



RETURN BIDS TO: RETOURNER LES SUBMISSION À :

Parks Canada Agency Bid Receiving Unit
National Contracting Services
635 – 8 Avenue S.W., Suite 1300
Calgary, AB T2P 3M3

REQUEST FOR PROPOSAL

DEMANDE DE PROPOSITION

Proposal to: Parks Canada 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 or attached hereto, the goods, services and construction listed herein or on any attached sheets at the price(s) set out therefor.

Proposition à : l'Agence Parcs Canada

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

Comments - Commentaires

Due to the nature of the bid solicitation, bids transmitted by facsimile or email to PCA will not be accepted.

Issuing Office - Bureau de distribution :

Parks Canada Agency
National Contracting Services
635 – 8 Avenue S.W., Suite 1300
Calgary, AB T2P 3M3

Title - Sujet Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC		
Solicitation No. - N° de l'invitation 5P420-16-5242/A	Date November 04, 2016	
Client Reference No. - N° de référence du client n/a		
GETS Reference No. N° de référence de SEAG PW-16-00755074		
Solicitation Closes - L'invitation prend fin At - à : 14 :00 On - le : December 19, 2016		Time Zone - Fuseau horaire (MST)
F.O.B. - F.A.B. Plant - Usine : <input type="checkbox"/> Destination : <input checked="" type="checkbox"/> Other - Autre : <input type="checkbox"/>		
Address Enquiries to - Adresser toutes questions à Joanne Cuthbert		
Telephone No. - N° de telephone (403) 292-4558	Fax No. -N° de télécopieur (403) 292-4475	Email Address - Courriel joanne.cuthbert@pc.gc.ca
Destination of Goods, Services, and Construction - Destination des biens, services, et construction See Herein		

TO BE COMPLETED BY THE BIDDER - À REMPLIR PAR LE SOUMISSIONNAIRE

Vendor/ Firm Name - Raison sociale et adresse du fournisseur/ de l'entrepreneur	
Address - Adresse	
Telephone No. - N° de telephone	Fax No. - N° de télécopieur
Name of person authorized to sign on behalf of the Vendor/ Firm (type or print) - Nom de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart
program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

TABLE OF CONTENTS

PART 1 - GENERAL INFORMATION	3
1.1 SECURITY REQUIREMENTS	3
1.2 STATEMENT OF WORK.....	3
1.3 DEBRIEFINGS.....	3
1.4 TRADE AGREEMENTS	3
PART 2 - BIDDER INSTRUCTIONS	3
2.1 STANDARD INSTRUCTIONS, CLAUSES AND CONDITIONS	3
2.2 SUBMISSION OF BIDS	4
2.3 FORMER PUBLIC SERVANT	4
2.4 ENQUIRIES - BID SOLICITATION.....	5
2.5 APPLICABLE LAWS	5
PART 3 - BID PREPARATION INSTRUCTIONS.....	5
3.1 BID PREPARATION INSTRUCTIONS.....	5
PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION	6
4.1 EVALUATION PROCEDURES	6
4.2 BASIS OF SELECTION	7
PART 5 - CERTIFICATIONS AND ADDITIONAL INFORMATION	7
5.1 CERTIFICATIONS PRECEDENT TO CONTRACT AWARD AND ADDITIONAL INFORMATION	8
PART 6 - RESULTING CONTRACT CLAUSES.....	9
6.1 SECURITY REQUIREMENTS	9
6.2 STATEMENT OF WORK.....	9
6.3 STANDARD CLAUSES AND CONDITIONS	9
6.4 TERM OF CONTRACT	9
6.5 AUTHORITIES	9
6.6 PROACTIVE DISCLOSURE OF CONTRACTS WITH FORMER PUBLIC SERVANTS.....	11
6.7 PAYMENT	11
6.8 INVOICING INSTRUCTIONS – PROGRESS PAYMENT CLAIM – SUPPORTING DOCUMENTATION REQUIRED	12
6.9 DIRECT DEPOSIT.....	13
6.10 CERTIFICATIONS	13
6.11 APPLICABLE LAWS	13
6.12 PRIORITY OF DOCUMENTS.....	13
6.13 SACC MANUAL CLAUSES.....	13
6.14 INSPECTION AND ACCEPTANCE	14
ANNEX "A" - STATEMENT OF WORK.....	15
ANNEX "B" - BASIS OF PAYMENT.....	22
ANNEX "C" - ATTESTATION AND PROOF OF COMPLIANCE WITH OCCUPATIONAL HEALTH AND SAFETY (OHS).....	25
ANNEX "D" - INTEGRITY PROVISIONS – LIST OF NAMES FORM.....	27
ANNEX "E" - TECHNICAL EVALUATION	28
ANNEX "F" - DIRECT DEPOSIT ENROLLMENT FORM	31

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

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J.S. Cuthbert

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Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada" – Pacific Rim Region, BC

PART 1 - GENERAL INFORMATION

1.1 Security Requirements

There is no security requirement associated with the requirement.

1.2 Statement of Work

The Work to be performed is detailed under Article 2 of the resulting contract clauses.

1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

1.4 Trade Agreements

The requirement is subject to the provisions of the World Trade Organization Agreement on Government Procurement (WTO-AGP), the North American Free Trade Agreement (NAFTA), and the Agreement on Internal Trade (AIT).

PART 2 - BIDDER INSTRUCTIONS

2.1 Standard Instructions, Clauses and Conditions

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

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

The [2003](#) (2016-04-04) Standard Instructions – Goods or Services – Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

All reference to the Minister of Public Works and Government Services Canada shall be deleted and replaced with the Minister of the Environment and Climate Change for the purposes of the Parks Canada Agency. All reference to the Department of Public Works and Government Services Canada shall be deleted and replaced with the Parks Canada Agency.

2.1.1 Basis for Canada's Ownership of Intellectual Property

The Parks Canada Agency has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, on the following grounds, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#):

2.1.1.1 The main purpose of the contract, or of the deliverables contracted for, is to generate knowledge and information for public dissemination.

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada" – Pacific Rim Region, BC

2.2 Submission of Bids

Bids must be submitted only to Parks Canada Agency (PCA) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by facsimile or email to PCA will not be accepted.

2.3 Former Public Servant

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. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, 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.

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.

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada" – Pacific Rim Region, BC

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with [Contracting Policy Notice: 2012-2](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

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.

2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than fifteen (15) 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

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in British Columbia.

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

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions.

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

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada" – Pacific Rim Region, BC

Section I: Technical Bid one (1) hard copy

Section II: Financial Bid one (1) hard copy

Section III: Certifications one (1) hard copy

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

Canada requests that Bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

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

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

Section I: Technical Bid

In their technical bid, Bidders should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Basis of Payment. The total amount of Applicable Taxes must be shown separately.

Section III: Certifications

Bidders must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
 - (b) An evaluation team composed of representatives of Canada, Lookfar Solutions Inc., District of Tofino and the District of Ucluelet will evaluate the bids.
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Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada – Pacific Rim Region, BC

4.1.1 Technical Evaluation

4.1.1.1 Mandatory Technical Criteria

Bids will be evaluated against the Mandatory Technical Evaluation Criteria at Annex “E” – Technical Evaluation.

4.1.1.2 Point Rated Technical Criteria

Bids will be evaluated against the Point Rated Technical Evaluation Criteria at Annex “E” – Technical Evaluation.

4.1.2 Financial Evaluation

The price of the bid will be evaluated in Canadian dollars, Applicable Taxes excluded, FOB destination, Canadian customs duties and excise taxes included.

4.1.2.1 Maximum Funding

The maximum funding available for the Contract resulting from the bid solicitation is **\$250,000.00** (Applicable taxes extra). Bids valued in excess of this amount will be considered non-responsive. This disclosure does not commit Canada to pay the maximum funding available.

4.2 Basis of Selection

4.2.1. Basis of Selection - Highest Rated Within Budget

4.2.1.1 To be declared responsive, a bid must:

- a. comply with all the requirements of the bid solicitation;
- b. meet all mandatory technical evaluation criteria; and
- c. obtain the required minimum of 70 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 100 points.

4.2.1.2 Bids not meeting (a) or (b) or (c) will be declared non responsive. The responsive bid with the highest number of points will be recommended for award of a contract, provided that the total evaluated price does not exceed the budget available for this requirement.

PART 5 - CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional 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 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 will render the bid non-responsive or constitute a default under the Contract.

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada – Pacific Rim Region, BC

5.1 Certifications Precedent to Contract Award and Additional Information

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

5.1.1 Integrity Provisions - List of Names

Bidders who are incorporated, including those bidding as a joint venture, must provide a complete list of names of all individuals who are currently directors of the Bidder.

Bidders bidding as sole proprietorship, as well as those bidding as a joint venture, must provide the name of the owner(s).

Bidders bidding as societies, firms or partnerships do not need to provide lists of names.

Bidders may use the attached Integrity Provisions – List of Names form under Annex “D”.

5.1.2 Federal Contractors Program for Employment Equity - Bid Certification

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

5.1.3 Additional Certifications Precedent to Contract Award

5.1.3.1 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-responsive.

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada – Pacific Rim Region, BC

PART 6 - RESULTING CONTRACT CLAUSES

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

6.1 Security Requirements

6.1.1 There is no security requirement applicable to this Contract.

6.2 Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

6.3 Standard Clauses and Conditions

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

6.3.1 General Conditions

2010B (2016-04-04), General Conditions - Professional Services (Medium Complexity) apply to and form part of the Contract.

All reference to the Minister of Public Works and Government Services Canada shall be deleted and replaced with the Minister of the Environment and Climate Change for the purposes of the Parks Canada Agency. All reference to the Department of Public Works and Government Services Canada shall be deleted and replaced with the Parks Canada Agency.

6.3.2 Supplemental General Conditions

4007 (2010-08-16) Canada to Own Intellectual Property Rights in Foreground Information apply to and form part of the Contract.

6.4 Term of Contract

6.4.1 Period of the Contract

The period of the Contract is from date of Contract to March 31, 2017 inclusive.

6.5 Authorities

6.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Joanne S. Cuthbert
Contracts, Procurement and Materiel Management Officer
Parks Canada Agency
Chief Financial Officer Directorate
Parks Canada Agency
Suite #1300, 635 – 8 Avenue S.W.
Calgary, AB T2P 3M3

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
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Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

Telephone: (403) 292-4558
Facsimile: (403) 292-4475
E-mail address: joanne.cuthbert@pc.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.

6.5.2 Project Authority

The Project Authority for the Contract is:

***** To be determined at contract award *****

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.

6.5.3 Contractor's Representative

The Contractor's Representative for the Contract is:

Representative's Name:		
Title:		
Vendor/ Firm Name:		
Address:		
City:	Province/ Territory:	Postal Code:
Telephone:	Facsimile:	
Email Address:		
Procurement Business Number or Goods and Services Tax Number:		

Instruction on how to obtain a Procurement Business Number (PBN)

Canadian Bidders are requested to have a Procurement Business Number (PBN) before Contract award. Bidders may register for a PBN in the Supplier Registration Information service on line at the [Business Access Canada Website](https://buyandsell.gc.ca/for-businesses/selling-to-the-government-of-canada/register-as-a-supplier) (https://buyandsell.gc.ca/for-businesses/selling-to-the-government-of-canada/register-as-a-supplier). For non- Internet registration, Bidders may contact the Business Access

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada" – Pacific Rim Region, BC

Canada InfoLine at 1-800-811-1148 to obtain the telephone number of the nearest Supplier Registration Agent.

6.6 Proactive Disclosure of Contracts with Former Public Servants

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, in accordance with [Contracting Policy Notice: 2012-2](#) of the Treasury Board Secretariat of Canada.

6.7 Payment

6.7.1 Basis of Payment – Firm Price

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price, as specified in Annex B for a cost of \$ **(to be inserted at contract award)**. Customs duties are included 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.

6.7.2 Milestone Payments – Subject to holdback

6.7.2.1 Canada will make milestone payments in accordance with the Schedule of Milestones detailed in the Contract and the payment provisions of the Contract, up to ninety (90) percent of the amount claimed and approved by Canada if:

- a. an accurate and complete claim for payment using form [PWGSC-TPSGC 1111](#), Claim for Progress Payment, and any other document required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all the certificates appearing on form [PWGSC-TPSGC 1111](#) have been signed by the respective authorized representatives;
- d. all work associated with the milestone and as applicable any deliverable required have been completed and accepted by Canada.

6.7.2.2 The balance of the amount payable will be paid in accordance with the payment provisions of the Contract upon completion and delivery of all Work required under the Contract if the Work has been accepted by Canada and a final claim for the payment is submitted."

6.7.3 Schedule of Milestones

The schedule of milestones for which payments will be made in accordance with the Contract is as follows:

Milestone No.	Description	Firm Percentage of Estimated Price	Due Date
01	Upon Completion of Start-up meeting and site visit	<i>(inserted at contract award)</i>	No later than one week after contract award.
02	Upon completion and acceptance of the Phase 1 Deliverables	<i>(inserted at contract award)</i>	January 31, 2017
03	Upon completion and acceptance of the Phase 2 Deliverables	<i>(inserted at contract award)</i>	February 28, 2017
04	Upon completion and acceptance of the Phase 3 Deliverables and Final Project Report	<i>(inserted at contract award)</i>	March 31, 2017

6.8 Invoicing Instructions – Progress Payment Claim – Supporting Documentation required

6.8.1 The Contractor must submit a claim for payment using form [PWGSC-TPSGC 1111](#), Claim for Progress Payment.

Each claim must show:

- a. all information required on form [PWGSC-TPSGC 1111](#);
- b. all applicable information detailed under the section entitled "Invoice Submission" of the general conditions;
- c. the description and value of the milestone claimed as detailed in the Contract.

Each claim must be supported by:

- a. a copy of the invoices, receipts, vouchers for all direct expenses, travel and living expenses;

6.8.2 Applicable Taxes must be calculated on the total amount of the claim before the holdback is applied. At the time the holdback is claimed, there will be no Applicable Taxes payable as it was claimed and payable under the previous claims for progress payments.

6.8.3 The Contractor must prepare and certify one original and two (2) copies of the claim on form [PWGSC-TPSGC 1111](#), and forward it to the Project Authority identified under the section entitled "Authorities" of the Contract for appropriate certification after inspection and acceptance of the Work takes place.

The Project Authority will then forward the original and two (2) copies of the claim to the Payment Office for the remaining certification and payment action.

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada – Pacific Rim Region, BC

6.8.4 The Contractor must not submit claims until all work identified in the claim is completed.

6.9 Direct Deposit

In April 2012, the Government of Canada announced that direct deposit would be replacing cheques as the primary payment method for the federal payments issued by the Receiver General for Canada by April 2016. If the bidder is not set up for direct deposit, the attached Direct Deposit enrollment form under Annex "F" will be required to be submitted to the Contracting Authority upon receipt of a Purchase Order or Contract.

Additional information on this Government of Canada initiative is available at:

<http://www.directdeposit.gc.ca>

6.10 Certifications

6.10.1 Compliance

The continuous compliance with the certifications provided by the Contractor in its bid and the ongoing cooperation in providing additional 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 additional information, or if 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.

6.11 Applicable Laws

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

6.12 Priority of Documents

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

- (a) the Articles of Agreement;
- (b) the supplemental general conditions 4007 (2010-08-16) Canada to Own Intellectual Property Rights in Foreground Information;
- (c) the general conditions 2010B (2016-04-04), General Conditions - Professional Services (Medium Complexity);
- (d) Annex "A", Statement of Work;
- (e) Annex "B", Basis of Payment;
- (f) Annex "C", Attestation and Proof of Compliance with Occupational Health and Safety (OHS);
- (g) the Contractor's bid dated (*inserted at contract award*).

6.13 SACC Manual Clauses

A1009C (2008-05-12) Work Site Access
A9068C (2010-01-11) Government Site Regulations
B2008C (2014-06-26) Government of Canada Web Standards
B6802C (2007-11-30) Government Property
G1005C (2016-01-28) Insurance – No Specific Requirement

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

6.14 Inspection and Acceptance

The Project Authority is the Inspection Authority. All reports, deliverable items, documents, goods and all services rendered under the Contract are subject to inspection by the Inspection Authority or representative. Should any report, document, good or service not be in accordance with the requirements of the Statement of Work and to the satisfaction of the Inspection Authority, as submitted, the Inspection Authority will have the right to reject it or require its correction at the sole expense of the Contractor before recommending payment.

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada – Pacific Rim Region, BC

ANNEX "A" - STATEMENT OF WORK

1. Project Title

“Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada”

2. Objectives

To provide services and collaborate with project partners, stakeholders and other resources to implement the CoastSmart communication and education strategy for coastal recreational areas in the Districts of Tofino and Ucluelet, and the Long Beach Unit of the Pacific Rim National Park Reserve. This work will include the development of a variety of communications and learning tools, including the production and/or acquisition of photo, video, and audio assets, implementation of an interactive web site, the development and production of pamphlets and other print media, and production of graphics suitable for signage. A media strategy, including a formal announcement, press releases and proactive pitches, will be implemented by the successful bidder to support these products and the program as a whole. The CoastSmart project in the Pacific Rim Region (Tofino, Ucluelet and Pacific Rim National Park Reserve) is intended to be a pilot for application in other areas of Canada.

(See Section 9 of this document for more specific information on project deliverables)

3. Background

Canada's coastline is the longest in the world, providing a dynamic interface between ocean and land that poses unique natural hazards to users. While recreational use in many coastal locations is on the increase, all too often users are unaware of the hazards and lack the necessary experience to make informed decisions regarding their personal safety. There is currently no national program for safety messaging or hazard awareness related to ocean beaches, beach trails, or the surf zone.

Parks Canada, its emergency response partners, and the local municipalities of Tofino and Ucluelet have identified a common need for improved coastal safety and incident prevention in the Pacific Rim Region. The development and delivery of a comprehensive prevention program is critical to reducing the number of incidents related to coastal activities, managing risk to responders, preventing further harm to the public, and ultimately building a 'CoastSmart' culture in Canada. In addition, it supports a positive reputation for the tourism industry in the region as being a safe, accessible and visitor-centric destination.

To address this common need, Parks Canada and a group of partners have obtained approval to execute a pilot project to be completed March 31, 2017. The objective of this project is to identify existing coastal safety prevention programs and best practices in other locations (e.g. Australia, United Kingdom) for application in Canada. Using the Pacific Rim Region as a model, this project will develop and implement a common risk management approach which will include site specific hazard identification, risk treatments, messages, signs, delivery methods, terminology, and advice that can be provided to users regardless of jurisdiction.

The pilot project, CoastSmart, covers 17 main access points and trails along the Pacific Rim coastline. The pilot goals are supported by a hazard assessment of these beach sites (Hazard Assessment completed in 2016) and a communication and education campaign (Communication and Education Strategy completed in 2016).

This Request for Proposals is for the management and implementation of the tactics and tools recommended in the CoastSmart Communication and Education Strategy for the CoastSmart project to develop the communication and education campaign. The strategy has been developed based on

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

extensive stakeholder input. Other components of the overall CoastSmart project that are being carried out in parallel include the completion of a detailed risk assessment of the region and the development of a mobile application (app) for use on smartphones and similar devices.

Through to March 2017, the CoastSmart project will create and trial the tools to increase awareness of coastal hazards, specifically related to near-shore and surf sport activities. While this implementation project ends March 31, 2017, the implementation plan will demonstrate how the CoastSmart campaign, communication tools and messages will continue through partnerships, a community of practice, a network of communications professionals and other strategic approaches to maintain the project's life beyond the contract.

CoastSmart Goals:

1. Reduce public risk and enhance coastal safety in the Pacific Rim Region.
2. Reduce the number of emergency occurrences related to aquatic or near-water activities in surf and coastal/beach terrain.
3. Adopt a collaborative multi-jurisdictional approach to managing public recreation in surf and coastal/beach terrain.
4. Build upon the pre-existing prevention efforts of other organizations through standardized programs, adopting best practices and implementing adaptive, evidence-based management.
5. Establish a model that can be utilized in other areas of Canada.

Supporting Communication Objectives:

1. Increase awareness of the CoastSmart initiative (locally, provincially and nationally).
2. Build buy-in and encourage a community of practice / local collaboration through the stakeholder consultation process.
3. Expand the reach of CoastSmart safety messages through the strategic use of communication and education vehicles.
4. Create tools that can be adapted to various the local contexts, and also be flexible enough to be used by other Canadian communities following this pilot.

4. Scope

The Contractor will work with Parks Canada (at Pacific Rim National Park Reserve) and its project partners to complete and produce the deliverables for the project on or before March 31, 2017. The Contractor will lead this work but will collaborate with all project partners (Parks Canada and the Districts of Tofino and Ucluelet), local stakeholders, response agencies, and other resources to accomplish the project deliverables outlined in the Request for Proposals (RFP).

While the risk assessment and hazard rating system are critical parts of the CoastSmart project, they are of limited use unless they are communicated with the public and local stakeholders in ways that are engaging and easily understood. In order to ensure this project is successful and effective, we require the implementation of the Communication and Education Strategy and its campaigns to reach a variety of audiences using various communications techniques and approaches.

The target audiences include:

Primary Audiences:

- Local resort and tourism industry workers that interface with visitors
 - Local ocean sports rental and lesson businesses
 - Pacific Rim beach users
-

Secondary Audiences

- Youth and young adults (both in and out of school),
- Visitors to the Pacific Rim Region,
- Ucluelet and Tofino residents

5. Tasks / Technical Specifications

The contractor is responsible for the following:

1. Review and refinement of the project plan

- Meet with the Project Authority, Project Manager, and Steering Committee to review the project plan and requirements,
- Review and confirm scope of deliverables, and
- Review and confirm the project schedule.

2. Reaching the target audiences

The CoastSmart campaign must include outreach to the people who are most at-risk and lacking in knowledge. This audience includes youth (teens), young adults, adults and families who are surf-sport novices, beach goers and storm watchers. The near-shore audience is also important as recent trends show an increasing number of people who had no intention of going in the water being injured or killed on the coastline.

The campaign content must highlight the specific dangers and hazards of the coastal environment, including rip currents, surge waves, slippery rocks and logs. The campaign will include tactics to reach the key audiences engaging in activities such as surfing, stand-up paddle boarding, storm watching, beachcombing, and visiting or playing on ocean beaches.

3. Create the CoastSmart campaign and community of practice

Leverage local influencers to encourage people to become CoastSmart. Identify and create a micro-campaign featuring local influencers from various sectors (accommodation, surf instruction, tour operators, government, non-profit, education, and government). This micro-campaign must be featured in local media and throughout the province. Photo and video assets must be created featuring each influencer.

The CoastSmart project requires both use of current components and the development of new ones. Previously approved components for use in the CoastSmart campaign include — the brand, logo, and key messages. The primary message of the CoastSmart campaign is *to respect the ocean and understand its dangerous unpredictability*. The main outcomes of the CoastSmart campaign are to increase public knowledge and change behaviour through brand ambassadorship to:

- Become CoastSmart;
- Know before you go near the water; and;
- Understand the power of the ocean to enjoy it safely.

To date there are many existing communication tools for coastal safety messages. The implementation of this campaign must supplement these tools, rather than create separate and independent tools. The new CoastSmart messages and tools must support the good prevention-oriented work that is already in place. Sensitivity to the community culture and local marketing efforts is required. CoastSmart must be complementary to local campaigns for example the existing Shore Hikers Tide Guide is widely used and the successful bidder will be required to work closely with the publisher of this guide to determine how best to supplement it with CoastSmart messaging and provide the necessary resources to facilitate this.

The CoastSmart project requires the creation of a community of practice. The purpose of this group is to gather individuals with specific skills or in professions that can support the effective communication and networking required to achieve the results of the project. The community of practice will leverage partners and local influencers to maintain the momentum and continue delivering the project long term. A key role of the contractor is to identify and create the community of practice including influencers from various sectors (accommodation, surf instruction, tour operators, non-profit, education, and government). The community of practice also requires support to engage further throughout British Columbia and Canada to spread the key messages and offer learning resources to educate the audience about specific ocean and coastal hazards.

4. Develop, implement and manage CoastSmart communication tools

Develop communication tools for the community of practice, including a media strategy for both the launch and ongoing roll out of CoastSmart, targeting national and regional outlets, online features and photo and video products that feature each influencer.

- Create a CoastSmart website (www.coastsmart.ca) that focuses on education and communication about local hazards, is compatible with tourism messages, and is expandable to include future communities beyond this pilot. The website must include capabilities to present information in multiple languages including English and French, Pacific Rim Region's beach and real-time weather information synchronized with the CoastSmart mobile app (a separate project scheduled for completion January 31, 2017), campaign videos on three hazards (below), search engine optimization, social media, online content search functions and an interactive learning component.
- The CoastSmart Learning program is a series of online learning segments integrated with the website and based on existing materials to educate youth about coastal hazards. These online learning segments will be modified to meet the target audience needs. The online learning component will include at least three interactive and highly visual learning products targeted to elementary schools aged children and based on the three coastal hazards. Additional segments will target secondary school youth with interactive components. This must include visual quiz questions resulting in a completion status that can be shared on social media, for those that are of the legal age to do so.
- CoastSmart Campaign Photography (see below, same shoots) – The photographer must have the ability to shoot in the water, in tandem with a videographer and, often with short notice, to respond to the Pacific Rim Region's ever-changing weather conditions and the specific dates for expected stormy conditions, surge waves and tides. The requirement is to capture a variety of situations by delivering photo shoot(s) featuring local influencers, target audiences, key hazards, and key activities (in both good and bad weather conditions).
- CoastSmart Campaign Videography (see above, same shoots). The videographer must have the ability to shoot in the water, in tandem with a photographer and, often with short notice, respond to the Pacific Rim Region's ever-changing weather conditions and the specific dates for expected stormy conditions, surge waves and tides. Three video segments based on three hazards must be produced, formatted with the ability to play individually or combined together. Each vignette must be written and designed in a style which is education-focused, is appealing to wide ranging audience including young people, and is compatible in quality and style with other videos being used by the Tourism industry in Ucluelet and Tofino and with the surf culture. The combined length of the three video segments must not exceed five minutes.
- The CoastSmart Tourism Program includes the development of a workshop that can be delivered to owners / managers of resorts and tourism industry providers to become certified

as part of the CoastSmart program. Certified providers will receive materials to display at their location. (Print materials, entrance sticker, educational pamphlet / tent-card, etc.)

- After consultation with the Steering Committee develop map graphics suitable for use in both physical signs and on web sites and mobile applications based on standards such as those described in the RNLI signage guide
<http://rnli.org/aboutus/lifeguardsandbeaches/Documents/guidetobeachsafetysigns.pdf> (starting on page 40) for up to 9 locations.
- After consultation with the Steering Committee develop map graphics suitable for use in both signs and on web sites and mobile applications that illustrate key CoastSmart messages such as the hazards around rip currents and unpredictable/surge waves. Up to 5 graphics.
- Promotional tools: bumper stickers, beach worthy display tent, etc.
- Partner cooperative marketing with local stakeholders
- Mass Media Advertising – billboards, parks signs, radio, television (ad buy funds are available separately – this contract includes only the media plan and creation of camera-ready art/video)
- Collaborate with the steering committee members, Parks Canada, and the districts of Tofino and Ucluelet, on press releases and media relations to ensure maximum effectiveness in engaging the public and media.

6. Travel

Meetings and field visits in the Pacific Rim Region are a critical part of this project. The Contractor will be required to travel to the Pacific Rim Region a number of times estimated at four (4) trips over the duration of the contract period to meet with the Steering Committee and local stakeholders and to coordinate with photographers and videographers; this will include one trip at the start of the project, one at the end to present final results, and two other trips for substantive meetings with local stakeholders and to coordinate local production. Travel will be to the West Coast region of Vancouver Island with meetings to be held in Tofino or Ucluelet, British Columbia plus field visits to key sites.

7. Constraints

The date for the completion and implementation of all deliverables is March 31, 2017.

Fund expenditure restrictions exist and apply to the project as per the National Search and Rescue Secretariat policies, guidelines, and project budget.

8. Client Support

Parks Canada will provide the Contractor with copies of the Communications and Education Strategy and any material and guidance regarding project design and other relevant project aspects.

Parks Canada and its partners have formed a steering committee focussed on the CoastSmart Project that can assist with providing general direction and can assist with liaison with the community and local stakeholders.

9. Deliverables

1. Project plan

- Detailed project plan agreed to by the project manager and contractor.

2. Phase 1 Deliverables – Completed by January 31, 2017

- Visual and audio asset acquisition (photo and video shoots, narration recording, music options)
- Video scripting / storyboarding
- Website design, content, and custom programming (if required)
- Graphics and map development for signs
- Development of a media strategy
- Micro-campaign mock ups and media planning for advertising buys
- Local relationship building with influencers and communication partners
- Implementation planning

3. Phase 2 Deliverables – Completed by February 28, 2017

- Testing and revising of programming of website custom features
- Website testing and final edits
- Editing and post-production of videos
- Media buying and PSA planning
- Updated/new content for Shore Hikers Tide Guide

4. Phase 3 Deliverables – Completed by March 31, 2017

- Final campaign edits and approvals
- Printing of pamphlets and all other print products
- Printing and creation of all promotional items
- Launch of website
- Final approvals

5. Provide a final project report – By March 31, 2017

- Document the project and the status at the end of the project
- Describe opportunities for additional materials that could be developed for use both on the Pacific Coast and nationally
- Outline what additional work would be required to apply the CoastSmart communication and educational materials in other locations in Canada

All reports must be provided electronically in both Word and PDF formats.

Additional Information

a. Security Classification

All work is unclassified and the contractor will not have access to any classified information.

b. Intellectual Property

Anything created or developed by the Contractor as part of the Work under the Contract in which copyright exists belongs to Canada or one of the project partnering organizations or agencies. Copyrighted material shall be marked accordingly to reflect its rightful owner.

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

c. Duration of Contract

The duration of this contract will be from the time of this contract being awarded to March 31, 2017. The maximum completion date for all identified project deliverable products and services will be will be March 31, 2017.

d. Project Authority

Parks Canada is the primary lead authority for the duration of the project. For the purpose of managing this contract Parks Canada will appoint a project leader who will serve as the primary contact for communicating with the Contractor regarding terms of the contract and any specific direction obtained from the project steering committee.

e. Administrative Authority

Parks Canada is directly responsible for the project funds and administration of the project on behalf of the National Search and Rescue Secretariat and the Minister.

Parks Canada will provide information, support and direction on matters pertaining to administrative queries, financial matters, travel arrangements, policies, and other relevant administrative requirements of the Contractor.

Appendix 1: Communication and Education Strategy (under separate attachment)

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada – Pacific Rim Region, BC

ANNEX "B" - BASIS OF PAYMENT

Bidders must submit their financial bid in accordance with the Basis of Payment.

The maximum funding available for the Contract resulting from the bid solicitation is \$250,000.00 (applicable tax extra). Bids valued in excess of this amount will be considered non-responsive. This disclosure does not commit Canada to pay the maximum funding available.

1. Total Firm Price

In consideration of the Contractor completing all of its obligations under the Contract, the Contractor will be paid a firm price in Canadian funds for all costs excluding travel, including but not limited to all professional, technical, and administrative fees and costs as required to fulfill the requirements of *Annex A – Statement of Work* as defined.

(A)	TOTAL FIRM PRICE (excluding applicable tax)	\$	(A)
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2. Estimated Travel and Living Expenses for Scheduled Meetings

During the term of the contract the Contractor must meet with Project Authority and/or the project team (as determined by the Client) and as necessary, the Steering Committee and local stakeholders and to coordinate with photographers and videographers; on an estimated four (4) occasions. The meetings to be held will be in either Tofino or Ucluelet in the West Coast Region of Vancouver Island, BC. Each meeting will take approximately five (5) days, as follows:

- Start-up meeting and site visit upon award of Contract. Estimated to take five (5) days in Tofino or Ucluelet, BC;
- Two (2) other trips for substantive meetings with local stakeholders and to coordinate local production. Estimated to take five (5) days each in Tofino or Ucluelet, BC;
- Completion meeting to present final results estimated to take five (5) days in Tofino or Ucluelet, BC;

For the above identified meetings, the Contractor will be reimbursed for the authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for overhead or profit, in accordance with the meal, private vehicle and incidental expense allowances specified in Appendices B, C and D of the [Treasury Board Travel Directive](#), and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All travel must have the prior authorization of the Project Authority. All payments are subject to government audit.

Additional meeting details are provided under section 8. *Meetings of Annex A – Statement of Work*.

(B)	ESTIMATED TRAVEL AND LIVING EXPENSES FOR SCHEDULED MEETINGS (excluding applicable tax)	\$	(B)
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3. Total Combined Evaluated Bid Price

The total bid evaluated bid price is the sum of (A) 1. *Limitation of Expenditure*, (B) 2. *Estimated Travel & Living Expenses for Scheduled Meetings*.

(C)	TOTAL COMBINED EVALUATED ESTIMATED BID PRICE (excluding applicable tax)	\$ (A + B=C)
(D)	APPLICABLE TAX	\$ (D)
(E)	TOTAL ESTIMATED BID PRICE	\$ (C+D=E)

4. Schedule of Milestones

No advance payments will be made by Parks Canada. Payment will only be made for work completed and accepted by Parks Canada. All milestone payments are subject to the payment and invoicing provisions of the Contract. There is a **10% holdback on all milestones payments**.

The schedule of milestones for which payments will be made in accordance with the Contract is as follows:

Milestone No.	Description	Firm Percentage of Firm Price	Due Date
01	Upon Completion of Start-up meeting and site visit	10%	No later than one week after contract award.
02	Upon completion and acceptance of the Phase 1 Deliverables	20%	January 31, 2017
03	Upon completion and acceptance of the Phase 2 Deliverables	25%	February 28, 2017
04	Upon completion and acceptance of the Phase 3 Deliverables and Final Project Report	45%	March 31, 2017

5. Travel and Living Expenses for Additional Meetings

Should additional meetings be required to those identified under 2. *Estimated Travel and Living Expenses for Scheduled Meetings* during the performance of the Contract, the Contractor shall meet with the Project Authority at the venue most appropriate to the purpose of the meeting. Should the Contractor be required to travel for such a meeting, the Contractor will be reimbursed for the authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for overhead or profit, in accordance with the meal, private vehicle and incidental expense allowances specified in Appendices B, C and D of the [Treasury Board Travel Directive](#).

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

All travel must have the prior authorization of the Project Authority. All payments are subject to government audit.

Should additional meetings be required as a result of the Contractor's performance, the Contractor will be responsible for their own travel costs.

Notes:

- (a). Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.
- (b). Bidders must submit their financial bid in accordance with the Basis of Payment.
- (c). Customs duties are included and Applicable Taxes are extra, if applicable.
- (d). All prices submitted must be in Canadian Currency and FOB Destination – Pacific Rim National Park Reserve, BC including all delivery charges.

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

ANNEX “C” - ATTESTATION AND PROOF OF COMPLIANCE WITH OCCUPATIONAL HEALTH AND SAFETY (OHS)

The following form must be completed and signed prior to commencing work on Parks Canada Sites.

Submission of this completed form, satisfactory to Parks Canada, is a condition of gaining access to the work place.

Parks Canada recognizes that federal OHS legislation places certain specific responsibilities upon Parks Canada as owner of the work place. In order to meet those responsibilities, Parks Canada is implementing a contractor safety regime that will ensure that roles and responsibilities assigned under Part II of the *Canada Labour Code* and the *Canada Occupational Health and Safety Regulations* are implemented and observed when involving contractor(s) to undertake works in Parks Canada work places.

Parks Canada Responsible Authority/Project Lead	Address	Contact Information
Project Manager/Contracting Authority		
Prime Contractor		
Subcontractor(s) (add additional fields as required)		

Location of Work

General Description of Work to be Completed

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada – Pacific Rim Region, BC

Mark “Yes” where applicable.

	A meeting has been held to discuss hazards and access to the work place and all known and foreseeable hazards have been identified to the contractor and/or subcontractor(s)
	The contractor and/or its subcontractor(s) will comply with all federal and provincial/territorial legislation and Parks Canada's policies and procedures, regarding occupational health and safety.
	The contractor and/or its subcontractor(s) will provide all prescribed safety materials, equipment, devices and clothing.
	The contractor and/or its subcontractor(s) will ensure that its employees are familiar with and use all prescribed safety materials, equipment, devices and clothing at all times.
	The contractor and/or its subcontractor(s) will ensure that its activities do not endanger the health and safety of Parks Canada employees.
	The contractor and/or its subcontractor(s) has inspected the site and has carried out a hazard assessment and has put in place a health and safety plan and informed its employees accordingly, prior to the commencement of the work.
	Where a contractor and/or its subcontractor(s) will be storing, handling or using hazardous substances in the work place, it will place warning signs at access points warning persons of the presence of the substances and any precautions to be taken to prevent or reduce any hazard of injury or death.
	The contractor and/or its subcontractor(s) will ensure that its employees are instructed in respect of any emergency procedures applicable to the site.

I, _____ (contractor), certify that I have read, understood and attest that my firm, employees and all sub-contractors will comply with the requirements set out in this document and the terms and conditions of the contract.

Name

Signature

Date

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

ANNEX “D” - INTEGRITY PROVISIONS – LIST OF NAMES FORM

Bidders who are incorporated, including those bidding as a joint venture, must provide a complete list of names of all individuals who are currently directors of the Bidder.

Bidders bidding as sole proprietorship, as well as those bidding as a joint venture, must provide the name of the owner(s).

Bidders bidding as societies, firms or partnerships do not need to provide lists of names.

Bidder’s business structure:

(Sole proprietorship, corporation, joint venture, partnership, etc.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Solicitation No. - N° de l'invitation
5P420-16-5242/A

Amd. No. - N° de la modif.
00

Contracting Authority - Autorité contractante
J.S. Cuthbert

Client Ref. No. - N° de réf. du client
n/a

Title - Sujet
Implementation of the Communication and Education Strategy for the CoastSmart program: Developing an Ocean Safety Culture in Canada” – Pacific Rim Region, BC

ANNEX “E” - TECHNICAL EVALUATION

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.

***** Bidders are advised to pay careful attention to the wording used throughout this RFP.**

Failure to satisfy any term or condition of this RFP may result in an unacceptable proposal. ***

Submission Requirements

The Financial Bid must not be included within the hard copy of the Technical Bid.

1. MANDATORY TECHNICAL CRITERIA

Bids will be evaluated per the Mandatory Technical Criteria below.

***** For a bid to be declared responsive to the solicitation requirements it must demonstrate and meet the Mandatory Technical Criteria.**

Bids declared non-responsive to the Mandatory Technical Criteria will be given no further evaluation. ***

Item No.	Evaluation criteria
1.1	The Bidder must identify the name of the proponent firm, key specialists, and any key personnel to be assigned to the project along with their credentials.

2. POINT RATED TECHNICAL CRITERIA

Bids will be evaluated per the Point Rated Technical Criteria below.

Item No.	Evaluation criteria	Point Criteria	Weight	Maximum Weighted Points
1.	Proposed Methodology			
1.1	<p>The bidder should demonstrate their project plan and proposed approach to completing all tasks and deliverables identified in the RFP and associated documents.</p> <p>The proposed methodology should:</p> <ul style="list-style-type: none"> • Approach to working with local influencers and communication partners; • Video scripting and story boarding; • Acquisition of required video and imagery including in-water Point of View; • Approach to Web site design and development; • Design of printed materials. 	<p>0: Proposal does not provide a project plan that will meet the goals identified in the statement of work and will not deliver on all project deliverables.</p> <p>1-5: Proposed methodology and project plan meet the overall goals of the project as identified in the SOW and to complete all project deliverables at a minimum acceptable level of performance.</p> <p>6-9: Proposed methodology and project plan meet all requirements in the RFP and demonstrates a good ability to complete all project deliverables. The proposal clearly demonstrates a work plan to carry out all tasks required.</p> <p>10: Proposed methodology and project plan meet all requirements in the RFP and demonstrates exceptional ability to complete all project deliverables. The proposal clearly demonstrates a work plan to carry out all tasks required. Demonstrates expert knowledge of subject matter and previous experience working on similar projects that will bring a professional and creative approach to the project. Extremely effective overall performance.</p>	5.0	50
2.	Technical Experience and Qualifications			
2.1	<p>Bidder must demonstrate that the team has knowledge of, and skills and experience in:</p> <ul style="list-style-type: none"> • Risk management education; • Design and implementation of public education campaigns; • Managing provincial or national communication outreach campaigns; • Managing local outreach campaigns; 	<p>0: No knowledge or experience demonstrated.</p> <p>1-3: Minimal knowledge or experience demonstrated.</p> <p>4-6: Adequate knowledge or experience demonstrated</p> <p>7-9: Significant knowledge or experience demonstrated</p> <p>10: Extensive knowledge or experience demonstrated</p>	2.0	20

	<ul style="list-style-type: none"> • Instructional design of safety related projects; • AdventureSmart curriculum. 			
2.2	The bidder must demonstrate relevant skills and experience in scripting, designing, and producing Videos.	<p>0: No experience. 1-4: Minimal experience, one (1) project of a similar scale and complexity. 5-9: Some Experience, two (2) to four (4) projects of a similar scale and complexity. 10: Extensive experience, more than four (4) projects of a similar scale and complexity.</p>	1.0	10
2.3	The bidder must demonstrate relevant skills and experience in designing and developing Web Sites with interactive content.	<p>0: No experience. 1-4: Minimal experience, one (1) project of a similar scale and complexity. 5-9: Some Experience, two (2) to four (4) projects of a similar scale and complexity. 10: Extensive experience, more than four (4) projects of a similar scale and complexity.</p>	1.0	10
2.4	The bidder must demonstrate relevant skills and experience in Designing and developing printed materials for public education.	<p>0: No experience. 1-4: Minimal experience, one (1) project of a similar scale and complexity. 5-9: Some Experience, two (2) to four (4) projects of a similar scale and complexity. 10: Extensive experience, more than four (4) projects of a similar scale and complexity.</p>	1.0	10
Total Weighted Points Available				100
Minimum Weighted Points Required				70

To be considered further, proponents must achieve a minimum Technical Rating of seventy (70) points out of one hundred (100) points available as specified above.

No further consideration will be given to proponents not achieving the pass marks identified.

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ANNEX “F” - DIRECT DEPOSIT ENROLLMENT FORM

Under separate attachment.