchasers. CRA Purchasers are responsible for placing Orders, receiving goods and services, processing/managing returns and exchanges, and verifying reconciliation of Orders with acquisition card charges. The Contractor will not deal directly with the CRA Purchaser except in the following situations:

- To process a return or exchange items delivered under an Order as described in the Requirements for External-Purchase Method section below; or
- To request or provide clarification on items ordered.

CRA Acquisition Service Desk: The CRA Acquisition Service Desk provides national support to CRA Purchasers, the CRA Contracting Authority and the Contractor. The responsibilities of the CRA Acquisition Service Desk include:

- Assisting CRA Purchasers and the Contractor with system related billing and delivery issues;
- Distributing the Ghost Card number to the Contractor; and
- Working with the CRA Purchasers and the Contractor to resolve issues related to: returns, exchanges Cancelling Orders and Changing Orders.

CRA Synergy Vendor Enablement Coordinator (CRA SVEC): The Contractor will work with the CRA Synergy Vendor Enablement Coordinator (SVEC) to enable the Contractor's catalogue and the PCO Process, as well as to identify, troubleshoot, and resolve system issues throughout PoSC testing phase and the life of the contract, including any exercised option period(s).

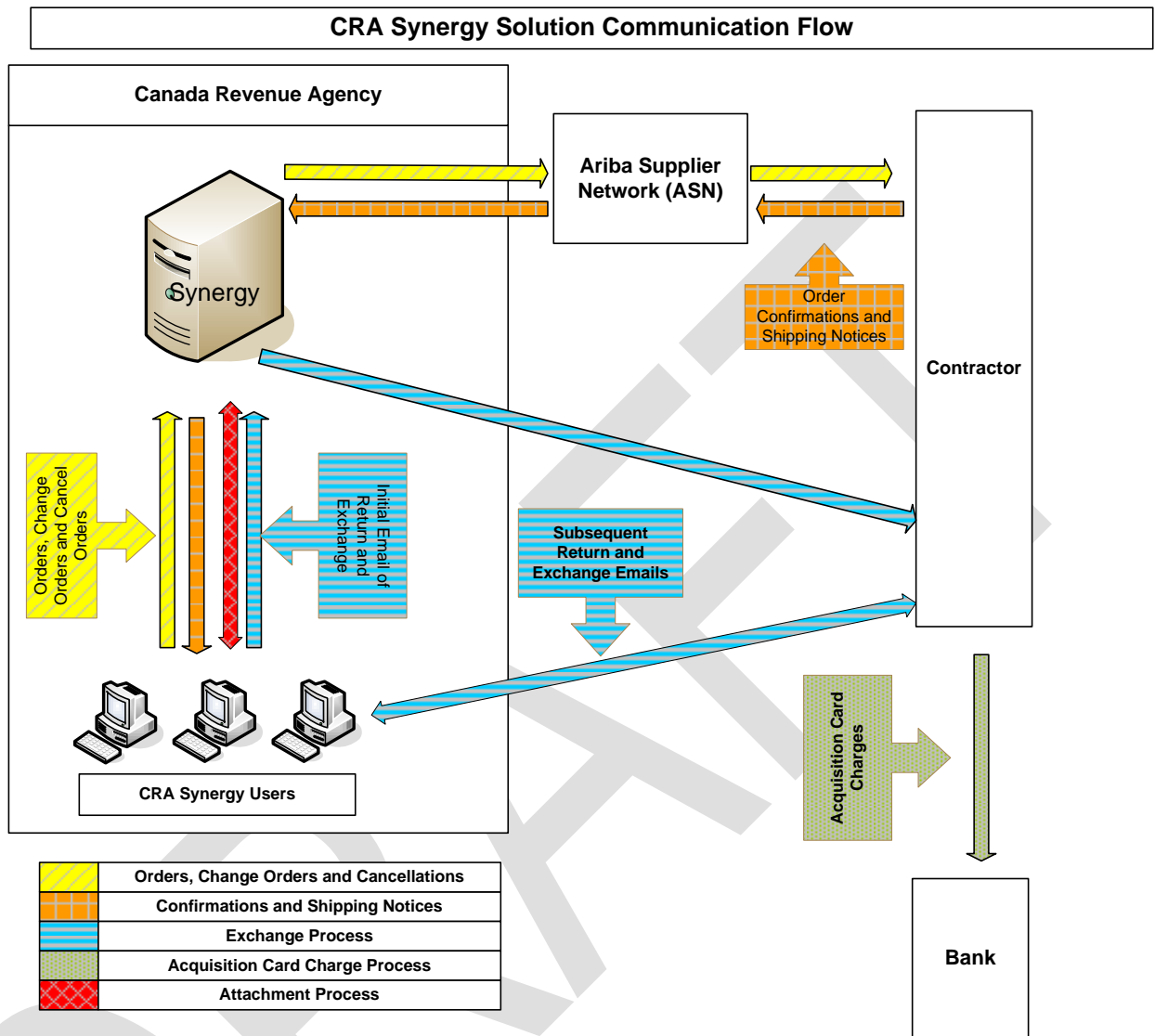
4. Synergy Catalogue Order Requirements

This section details the requirements for the Contractor to interact with the CRA in Synergy. The requirements are divided into the following areas:

- Synergy communication flow
- Ariba Supplier Network (ASN)
- PCO and Change Order Process Requirements
- Cancel Order process requirements
- Order receipt and rejection (returns and exchanges) process requirements
- Synergy catalogue requirements
- Acquisition Card charges

5. CRA Synergy Solution Communication Flow

The following illustration describes the communication flow between the parties involved in the Synergy solution.





6. Ariba Supplier Network (ASN) Requirements

The ASN is an e-business solution that connects buyers and suppliers across different systems and processes. The CRA and the Contractor will use the ASN to communicate order related information, including, and without limitation:

- Purchase Card Orders, Change Orders, and Cancel Orders from the CRA to the Contractor; and
- Order Confirmation and Advance Ship Notices from the Contractor to the CRA.

The Contractor is required to establish and maintain an ASN production and test account throughout the life of the Contract.

The Contractor must:

- Virus-scan attachments sent over the ASN.
- Send an Order Confirmation message within 30 minutes of receiving a Purchase Card Order, Change Order, or Cancel Order from the CRA.
- Correctly verify that the goods and services are available and will be shipped under the terms of the Contract before they send the Order Confirmation message.
- Include backorder details, if applicable, in the Order confirmation message.
- Send an Advance Ship Notice when goods are shipped.

The Contractor must disregard the Acquisition card related fields on the Purchase Card Order. CRA does not send Acquisition Card information over the ASN.

The Contractor must obtain written authorization from the CRA Contracting Authority as well as the CRA Acquisition Service Desk before rejecting a Purchase Card Order.

7. PCO and Change Order Process Requirements

CRA Purchasers will submit PCOs and Change Orders to the Contractor through Synergy.

The Contractor shall receive PCOs and Change Orders from the ASN.

The Contractor must not substitute items without written authorization from the CRA Contracting Authority.

For goods, the Contractor must include a packing slip with each shipment. The packing slip must specify the Contractor's name, address, and GST registration number, the PCO number, CRA Purchaser, date the goods were shipped, description of the goods, cost (before tax), tax amount, and total amount to be charged to the CRA Ghost Card, including applicable taxes.

For services, the Contractor must provide written details of the services provided. The summary must specify the Contractor's name, address, and GST registration number, the PCO number, CRA Purchaser, date the service was completed, description of the service, cost (before tax), tax amount, and total amount to be charged to the CRA Ghost Card including applicable taxes.



8. Cancel Order Process Requirements

Purchase Card Orders may be cancelled in whole or in part. All Cancel Order requests will be routed to the CRA Acquisition Service Desk for processing before being transmitted electronically to the Contractor through Synergy to the ASN.

The Cancel Order procedure is as follows:

1. CRA Purchaser logs into Synergy and opens the PCO to cancel.
2. CRA Purchaser cancels the PCO.
3. Synergy creates a new version of the PCO and routes it to the CRA Acquisition Service Desk for processing.
4. CRA Acquisition Service Desk team confirms that Synergy has not received an Advance Ship Notice and then contacts the Contractor via email to confirm that the PCO has not been shipped. If neither condition has been met, the PCO cancellation can be processed in Synergy by the CRA Acquisition Service Desk team.
5. Synergy sends the Cancel Order to the Contractor through the ASN.

Once successfully cancelled, the status of the original PCO in ASN changes to Cancelled and an order cancellation message is sent to the Contractor over the ASN. The status of the purchase order then changes to "Obsolete" on the ASN.

The Contractor may not confirm or reject cancelled orders, nor create order-fulfillment messages (order confirmation or advance shipping notices) against an Obsolete Order.

CRA Purchasers may not issue Cancel Orders for line items that have been shipped or for which an Advance Ship Notice has been sent.

9. Synergy Catalogue Requirements

Description: Purchase Card Orders originate in Synergy. CRA Purchasers create a Purchase Requisition (PR) in Synergy by adding items from one or more of the CRA-hosted catalogues to shopping carts. After the CRA Purchaser submits the PR, the shopping carts are work-flowed for internal CRA approval, if applicable. Once approved, the PR is converted into a PCO and sent to the Contractor through Synergy to the ASN for fulfilment.

Catalogue: During the Proof of Synergy Compliance (PoSC) testing, the Contractor must provide the CRA SVEC with a catalogue in .CIF format via email. The catalogue must include all goods and services offered by the Contractor that will be available through Synergy.

The Contractor must maintain the catalogue during the period of the Contract as well as any exercised option period(s).

Catalogue Format:

- The .CIF catalogue is a comma delimited file.
- Unless otherwise specified, all fields are mandatory.
- The Item Description and Short Name must clearly, accurately and correctly describe the product or service.
- All fields are case-sensitive.



The following table details the fields where the Contractor must enter a value when using the .CIF catalogue format.

Number	Field Name	Item Description
1	Supplier ID	Supplier's DUNS number
2	Supplier Part ID	Up to 128 characters Remove all special characters (*, ?, &, etc).
3	Manufacture Part ID	Up to 128 characters
4	Item Description	Up to 2000 characters. This field will be displayed in the long description field on the online catalogue. Must be English for English lines and French for French lines.
5	SPSC Code	Up to 40 characters, integer. This is the product-commodity code in an eight-digit UNSPSC format.
6	Unit Price	The CRA price as per discount and contract (net). Cannot exceed two decimal places.
7	Units of Measure	UN or ANSI X.12 standard unit of measure. This is the product's UOM, such as BX for "box" and EA for "each."
8	Lead Time	Integer characters only. This is the number of business days between receipt of order and delivery to customer.
9	Manufacturer Name	Supplier's name
10	Supplier URL	In the format: http://
11	Manufacturer URL	In the format: http://
12	Market Price	This is the list price or suggested retail price. Cannot exceed two decimal places.
13	Short Name	Up to 50 characters (English or French). This field will be displayed in the short description field on the online catalogue. Must be English for English lines and French for French lines.
14	Expiration Date	Contractors leave this field blank.
15	Effective Date	Contractors leave this field blank.
16	Language	Use en_CA for English line items and fr_CA for French line items.
17	Supplier Part Auxiliary ID	Use en_CA for English line items and fr_CA for French line items. This is not the supplier part number.
18	image	Used to indicate the filename of the image or picture. Images must be in JPEG, GIF, PNG, BMP, or TIFF format. Do not use special characters (*, ?,) or accents in the filename. The file names and filename extension for images are case-sensitive. The recommended full size image is 250 x 250 pixels (maximum file size is 500KB).
19	Thumbnail	Used to indicate the filename of the thumbnail image or picture. Images must be in JPEG, GIF, PNG, BMP, or TIFF format. Do not use special characters (*, ?,) or accents in the filename. The file names and filename extension for images are case-sensitive. The recommended thumbnail size is 80 x 80 pixels (maximum file size is 500KB).



Number	Field Name	Item Description
20	Delete	Leave blank on new catalogues. This is an optional field to indicate whether this item is to be deleted. Enter "T" (for True) to identify a deleted status, otherwise this field remains empty This field is used in incremental catalogue loading.
21	WHMIS	Used to indicate if a catalogue item is a hazardous material. Enter Yes or No (for English line items) or Oui or Non (for French line items).
22	Green procurement	Used to indicate if a catalogue item is classified as a green product. Enter Yes or No (for English line items) or Oui or Non (for French line items). Questions regarding this classification should be forwarded to the contracting authority.
23	Strategically sourced	Please enter Yes (for English line items) or Oui (for French line items). All catalogue items are considered strategically sourced.



The following picture illustrates the format of a .cif file (as displayed in MS Notepad):

```
CRASampleCatalogue.cif - Notepad
File Edit Format View Help
CIF_I_V3.0
LOADMODE: F
CHARSET: 8859_1
CODEFORMAT: UNSPSC
CURRENCY: CAD
COMMENTS: This is a sample CIF 3.0 file
SUPPLIERID_DOMAIN: DUNS
FIELDNAMES: Supplier ID, Supplier Part ID, Manufacturer Part ID, Item Description, SPSC Code, Unit Price, Unit of Meas
TIMESTAMP: 2008-02-15 15:25:04
UNUOM: TRUE
ITEMCOUNT: 2
DATA
6565,2B,2B1C, Men's black shoes, 53111601, 54.95, PR, 2, , , , Men's black shoes, 2010-03-01, 2008-08-01, en_CA, en_CA, blk_shoe_2B
6565,2B,2B1C, "chaussures noires des hommes", 53111601, 119.95, PR, 2, , , , "chaussures noires des hommes", 2010-03-01, 2008-08-01
ENDOFDATA
```

Bilingual Content: The Contractor must provide the catalogue in both Official Languages (English and French). The Contractor is required to include two lines for each unique product or service: one in English and one in French.

The quality of the product and services information provided in one language shall be comparable to the product and services information in the other.

Image Files: The Contractor must provide an image file for each Supplier Part ID. The image must be in .JPEG format with a maximum size of 1MB.

Catalogue Updates: The Contractor must provide an updated .CIF catalogue to the CRA Contracting Authority when there are catalogue changes.

The Contractor must notify the CRA Contracting Authority and the CRA Acquisition Service Desk, via email, within one (1) business day when a catalogue item becomes discontinued or otherwise unavailable.

The Contractor must notify the CRA Contracting Authority and the CRA Acquisition Service Desk, via email, within one (1) business day when a catalogue item becomes backordered for longer than five (5) business days.

The CRA Contracting Authority will notify the Contractor via email when there are CRA related catalogue changes. In this situation, the Contractor must provide an updated .CIF catalogue within two (2) business days of written notification.

The Contractor must fix catalogue file errors and provide a corrected version within one (1) business day after being notified by the CRA Contracting Authority or CRA SVEC via an email to the Contractor.

If the Contractor must update the catalogue, the updated .CIF catalogue must only contain product line items that are being added, deleted or modified. For deleted line items the Contractor must update the corresponding .CIF data field (i.e. field no. 19) to deleted status by entering a "T". If a product line item is being added or modified, it can simply be added to the .CIF catalogue.

The CRA Contracting Authority will notify the Contractor if and when there are any scheduled catalogue updates. For scheduled catalogue updates, the Contractor must provide the CRA Contracting Authority with the updated .CIF catalogue ten (10) business days before the catalogue changes are scheduled to take effect.

The CRA Contracting Authority must approve the updated .CIF catalogue before the updated catalogue will be made available in Synergy. All catalogue updates, scheduled or otherwise, including changes to pricing, will only go into effect after the CRA SVEC tests the new catalogue and loads it into the production environment.



10. Acquisition Card Charges

All Synergy PCOs must be charged to a CRA Acquisition Card. Synergy uses only one Ghost Card per contract and per Contractor for all PCOs. For security reasons, PCOs sent over the ASN display only a mock acquisition card number. The valid acquisition card number will be provided via telephone to the Contractor during PoSC Testing by the CRA SVEC or the CRA Acquisition Service Desk.

The CRA Acquisition Card is currently a MasterCard provided by Bank of Montreal. At any time during the period of the Contract, including any exercised option period(s), the CRA reserves the right to change its acquisition card type or provider.

Transactions against the Ghost Card must include Level II credit card transaction data, including the PCO number passed to the Contractor over the ASN, maximum of 25 characters, and the GST/HST amount.

The Contractor must verify that the prices are correct on the PCO before shipping the items and charging the acquisition card. If there is a discrepancy between the prices on the PCO and the prices in the Contractor's systems, the Contractor must work with the CRA Acquisition Service Desk to correct the discrepancy. The Contractor must not ship items or charge the acquisition card until the discrepancy is resolved.

The Contractor must only charge for goods that have been shipped and services that have been rendered.

Prior to shipping any items, the Contractor must send an Advance Ship Notice to the CRA Purchaser over the ASN.

11. Requirements for External Purchase Method

External Purchases are those made by CRA Purchasers by acquisition card outside the Synergy e-commerce solution.

External Purchases may be used by CRA as a:

- Back-up order method when Synergy is unavailable; and/or
- Regular order method for any items that are not currently hosted as a catalogue in Synergy.

The Contractor must receive, confirm, and process orders by one or more of the following methods: email, online, telephone, and facsimile.

The Contractor must provide confirmation of receipt to the CRA Purchaser within one (1) business day for orders placed using the external purchase method. External Purchase Orders placed by the CRA Purchaser must be confirmed by the Contractor in writing.

The Contractor must not accept orders placed using the External Purchase Method for catalogue items without written authorization from the CRA Acquisition Service Desk, the CRA SVEC or the CRA Contracting Authority. Orders placed using the External Purchase Method must be charged to the CRA Purchaser's Acquisition Card, these orders must not be charged to the Ghost Card. The Contractor is not required to provide Level II credit card transaction data for External Purchase Orders.

For goods, the Contractor must include a packing slip with each shipment. The packing slip must specify the Contractor's name, address, and GST/HST registration number, the purchaser name, date the goods were shipped, description of the goods, cost (before tax), tax amount, and total amount to be charged to the Acquisition Card including applicable taxes.

For services, the Contractor must provide written details of the services provided. The summary must specify the Contractor's name, address, and GST/HST registration number, the PCO number, CRA Purchaser name, date the service was completed, description of the service, cost (before tax), tax amount, and total amount to be charged to the CRA Ghost Card including applicable taxes.

12. Ordering and Payment

The Contractor must maintain and support ordering and payment for the entire period of the Contract, including any exercised option period(s).



The Contractor must notify the CRA Contracting Authority and the CRA Acquisition Service Desk of any changes to the ordering and payment processes and systems a minimum of forty (40) business days in advance to allow the CRA to assess their impact on the CRA Synergy Solution.

The CRA, at its sole discretion, may require the Contractor to retest the ordering process and transmission of Level II credit card transaction data against the requirements set out in the Contract.

The Contractor must complete and pass a new round of PoSC testing before the Contractor implements the system changes into production.

The Contractor must ensure that no errors are made when entering Orders into the Contractor's ordering and provisioning systems for external purchase and catalogue orders. If the Contractor does make any errors when entering Orders into the Contractor's ordering and provisioning systems, the CRA can request that the Contractor automate the ASN to Contractor Ordering/Billing System interface. The Contractor shall comply with any such written request of the CRA Contracting Authority within twenty (20) business days of the request.

The Contractor must validate the contents of each PCO and External Purchase Order to ensure accuracy. In the case of a discrepancy between CRA order information in Synergy and the Contractor, the Contractor shall notify the CRA Acquisition Service Desk, within thirty (30) minutes of occurrence.

13. Order and Billing Support

The Contractor must provide CRA order and billing support through a technical support group (helpdesk) that provides:

- A single point of contact for the CRA Acquisition Service desk to report issues regarding maintenance and support services, problem reporting and problem resolution updates;
- A single toll-free telephone number, fax number, and email address.
- Business hours coverage from 0800 to 1700 (Eastern Time), Monday to Friday inclusive, excluding those days that the federal government observes as a holiday.

14. Ordering and System Issues - Incident Classification and Escalation

For all incidents identified by either the Contractor or the CRA, the Contractor must adhere to the response time requirements detailed in Table A: Incident Classification and Escalation Table, below:



Table A: Incident Classification and Escalation

Severity Levels	Description	Response Time and Resolution Time
Severity 1	System outage - The Contractor can neither accept nor process orders.	<p>The Contractor must immediately notify the CRA Contracting Authority as well as the CRA Acquisition Service Desk if the system functionality becomes severely restricted or degraded</p> <p>The Contractor must also issue progress reports and maintain communication (verbal and email) with the CRA Contracting Authority and CRA Acquisition Service Desk every two (2) hours until problem resolution, within business hours (8AM to 5PM Eastern Time, Monday to Friday (excluding Government of Canada holidays)).</p>
Severity 2	The system is operational, but with severely restricted functionality or degradation. For example, the Contractor cannot process acquisition card charges.	<p>The Contractor must notify the CRA Contracting Authority as well as the CRA Acquisition Service Desk of a system outage, within thirty (30) minutes of occurrence</p> <p>The Contractor must also issue a verbal and email progress report and maintain communication with the CRA Contracting Authority as well as the CRA Acquisition Service Desk every business day until problem resolution.</p>
Severity 3	The system is operational, but with functional limitations or restriction not critical to the overall operations. Examples include billing errors, spelling mistakes in item descriptions or other non-critical catalogue issues, etc.	<p>The Contractor must notify the CRA Contracting Authority as well as the CRA Acquisition Service Desk if the system functionality becomes restricted, within thirty (30) minutes of occurrence</p> <p>The Contractor must also issue an email progress report and maintain communication when requested by the CRA Contracting Authority or the CRA Acquisition Service Desk.</p>

All other incidents not classified as Severity Levels one through three, identified by the CRA Acquisition Service Desk, will be assigned an Issue Tracker number, which will be communicated via email to the Contractor. The Contractor must action and resolve the issue within five (5) business days. Upon resolution, the Contractor must reply to the initial email with problem resolution details.

Problems which have not been actioned within five (5) business days of notification will be escalated to the CRA Contracting Authority for further action.