



RETURN BIDS TO:

RETOURNER LES SOUMISSIONS À:

**Parks Canada Agency**  
**111 Water Street**  
**Cornwall, ON K6H 6S3**

**Att: Lynn Kalp**  
**5P004-7797327**

**Bid Fax: (877) 558-2349**

**REQUEST FOR A SUPPLY ARRANGEMENT**

**DEMANDE POUR UN ARRANGEMENT EN MATIÈRE D'APPROVISIONNEMENT**

Canada, as represented by the Minister of the Environment for the purposes of the Parks Canada Agency hereby requests a Supply Arrangement on behalf of the identified users herein.

Le Canada, représenté par le ministre de l'Environnement aux fins de l'Agence Parcs Canada, autorise par la présente, une arrangement en matière d'approvisionnement au nom des utilisateurs identifiés énumérés ci-après.

Issuing Office - Bureau de distribution

**Parks Canada Agency**  
**111 Water Street**  
**Cornwall, ON K6H 6S3**

<b>Title-Sujet</b> <b>RFSA – Interpretive Exhibit Writing – Parks Canada Nationally.</b>	
<b>Solicitation No. - No. de l'invitation</b> <b>5P004-7797327</b>	<b>Date</b> <b>May 1, 2017</b>
<b>GETS Reference No. – No de reference de SEAG</b>	
<b>Client Reference No. – No. de référence du client</b>	
<b>Solicitation Closes</b> <b>L'invitation prend fin –</b>  <b>at – à 02:00 PM</b> <b>on – le Dec 31, 2020</b>	<b>Time Zone</b> <b>Fuseau horaire -</b>  <b>(EST)</b>
<b>Address Inquiries to: - Adresser toute demande de renseignements à :</b>  <b>Lynn Kalp</b>	
<b>Telephone No. - No de téléphone</b>  <b>(613) 938-5803</b>	<b>Email:</b> <b>lynn.kalp@pc.gc.ca</b>
<b>Destination of Goods, Services, and Construction:</b> <b>Destinations des biens, services et construction:</b>  <b>See Herein</b>	
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur :</b>	
<b>Name and title of person authorized to sign on behalf of the Vendor/Firm (type or print)</b> <b>Nom et titre de la personne autorisée a signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
_____	_____
<b>Name</b>	<b>Title</b>
_____	_____
<b>Signature</b>	<b>Date</b>

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## **PART 1 - GENERAL INFORMATION**

### **1.1 Introduction**

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

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

### **1.2 Summary**

Request for Supply Arrangement (SA). The Parks Canada Agency (PCA) requires the services of Contractors capable of providing National Parks, National Historic Sites and National Marine Conservation Areas throughout Canada complete interpretive product planning and interpretive writing services (including development of thematic framework) for all types of non-personal media including a range of visitor experience products, such as panels, brochures, touchscreens, sculptures, artifact displays, multi-media and exterior signs. The interpretive writing must be in keeping with Parks Canada's emphasis on facilitating memorable visitor experiences.

The writer will work closely with the site/park staff, the product developer/designer, historians, scientists and other Parks Canada staff.

The established list of Contractors will remain in effect until Canada no longer considers it to be advantageous to use it.

The Contractors will be invited to provide quote on specific requirements valued up to \$400,000.00. Further details can be found in Annex "A" – Supply Arrangement Information and Call-up Procedures.

Details of knowledge and experience are described in the Evaluation Criteria and Scope of Work included herein.

### 1.3 Outline of the Supply Arrangement Process

Request for Supply Arrangements will permit the expeditious processing of contracts for Interpretive Writing, suppliers, who are issued a Supply Arrangement, will have agreed to all applicable terms and conditions as well as applicable specifications (see ANNEX "A") in advance of any contract award. Furthermore, the suppliers have been qualified on their meeting mandatory requirements.

A Request for Supply Arrangement is not a contract. The Parks Canada Agency is under no obligation to solicit any proposals through the Request for Supply Arrangement. Any level(s) of effort specified herein is an approximation of requirements given in good faith.

#### Two Phase Procurement Process

It is Canada's intention, by issuance of this Request for Supply Arrangement (RFSA) over the Government Electronic Tendering Service (Buy&Sell.gc.ca), to establish/maintain a List of Qualified Suppliers for Interpretive Writing. Qualification will be based entirely on meeting the mandatory requirements of this RFSA.

Phase 1: is the action of soliciting offers from suppliers of Interpretive Writing from which Canada intends to establish Request for Supply Arrangements with those Contractors whose offer meets all the mandatory requirements of this RFSA.

Phase 2: is the action of soliciting proposals from suppliers, qualified through the Phase 1 activity, for requirements identified on an as-and-when-requested basis by Parks Canada. Any contracts that arise from the Phase 2 activity must satisfy the requirements of the solicitation. To solicit proposals for a particular requirement, Parks Canada will issue a Request for Proposal to suppliers from the List of Qualified Suppliers for Interpretive Writing (including Interpretive Planning). Suppliers must submit their proposals according to the instructions in each RFP. The proposals will be evaluated by Canada according to the method stated in the RFP. The successful bidder will be awarded a contract. Each contract awarded will incorporate by reference, all the terms and conditions set out in the Supply Arrangement.

This Request for Supply Arrangements does not commit The Parks Canada Agency to authorize the utilization of a Supply Arrangement.

### 1.5 Debriefings

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

## PART 2 - SUPPLIER INSTRUCTIONS

### 2.1 Standard Instructions, Clauses and Conditions

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

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

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The 2008 (2016-04-04) Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

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

Delete: 60 days

Insert: more than 60 days

## **2.2 Submission of Arrangements**

Arrangements must be submitted only to Parks Canada by the date, time and place indicated on page 1 of the Request for Supply Arrangements.

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

## **2.3 Former Public Servant - Notification**

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

## **2.4 Federal Contractors Program for Employment Equity - Notification**

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

## **2.5 Enquiries - Request for Supply Arrangements**

All enquiries must be submitted in writing to the Supply Arrangement Authority no later than ten (10) calendar days before the Request for Supply Arrangements (RFSA) closing date. Enquiries received after that time may not be answered.

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

## 2.6 Applicable Laws

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

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

## PART 3 - ARRANGEMENT PREPARATION INSTRUCTIONS

### 3.1 Arrangement Preparation Instructions

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

Section I: Technical Arrangement 1 hard copy and 1 soft copy on USB,

Section II: Financial Arrangement 1 hard copy and 1 soft copy on USB,

Section III: Certifications 1 hard copy

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

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

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

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

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

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

#### Section I: Technical Arrangement

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

#### Section II: Financial Arrangement

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Suppliers must submit the financial arrangement in accordance with Annex E Areas of Service & Ceiling Prices. The total amount of Applicable Taxes must be shown separately.

**Section III: Certifications**

Suppliers must submit the certifications required under Part 5.

**PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION**

**4.1 Evaluation Procedures**

- (a) Arrangements will be assessed in accordance with the entire requirement of the Request for Supply Arrangements including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the arrangements.

**4.1.1 Technical Evaluation**

**4.1.1.1 Mandatory Technical Criteria**

Detailed herein at Annex C

**4.1.1.2 Point Rated Technical Criteria**

Detailed herein at Annex C

**4.1.2 Financial Evaluation**

**4.1.2.1** Detailed herein at Annex E

**4.2 Basis of Selection**

**4.2.1** *SACC Manual* Clause S1001T (2008-12-12), Mandatory Technical and Financial Evaluation

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

**PART 5 - CERTIFICATIONS**

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

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

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



## **5.1 Certifications Precedent to Issuance of a Supply Arrangement**

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

### **5.1.1 Integrity Provisions - Associated Information**

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

## **PART 6 - SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES**

### **A. SUPPLY ARRANGEMENT**

#### **6.1 Arrangement**

The Supply Arrangement covers the Work described in Annex B.

#### **6.2 Security Requirements**

**6.2.1** There is no security requirement applicable to this Supply Arrangement.

#### **6.3 Standard Clauses and Conditions**

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

##### **6.3.1 General Conditions**

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

#### **6.4 Term of Supply Arrangement**

##### **6.4.1 Period of the Supply Arrangement**

The Supply Arrangement has no defined end-date and will remain valid until such time as Canada no longer considers it to be advantageous to use it.

#### **6.5 Authorities**

##### **6.5.1 Supply Arrangement Authority**

The Supply Arrangement Authority is:

***Lynn Kalp***

Contracting Officer, National Contracting Services / Agente de marchés, Service national de  
passation de marchés  
Chief Financial Officer Directorate / Direction générale de la Dirigeante principale des finances  
Parks Canada Agency / Agence Parcs Canada  
111 Water St. East/111, rue Water Est, Cornwall, ON K6H 6S3

lynn.kalp@pc.gc.ca  
Telephone | Téléphone 613-938-5803  
Facsimile | Télécopieur 866-246-6893

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

### 6.5.2 Supplier's Representative

<b>Representative's Name:</b>		
<b>Title:</b>		
<b>Vendor/ Firm Name:</b>		
<b>Address:</b>		
<b>City:</b>	<b>Province/ Territory:</b>	<b>Postal Code:</b>
<b>Telephone:</b>	<b>Facsimile:</b>	
<b>Email Address:</b>		

### 6.6 Identified Users

The Identified User is: Designated representatives of Parks Canada Agency Nationally.

### 6.7 On-going Opportunity for Qualification

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

### 6.8 Priority of Documents

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

- (a) the articles of the Supply Arrangement;
- (b) the general conditions 2020 (2016-04-04), General Conditions - Supply Arrangement - Goods or Services
- (c) Annex D, Conditions Precedent to Issuance of a Call-up Against the Supply Arrangement;
- (d) Annex E, Areas of Service and Ceiling Pricing;
- (e) Appendix 1, Integrity Provisions
- (e) the Supplier's arrangement dated \_\_\_\_\_ (*insert date of arrangement*) (*if the arrangement was clarified or amended, insert at the time of issuance of the arrangement: "as clarified on \_\_\_\_\_" or "as amended \_\_\_\_\_". (Insert date(s) of clarification(s) or amendment(s), if applicable).*

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## 6.9 Certifications

### 6.9.1 Compliance

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

### 6.10 Applicable Laws

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

## B. BID SOLICITATION

### 6.1 Bid Solicitation Documents

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

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

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

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

The bid solicitation will contain as a minimum the following:

- (a) security requirements (*if applicable*);
- (b) a complete description of the Work to be performed;
- (c) 2003, Standard Instructions - Goods or Services - Competitive Requirements; **OR** 2004, Standard Instructions - Goods or Services - Non-competitive Requirements;

"Subsections 04 and 05 of Section 01, Integrity Provisions - Bid of the Standard Instructions (insert, as applicable: 2003 or 2004) incorporated by reference above are deleted in their entirety and replaced with the following:

- 
4. Bidders who are incorporated or who are a sole proprietorship, including those bidding as a joint venture, have already provided a list of names of all individuals who are directors of the Bidder, or the name of the owner, at the time of submitting an arrangement under the Request for Supply Arrangement (RFSA). These bidders must diligently inform Canada in writing of any changes affecting the list of directors during this procurement process as well as during the contract period.
  5. Canada may, at any time, request that a bidder provide properly completed and Signed Consent Forms (Consent to a Criminal Record Verification form - PWGSC-TPSGC 229) for any or all individuals mentioned above within a specified time frame. Failure to provide such consent forms and associated information within the time frame provided, or failure to cooperate to the verification process, will result in the bid being declared non-responsive.”
- (d) bid preparation instructions;
  - (e) instructions for the submission of bids (address for submission of bids, bid closing date and time);
  - (f) evaluation procedures and basis of selection;
  - (g) financial capability;
  - (h) certifications;
    - **Federal Contractors Program (FCP) for Employment Equity - Notification**
    - SACC Manual A3005T, A3010T for service requirements when specific individuals will be proposed for the work;
    - **5.1.1 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 (**OR insert 2004, as applicable**). The associated information required within the Integrity Provisions will assist Canada in confirming that the certifications are true.
  - (i) conditions of the resulting contract.

## 6.2 Bid Solicitation Process

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

## C. RESULTING CONTRACT CLAUSES

The conditions of any contract awarded under the Supply Arrangement will be in accordance with the Supply Arrangement issued to each successful bidder.

## ANNEX "A"

### SUPPLY ARRANGEMENT INFORMATION AND CALL-UP PROCEDURES

#### A1 General Information

##### 1.1 Objectives

The objectives of the Supply Arrangements are:

- I. To establish an open and competitive procurement process for the provision of services;
- II. To minimize the cost of services to Canada and the Industry; and
- III. To pre-establish terms and conditions under which the services will be delivered.

##### 1.2 Outline of the Supply Arrangement Process

A Supply Arrangement is not a contract. Supply Arrangements include a set of predetermined terms and conditions that will apply to any subsequent contract. The use of Supply Arrangements allows efficient processing of contracts for Interpretive Exhibit Writing (including Interpretive Planning) projects because Contractors who are issued a Supply Arrangement will have agreed to all applicable terms and conditions as well as applicable specifications (see Annex "B") in advance of any contract award.

##### 1.3 Compliance Audit

1.3.1 The Contractor's compliance with information provided as per Annexes "D" and "E" may be subjected to verification by government audit, at any time during the period of the Supply Arrangement.

1.3.2 If the Contractor refuses to permit such audit or if such audit demonstrates that the facility or company no longer meets the requirements of the criteria used to evaluate the original proposal, the Supply Arrangement will be immediately suspended until such time as the Supplier demonstrates compliance with the said criteria.

##### 1.4 Withdrawal of Authorization to use the Supply Arrangement Provisions

1.4.1 If, during the course of the Supply Arrangement, the Supply Arrangement Authority becomes aware that the Contractor is in violation of the terms and conditions of this Arrangement or any associated contract (e.g., either through random inspections or written complaints from Project Authority), the Supply Arrangement Authority may withdraw authorisation to use the Supply Arrangement.

1.4.2 Conditions, which may result in withdrawal of authorisation to use the Supply Arrangement, include:

(a) *Unsatisfactory Contractor Performance*

For each incident reported in writing to the Supply Arrangement Authority regarding unsatisfactory Contractor performance such as: poor quality, failure to comply with specifications/drawings, or inadequate warranty, the Contractor shall be asked to provide in writing to the Supply Arrangement Authority within seven (7) calendar days of the request, what corrective actions will be taken to correct the current situation and how the Contractor will mitigate future occurrence of the problem. Parks Canada may withdraw the Supply Arrangement with that Contractor if the Contractor does not rectify their poor performance or there is a second incident of poor performance.

*(b) Non-Response to Requirements (RFP), for Not Quoting, Submitting High Prices Or Unreasonable Delivery*

For each incident reported in writing by the PA/TA to the Supply Arrangement Authority regarding the Contractor not responding to Request for Proposal (RFP) or deliberately quoting a high price in order to avoid receiving a contract, or providing unreasonable delivery dates/lead times the Supply Arrangement Authority will send a notice to the Contractor to explain what corrective measures are required. Should the Contractor fail to remedy the unacceptable bidding practices Parks Canada may withdraw the Supply Arrangement with the Contractor.

1.4.3 Withdrawal of authorisation to use the Arrangement, for whatever reason, does not remove the right of the Parks Canada to pursue other measures that may be available.

A2 How Does a Supply Arrangement Work? The Two Phase Procurement Process

2.1 Phase 1 - How Supply Arrangements will be issued

Phase 1 is the action, by Parks Canada, of soliciting offers from Contractors to provide Services. Parks Canada intends to issue Supply Arrangements (SAs) to those whose offers meet all the Mandatory Requirements and Conditions Precedent to the Issuance of the Supply Arrangements.

2.2 Phase 2 - How to Bid on a Requirement

Phase 2 is the action, by Designated Representatives, of tendering for specific projects on an as-and-when-requested basis. Designated Representatives shall only request a quote from the Contractors who have received Supply Arrangements through Phase 1 and have indicated at Annex "E" a willingness to provide services in the area of where project will commence.

PA/TA from Parks Canada will issue a Request for Proposal (RFP) to SA Holders who must submit their proposals according to the instructions in each RFP. The proposals will be evaluated by client, according to the method stated in the RFP. The successful bidder will be awarded a contract (Call-up).

Each call-up awarded will incorporate by reference, all the terms and conditions set out in the Supply Arrangement.

A3 Procedures to Invitation to Tender and Contracting

3.1 Establishment of Supply Arrangement for Rotational Sourcing

Parks Canada will provide all designated users with the list of Supply Arrangement (SA) Holders. The list shall be sorted in Numerical Order, based on the individual Supply Arrangement number of the SA Holder. It will be the responsibility of the Designated Representatives, to ensure that any additional Supply Arrangement holders are added to the rotation process as applicable. Each designated user group shall maintain a separate list.

3.2 For all requirements up to an estimated value of \$25,000.00, (applicable taxes included)

SA Holders shall be contacted using a Rotational Basis, based on the list established under 3.1. Departments or Agencies shall contact at least one SA Holder by issuing a bid solicitation in the form of a Request for Proposal (RFP).

3.3 For all requirements with an estimated value between \$25,001.00 and \$100,000.00 (applicable taxes included)

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A minimum of 3 SA Holders must be sent a RFP using a Rotational Basis, based on the list established under 3.1.

3.4 For all requirements with an estimated value between \$100,001.00, and \$400,000.00 (applicable taxes included)

All SA Holders must be sent a RFP, based on the list established under 3.1. Contractors not on the list that may wish to be included in the RFP must first submit a proposal on the RFSA document available on Buyandsell.gc.ca. This can be completed at any time prior to the closing date of the RFSA. No additional time will be provided to bidders that have not been pre-qualified prior to the closing date of the individual RFP.

There must be no less than three available Supply Arrangements to proceed with a requirement greater than \$25,000.00. If there has not been a sufficient number of Supply Arrangements issued to achieve maximum competition then the Designated Representative must request a call-up be completed by Contracting and Procurement. They will post the RFP on the Government Electronic Tendering Service Buy and Sell.

3.5 Request for Proposal (RFP) Format

The PA/TA can request prices using any of the following formats:

- Form PWGSC-TPSGC 9400-3 (02/2014)  
Transmission may be made through facsimile, electronic mail, regular mail or courier

3.6 Call-up Against the Supply Arrangement Format

The PA/TA shall issue the Call-up Contract using any one of the following methods:

- Form pwgsc-tpsgc - 942 Call-up Against a Supply Arrangement.  
Transmission may be made through facsimile, electronic mail, regular mail or courier. Verbal contracts are not acceptable.

3.7 Maximum Individual Call-up Limitation

Individual Call-up limits must not be exceeded unless it is approved in advance and countersigned by the Supply Arrangement Authority. Projects must not be split to reduce the call-up levels. The value of any one call-up shall not exceed \$400,000.00 including applicable taxes and all amendments.

3.8 Monitoring of Supply Arrangement Use

Designated representatives shall monitor and adhere to these Supply Arrangement tendering and contracting procedures. Parks Canada will conduct random audits of the designated representatives tendering procedures for compliance. Deviation from the procedures stated in the Supply Arrangement may result in the withdrawal of the designated representative's authority to use the Supply Arrangements.

## 6.1 General

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

For any contract to be awarded using the template:



- (a) **Simple** (for low dollar value requirements), general conditions 2029 will apply to the resulting contract;
- (b) **MC** (for medium complexity requirements), general conditions 2010B will apply to the resulting contract;
- (c) **HC** (for high complexity requirements), general conditions 4009 will apply to the resulting contract.

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

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

## ANNEX "B"

### GENERIC STATEMENT OF WORK

#### Interpretive Product Planning and Interpretive Writing

##### *1.0 Project Title*

The project is known as Interpretive Product Planning and Interpretive Writing.

##### *2.0 Background*

On behalf of the people of Canada, Parks Canada protects and presents nationally significant examples of Canada's natural and cultural heritage and fosters public understanding, appreciation and enjoyment in ways that ensure their ecological and commemorative integrity for present and future generations. Moreover, it is Parks Canada's vision that Canada's treasured natural and historic places will be a living legacy, connecting hearts and minds to a stronger, deeper understanding of the very essence of Canada.

In recent years, Parks Canada has placed less emphasis on agency-driven messaging in order to focus on facilitating opportunities for meaningful visitor experiences. Instead of providing didactic display panels full of text, it is critical that any new non-personal media such as exhibits, panels, brochures, etc. meaningfully engage visitors by forging emotional and intellectual connections between their interests and the stories of the protected place. Any interpretive product should be planned and written to be interactive, engaging, meaningful, and adhere to principles of interpretation.

##### *3.0 Objectives*

The purpose of this project is to write interpretive text for various non-personal media such as exhibits, interpretive panels, brochures etc, in conjunction with Parks Canada staff. Interpretive planning may also be required. Interpretive planning refers to the process used to develop a thematic framework which forms the basis for the writing.

The writing will:

- successfully connect the interests of the target audience with the stories of the protected place
- better meet the needs of existing and potential visitors
- fit within the context of the entire park or site visit (not just the specific product), supporting the overall visitor experience
- be engaging, thought-provoking, and inspirational, allowing visitors to feel personally connected to the place
- follow principles of interpretation.

##### *4.0 Scope of Work*

Complete interpretive writing services are required for a range of non-personal media products at Parks Canada places. The final products will cover a range of media types, such as: panels, touch screens, sculptures, brochures, artifact displays, and exterior signs. The interpretive writing must be in keeping with Parks Canada's emphasis on facilitating memorable visitor experiences.

The writer must work closely with the site/park staff, the creative director, produce developer, designer, historian, and other Parks Canada staff.

#### *4.1 Detailed Scope of Work*

The contractor will be asked to:

- Follow a formal interpretive planning process and/or review and confirm all interpretive planning work done to date.
- Visit the park or site to conduct research, facilitate meetings, meet with staff, stakeholders and/or partners, examination of key features of each place or other
- Research and/or review background information.
- Meet with key staff to review space/idea or concept if exists
- Discuss and confirm or identify through a formal planning process the interpretive theme, sub-themes, and messages/storyline of the non-personal media.
- Develop, with the project manager, the specific objectives for each area or portion thereof.
- Provide interpretive planning advice to team, to ensure that the content and visitors' interests drive the exhibit development.
- Review the suggested images and artifacts that have been chosen to support the interpretive messages or source, research and propose any or all media
- Edit or review draft text
- Provide drafts of text for comment to team members, as well as with key stakeholders/audience members. May include formal presentation or consultation.
- Write final interpretive text in either French or English as per specific terms of project for the exhibit, panels, brochures, illustrations, artifacts, and digital media (includes headings, subheadings, quotes, labels, and captions) at an appropriate readability level (Flesch-Kincaid).
- Provide cost estimates as required. All quotes must include the source.
- Following design and layout of the product, writer may also be required to edit, review or make changes to text. (the writer is not responsible for design and layout)
- Optional services: translation, verification of translation and language adaptation.

Note: While the writer is not responsible for translation, they must keep in mind English and French will be equally profiled in the final product as per Canada's Official Languages Act. Some places may also require use of other languages.

#### *5.0 Constraints*

There are a few constraints for this project:

- Other languages mean that text should be kept to a minimum, but still capture the key messages to be communicated.
- Due to the timing of peak visitation periods or lengthy consultation with stakeholders, the approval of drafts could potentially be affected.

#### *6.0 Resources*

Parks Canada publishes a number of strategic documents, some site-specific, such as management plans, which may be helpful. As well, there are numerous cultural resources (artifacts, historical images, etc.) that are available for the development of non-personal media.

#### *7.0 Deliverables*

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The contractor will follow a formal approved interpretive planning process to review or complete any necessary interpretive product planning and develop a thematic framework for each interpretive product. The contractor will provide final text in one language (either English or French as stated for each specific project) in Microsoft Word for all elements of the non-personal media such as exhibit panels, illustrations, artifacts, and digital media (includes headings, subheadings, quotes, labels, and captions) within the determined time frame. This final text will incorporate team comments from previous draft text (minimum two drafts), as well as be written to the targeted audiences.

### 8.0 Responsibilities

The contractor will be responsible for the following:

- Identify and review any background information required;
- Attend project kick-off meeting and site visit;
- Routinely inform project manager of project related issues and report on work progress through a biweekly meeting schedule, or as agreed;
- Follow a formal approved interpretive planning process to complete any necessary interpretive planning steps to identify objectives, audience, messages, methods etc.; may including facilitation, leading brainstorming sessions, research, working with stakeholders etc.
- Reaffirm or develop a thematic framework that includes interpretive themes, sub-themes, and messages for each panel/exhibit element in consultation with the project manager;
- Write draft interpretive text and submit it electronically in Microsoft Word;
- Revise the draft interpretive text in response to feedback from Parks Canada staff until the final text is approved, normally three rounds of revision;
- Deliver all reference and created materials to Parks Canada in good condition at contract conclusion;
- Participate at meetings indicated in the project schedule (at least one in person, others could be by telephone);
- Ensure that all interpretive writing is grammatically correct (according to the Canadian Style Guide), meaningful, and engaging;
- Ensure that all interpretive writing is appropriate for the target audiences; and
- Pay any personal travel costs associated with meetings.

Parks Canada is responsible for the following:

- Arrange for a start up meeting with the contractor to establish lines of communication and provide the contractor with all relevant material;
  - Arrange for the contractor to have park/site visit at schedule to be determined;
  - Provide information about the project and responding to any subsequent questions in a timely manner;
  - Establish and participate in a regular schedule of meetings between PCA and contractor as required; and,
  - Provide all available relevant materials (e.g., reference documents) required for the project;
  - Identify illustrations and secure images to support the interpretive themes, subthemes, and messages;
  - Provide timely feedback and direction for all materials submitted for review;
  - Coordinate all communications within Parks Canada and with stakeholders; and
- Ensure prompt payment upon receipt of completed work and invoice.

## ANNEX "C"

### EVALUATION CRITERIA AND BASIS OF SELECTION

1. It is the intention of the Crown to evaluate this requirement as follows:

#### Step 1: Compliance with Mandatory Requirements

Each bid will be examined to determine that it meets the Mandatory Requirements detailed at para 3. Bids which fail to meet any of the Mandatory Requirements will be given no further consideration and will be considered non compliant. Bids which meet the Mandatory Requirements will move to Step 2.

#### Step 2: Evaluation

To be considered valid, a bid must have met all mandatory requirements and achieve a minimum of 70% for each rated requirements. Refer to: "Mandatory Requirements" and "Rated Requirements" tables included in this RFP. Only contractors which pass these requirements will move to Step 3.

#### Step 3: Conditions Precedent to Issuance of Supply Arrangement

Each compliant Bidder will be given written notification to provide the information required in Annex "D", by a specific date and time. Should the Bidder fail to provide all the information required by the date and time specified, the bid will be considered non-compliant and given no further consideration.

#### Step 4: Issuance of a Supply Arrangement

Upon compliance with the Conditions Precedent to Issuance, the compliant Offer's will be issued a Supply Arrangement.

2. Rejection and Non-acceptance of Offers

2.1 Parks Canada reserves the right to:

- (a) Reject any or all offers received in response to this RFSA; and
- (b) Cancel and/or reissue this requirement at any time.

2.2 Rejection of offers shall take place during the evaluation. Rejection may be due to incompleteness or non-compliance with the Mandatory Requirements OR failure to provide all the information required in Annex "C" of the RFSA. In the event that an offer is rejected, the Bidder has the opportunity to resubmit an amended offer in order to achieve compliance up to the final closing date.

3. Mandatory Requirements:

Any proposal which fails to meet the following Mandatory Requirements will be deemed non-compliant and will receive no further consideration. Bidders must provide the necessary information to support compliance.

**Mandatory and Rated Requirements**  
Interpretive Writing (including Interpretive Planning) Supply Arrangement

	<u>Mandatory Requirements</u>	<u>Compliance</u>		<u>Identify Section of Proposal</u>
		Yes	No	
M1	Significant and recent experience providing interpretive writing services (greater than 3 years of experience over the last 10 years) for a range of interpretive products (exhibit, trail guides, signage, multi-media, pamphlets, etc.)			
M2	Recent experience providing interpretive planning services (within the last 3 years) for interpretation products at visitor locations such as a park, museum, historic site.			
M3	Submit a portfolio of work related to the Statement of Work (for projects where you did the interpretive writing or the interpretive planning or both)			
M4	Submit executive summaries for 3 of projects included in the portfolio. Each summary should not exceed 3 pages (maximum total of 9 pages). It should clearly describe the project, target audience, theme/message and how the writing is interpretive in nature. At least one of the projects (and ideally all three of the projects) should include a description of the formal interpretive planning process that you followed. A copy of the plan or thematic framework should be included. It is important to describe this process and its implementation in detail. Photos or visuals must be included. The actual writing should be legible either in the photo or directly in the summary.			

**RATED REQUIREMENTS**

Requirement		Max. Score	Min. Score
R1	<b>Knowledge</b>		
	The proposal demonstrates knowledge and understanding of:		
	1. Parks Canada, its places and its mandate	10	7
	2. Interpretive principles and their application to writing	30	21
	3. Expected results and constraints (showing knowledge and familiarity with the realities faced by Parks Canada)	20	14
	4. Proposed approach or methodology for a formal interpretive planning process	20	14
	5. Approaches to communicating with different audiences	20	14

		R1 Total	100	70
R2	<b>Demonstrated Experience</b> The proposal demonstrates experience providing interpretive writing and planning services for a range of products by:			
	1. Clearly articulating and demonstrating how previous experience relates to the current project scope		50	35
	2. Highlighting approach to projects, how writing is made interpretive, and how the products are selected or adapted for different audiences		50	35
	3. Highlighting the extent and range of experience (Portfolio Evaluation)		100	70
		R2 Total	200	140

Bid Instructions

1. The Proposal should be organized in sections with each response labelled according to the mandatory and rated requirements above.
2. The cover letter and introduction should be no longer than 5 (five) pages and should respond to M1 and R1.
3. The executive summaries should include photos of final products 'in-situ' or other visuals such as concept or design files in addition to writing samples plus the scripted responses to the items detailed above in M4 and R2.1 and R2.2
4. The portfolio can include as many project samples as you feel necessary to show your range of experience as required in M1, M2, M3 and R2.3. Only 'interpretive' examples will be evaluated. A full CV or list of projects is not necessary but each writer's experience, education and training should be identified in the cover letter/introduction. Each separate project in the portfolio should not exceed 3 pages.
5. Each writer will be evaluated individually and should have its own portfolio and executive summaries. In such cases where a company, with multiple employee writers, is applying, the individual writer employed under that company will be deemed qualified. The cover letter must identify the name of each writer and all experience examples must be associated with a specific writer.

For example, Company A employs two writers. Each writer must indicate their personal approach to interpretive writing along with their experience (portfolio plus summaries) and other information pertinent to an individual as identified in the mandatory and rated requirements above. Writer 1 has the experience and knowledge that we seek and will be added to the list of Qualified Suppliers. Writer 2 lacks the experience and will not be added to the list. Company A/Writer 1 is added to the list. Company A hires Writer 3 and must submit writing samples/portfolio/approach for Writer 3 in order for Writer 3 to be added to the list.

ie/ the writer, not the company will be evaluated.

As staffing changes occur, SA holders must identify those changes or request evaluation of new writers.

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## ANNEX D

### CONDITIONS PRECEDENT TO ISSUANCE OF A CALL-UP AGAINST THE SUPPLY ARRANGEMENT

The certifications and information should normally be submitted with the bid, but may be provided afterwards. Canada may declare a bid non-compliant if the certifications and information are not submitted or completed when requested. Where Canada intends to reject a bid pursuant to this paragraph, the Contracting Authority will so inform the Bidder and provide the Bidder with a time frame within which to meet the requirement. Failure to comply with the request of the Contracting Authority and meet the requirement within that time period will render the bid non-compliant. Compliance with the certifications the Bidder provides to Canada is subject to verification by Canada during the bid evaluation period (prior to award of a call-up against the supply arrangement.) and after call-up award. The Contracting Authority will have the right to ask for additional information to verify the Bidder's compliance with the applicable certifications before issuance of a call-up. The bid will be declared non-compliant if it is determined that any certification made by the Bidder is untrue, whether made knowingly or unknowingly. Any failure to comply with the certifications or to comply with the request of the Contracting Authority for additional information will also render the bid non-compliant. In order to be considered for issuance of a call-up, the Bidder whose Bid is technically compliant, must meet the following conditions:

#### 1. **Workers Compensation**

The Bidder must have an account in good standing with the applicable provincial or territorial Workers Compensation Board. The Bidder must provide, when requested, a certificate or letter from the applicable Workers Compensation Board confirming the Bidder's good standing account.

2. Bidder's Procurement Business Number: \_\_\_\_\_.

#### 3. **Federal Contractors Program for Employment Equity - \$200,000 or more**

The Federal Contractors Program for Employment Equity (FCP-EE) requires that some suppliers bidding on federal government contracts, valued at \$200,000 or more (including all applicable taxes), make a formal commitment to implement employment equity. This is a condition precedent to contract award. If the Bidder is subject to the FCP-EE, evidence of its commitment must be provided before the award of the Contract.

Suppliers who have been declared ineligible Contractors by Human Resources and Social Development Canada (HRSDC) are no longer eligible to receive government contracts over the threshold for solicitation of bids as set out in the Government Contract Regulations. Suppliers may be declared ineligible Contractors either as a result of a finding of non-compliance by HRSDC, or following their voluntary withdrawal from the FCP-EE for a reason other than the reduction of their workforce. Any bid from ineligible Contractors will be declared non-responsive.

If the Bidder does not fall within the exceptions enumerated in 3.(a) or (b) below, or does not have a valid certificate number confirming its adherence to the FCP-EE, the Bidder must fax (819-953-8768) a copy of the signed form LAB 1168, Certificate of Commitment to Implement Employment Equity, to the Labour Branch of HRSDC. The form can be found on the following Service Canada Website:  
<http://www1.servicecanada.gc.ca/cgi-bin/search/eforms/index.cgi?app=profile&form=lab1168&dept=sc&lang=e>.

The Bidder certifies its status with the FCP-EE, as follows:



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The Bidder

- (a) ( ) is not subject to the FCP-EE, having a workforce of less than 100 permanent full or part-time employees in Canada,
- (b) ( ) is not subject to the FCP-EE, being a regulated employer under the Employment Equity Act, S.C. 1995, c. 44;
- (c) ( ) is subject to the requirements of the FCP-EE, having a workforce of 100 or more permanent full or part-time employees in Canada, but has not previously obtained a certificate number from HRSDC, (having not bid on requirements of \$200,000 or more), in which case a duly signed certificate of commitment is attached;
- (d) ( ) is subject to the FCP-EE, and has a valid certificate number as follows: \_\_\_\_\_ (e.g. has not been declared ineligible Contractor by HRSDC).

Further information on the FCP-EE is available on the following HRSDC Website:  
<http://www.hrsdc.gc.ca/en/gateways/topics/wzp-gxr.shtml>.

Signature of authorized representative: \_\_\_\_\_

#### 4. Commercial General Liability Insurance

1. The Contractor must obtain Commercial General Liability Insurance, and maintain it in force throughout the duration of the Contract, in an amount usual for a Work of this nature, but for not less than \$2,000,000 per accident or occurrence and in the annual aggregate.
2. The Commercial General Liability policy must include the following:
  - (a) Additional Insured: Canada is added as an additional insured, but only with respect to liability arising out of the Contractor's performance of the Contract. The interest of Canada should read as follows: Canada, as represented by Public Works and Government Services Canada.
  - (b) Bodily Injury and Property Damage to third parties arising out of the operations of the Contractor.
  - (c) Products and Completed Operations: Coverage for bodily injury or property damage arising out of goods or products manufactured, sold, handled, or distributed by the Contractor and/or arising out of operations that have been completed by the Contractor.
  - (d) Personal Injury: While not limited to, the coverage must include Violation of Privacy, Libel and Slander, False Arrest, Detention or Imprisonment and Defamation of Character.
  - (e) Cross Liability/Separation of Insured: Without increasing the limit of liability, the policy must protect all insured parties to the full extent of coverage provided. Further, the policy must apply to each Insured in the same manner and to the same extent as if a separate policy had been issued to each.
  - (f) Blanket Contractual Liability: The policy must, on a blanket basis or by specific reference to the Contract, extend to assumed liabilities with respect to contractual provisions.
  - (g) Employees and, if applicable, Volunteers must be included as Additional Insured.

- (h) Employers' Liability (or confirmation that all employees are covered by Worker's compensation (WSIB) or similar program)
- (i) Broad Form Property Damage including Completed Operations: Expands the Property Damage coverage to include certain losses that would otherwise be excluded by the standard care, custody or control exclusion found in a standard policy.
- (j) Notice of Cancellation: The Insurer will endeavor to provide the Supply Arrangement Authority thirty (30) days written notice of policy cancellation.
- (k) If the policy is written on a claims-made basis, coverage must be in place for a period of at least 12 months after the completion or termination of the Contract.

#### **5. Integrity Provisions**

Please see Appendix 1.

## ANNEX E

### AREAS OF SERVICE AND CEILING PRICING

#### Ceiling Pricing

The ceiling prices shall be the maximum pricing that the Contractor will charge for the duration of the Supply Arrangement. This pricing doesn't preclude the Contractor from using lower rates in proposals that they provide in response to the RFPs issued under this Supply Arrangement.

Hourly Labour Rate: is an all inclusive rate for the provision of on-site productive labour during regular working hours from 7:30 a.m. to 5:00 p.m. local time from Monday to Friday, excluding Statutory Holidays.

#### PRICING:

Contractors must complete pricing for all stages of the project by completing Table 1.

The following table will form part of any resulting Supply Arrangement as Annex "B Basis of Payment". The rates quoted herein are ceiling rates and must not be exceeded in any proposal submitted in response to any subsequent Request for Proposal issued under the resulting Supply Arrangements.

Bidders should only complete relevant information.

Table 1  
Ceiling Hourly Rates

ITEM	BUSINESS HOURS	OUTSIDE BUSINESS HOURS
Interpretive Planning	\$	\$
Interpretive writing (per hour)	\$	\$
Interpretive writing (per word)	\$	\$
Research/Review	\$	\$
Proof reading/Editing	\$	\$
Translation/Language Adaptation (optional)	\$	\$

All other related work not specifically mentioned herein and not available on any other standing offer/supply arrangement shall be completed at a per diem or hourly rate as requested on the individual call-ups against the resulting supply arrangement.

