



RETURN BIDS TO:
RETOURNER LES
SOUSSIONS À:
Public Prosecution Service of Canada
Service des poursuites pénales du Canada
284, rue Wellington Street
Place Bell Centre
Ottawa Ontario K1A 0H8
ppsc-sppc.acquisitions@ppsc-sppc.gc.ca
Attn: Edith Hamann

REQUEST FOR PROPOSAL DEMANDE DE PROPOSITION

Proposal To: Public Prosecution Service of Canada
We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out thereof.

Proposition aux: Service des poursuites pénales du 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 sur toute feuille ci-annexées, au(x) prix indiqué(s).

Instructions : See Herein
Instructions: Voir aux présentes

Issuing Office – Bureau de distribution
Public Prosecution Service of Canada
Service des poursuites pénales du Canada
Acquisitions Division
284 Wellington Street
Place Bell Centre
Ottawa, ON K1A 0H8

Title – Sujet Development of Branding Strategy	
Solicitation No. – N° de l'invitation 1000023521	Date 2017-06-22
Solicitation Closes – L'invitation prend fin at – à 2:00PM on/le 2017-07-07	Time Zone Fuseau horaire PM EST (Ottawa time)
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 : ppsc-sppc.acquisitions@ppsc-sppc.gc.ca	
Telephone No. – N° de téléphone : 613-668-9501	
Destination – of Goods, Services, and Construction: Destination – des biens, services et construction : See Herein	
Delivery required - Livraison exigée See Herein	
Vendor/firm Name and address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Facsimile No. – N° de télécopieur Telephone No. – N° de téléphone	
Name and title of person authorized to sign on behalf of Vendor/firm Nom et titre de la personne autorisée à signer au nom du fournisseur/de l'entrepreneur	
<hr/> (type or print)/ (taper ou écrire en caractères d'imprimerie)	
<hr/> Signature	<hr/> Date



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PART 1 - INFORMATION AND INSTRUCTIONS

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 in Annex A, Statement of Work

1.3 Summary

The purpose of this Request for Proposals (RFP) is to solicit proposals for the provision of consulting services for the development of a brand identity and communication strategy for the Public Prosecution Service of Canada NCR Office. Details are in Annex "A", Statement of Work which is attached

1.4 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

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>) 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.

Subsection 3a of Section 01 Integrity Provisions - Bid of the Standard Instructions 2003 incorporated by reference above are deleted in their entirety and replaced with the following:

2.1.1 "At the time of submitting an arrangement under the Request for Supply Arrangements (RFSA), the Bidder has already provided a list of names, as requested under the *Ineligibility and Suspension Policy*. During this procurement process, the Bidder must immediately inform Canada in writing of any changes affecting the list of names".

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days
Insert: 90 days

2.2 Submission of Bids

Bids must be submitted to the Contracting Authority identified in the bid solicitation and in Part 2 - Resulting Contract Clauses, article 2.5, by July 7, 2017 at 2:00pm local Ottawa time.

2.3 Enquiries - Bid Solicitation

All enquiries must be submitted to the Contracting Authority no later than 2 days 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.

2.4 **Applicable Laws**

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

PART 3 – BID PREPARATION INSTRUCTIONS

3.1 **Bid Preparation Instructions**

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

Section I: Technical Bid (1 electronic copy)

Section II: Financial Bid (1 electronic 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:

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

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.

3.1.1 **Direct Deposit**

The Contractor is recommended to complete and submit to the Contracting Authority the Recipient Electronic Payment Registration Request Form at contract award. The form can be obtained from the Department of Justice internet site at <http://www.justice.gc.ca/eng/contact/enrol-inscri.html>.

PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 **Evaluation Procedures**

Bids will be assessed in accordance with entire requirement of the bid solicitation including the highest combined rating of mandatory technical criteria and lowest price.

An evaluation team composed of representatives of Canada will evaluate the bids.



4.2. **Technical Criteria**

4.2.1 **Mandatory Technical Criteria**

"Bidder" means the person or entity (or, in the case of a joint venture, the persons or entities) submitting a bid to perform a contract for goods, services or both. It does not include the parent, subsidiaries or other affiliates of the Bidder, or its subcontractors.

Mandatory Technical Criteria				
Item	Requirement	Met	Not Met	Cross reference to proposal
M1	<p>The Bidder must provide, in their bid, a *description of three (3) *recent projects involving the development of brand and communication strategies for a Federal, Provincial or Municipal Organization and the contact information for three (3) references.</p> <p>* descriptions should be no more than two (2) pages per project *recent is within the last five (5) years.</p> <p><i>Canada will contact the references to verify/validate the information provided only and to assess the performance of the Bidder</i></p>			



4.2.2 Point Rated Technical Criteria

Number	Point Rated Technical Criterion	Evaluation Factors	Maximum Points
RT1.1	<p>Bidders will be awarded up to a maximum of 30 points for the extent of the Bidder's experience.</p> <p>Minimum pass mark = 12/30</p>	<p><i>Up to a maximum of 30 points for Project Experience will be awarded based on the following:</i></p> <p><i>a) Bidders will be awarded up to 10 points per project, to a maximum of 30 points total for projects developed for Federal Organizations</i></p> <p><i>b) Bidders will be awarded up to 6 points per project, to a maximum of 18 points total for project developed for Provincial Organizations</i></p> <p><i>c) Bidders will be awarded up to 4 points per project, to a maximum of 12 points total for projects developed for Municipal Organizations</i></p>	/30
RT1.2	<p>Bidders will be awarded up to 15 points for reference checks provided.</p>	<p>Up to a maximum of 15 points for Reference checks will be awarded based on the following:</p> <p>a) Bidders will be awarded up to 5 points, to a maximum of 15 points for Excellent reference checks</p> <p>b) Bidders will be awarded up to 3 points, to a maximum of 9 points for Very Good reference checks</p> <p>c) Bidders will be awarded up to 2 points, to a maximum of 6 points for Fair reference checks</p> <p>d) Bidders will be awarded up to 0 points, to a maximum of 0 points for Unsatisfactory reference checks</p>	/15
<p>Excellent: Demonstrated excellent customer service support. The bidder had an excellent knowledge of the organization, was able to identify and deal with issues/criteria through meeting all timelines, tasks and deliverables delivered in accordance with SOW in a professional and reliable manner.</p>			



<p>Very Good: Demonstrated very good customer service support. The bidder had very good knowledge of the organization, was able to identify and deal with issues/criteria with minimal oversight. Required minimal supervision or implication from client, met the majority of timelines and tasks and deliverables were met with minimal modification to initial timelines.</p> <p>Fair: Demonstrated fair customer service support. The bidder had fair knowledge of the organization, was able to identify and deal with issues/criteria with regular follow-up with client. Some of the timelines and tasks and deliverables were met with some modification to initial timelines.</p> <p>Unsatisfactory: Demonstrated unsatisfactory customer service support. The bidder had no knowledge of the organization and was not able to identify and deal with issues/criteria.</p>	
Total points – technical rated criteria	/45

4.3

4.3 Financial Evaluation

The rates must be presented in the format detailed in the Basis of Payment *(to be determined by the Identified User)* for the period, from *(to be determined by the Identified User)* to *(to be determined by the Identified User)*. All prices are firm and in Canadian dollars.

4.4 Basis of Selection

SACC Manual Clause A0027T , Basis of Selection – Highest Combined Rating of Technical Merit and Price.

- 4.1 To be declared responsive, a bid must:
 - 4.4.1 comply with all the requirements of the bid solicitation;
 - 4.4.2 meet all mandatory technical evaluation criteria; and
 - 4.4.3 obtain the required minimum points for the technical evaluation criteria which are subject to point rating.
- 4.2 Bids not meeting 4.4.1, 4.4.2 or 4.4.3 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.
- 4.3 The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 60% for the technical merit and 40% for the price.
- 4.4 To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60%
- 4.5 To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40%
- 4.6 For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
- 4.7 Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.



The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

Basis of Selection - Highest Combined Rating Technical Merit (60%) and Price (40%)				
		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$115/135 \times 60 = 51.11$	$89/135 \times 60 = 39.56$	$92/135 \times 60 = 40.89$
	Pricing Score	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
Combined Rating		83.84	75.56	80.89
Overall Rating		1st	3rd	2nd



PART 5 – RESULTING CONTRACT CLAUSES

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

5.1 Security Requirements

5.1.1 There is no security requirement applicable to this Contract.

5.2 Statement of Work

The Work to be performed is detailed in Annex A, Statement of Work

5.3 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>) issued by Public Works and Government Services Canada.

5.3.1 General Conditions

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

5.4 Term of Contract

5.4.1 Period of the Contract

The period of the Contract is from date of Contract to September 30, 2017 inclusive

5.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to two (2) additional thirty (30) day period under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

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

5.5 Authorities

5.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Edith Hamann
Title: Acting Acquisitions Officer
Public Prosecution Service of Canada
Address: 284 Wellington Street, Place Bell, Ottawa ON K1A 0H8
Telephone : 613-668-9501
E-mail address: ppsc-sppc.acquisitions@ppsc-sppc.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.



5.5.2 Project Authority

The Project Authority for the Contract is: *(To be inserted at contract award)*

Name:

Title:

Public Prosecution Service of Canada

Address: 284 Wellington Street, Place Bell, Ottawa ON K1A 0H8

Telephone :

E-mail address:

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

5.5.3 Contractor's Representative *(To be inserted at contract award)*

Name: _____

Title: _____

Organization: _____

Address: _____

Telephone: _____

E-mail address: _____

5.6 Payment

5.6.1 Basis of Payment

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid as per the firm price, *as specified below*. 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.

Schedule of Milestone – Payment			
Phase No.	Deliverable	Firm price	Delivery date

5.6.2 Limitation of Expenditure

Canada's total liability to the Contractor under the Contract must not exceed \$ _____ *(To be inserted at contract award)*. Applicable Taxes are extra.

No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

When it is 75 percent committed, or

Four (4) months before the contract expiry date, or

As soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work, whichever comes first

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

5.7 Method of payment

Milestone payments – not subject to holdbacks – [H3010C \(2016-01-28\)](#)

5.7.1 Canada will make milestone payments in accordance with the Schedule of Milestones ([H4012C \(2010-01-11\)](#)) detailed in the Contract and the payment provisions of the Contract:

- 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 in [PWGSC-TPSGC 1111](#) have been signed by the respective authorized representatives;
- c) all work associated with the milestone and as applicable any deliverable required have been accepted by Canada.

5.8 Payment by Direct Deposit

Payments by direct deposit will be subject to Article 12 – Payment Period and Article 13 - Interest on Overdue Accounts, set out in 2010C General Conditions – Service (Medium Complexity) forming part of this Contract.

It is the sole responsibility of the Contractor to ensure that the information and account number submitted to Canada via their Recipient Electronic Payment Registration Request Form is up to date. Should the Contractor's information within the [Recipient Electronic Payment Registration Request Form](#) not be accurate or up to date, the provisions identified herein under Article 12 – Payment Period and Article 13 - Interest on Overdue Accounts, set out in 2010C General Conditions – Service (Medium Complexity) forming part of this Contract will not apply, until the Contractor corrects the matter.

The Contractor may amend their direct deposit registration by completing and submitting the Recipient Electronic Payment Registration Request Form to the Contracting Authority. The form can be found from the Department of Justice internet site at <http://www.justice.gc.ca/eng/contact/enrol-inscri.html>.

5.9 Invoicing Instructions

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



Each claim must show:

- a) All information required on form [PWGSC-TPSGC 1111](#); and
- b) All applicable information detailed under the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed

Each claim must be supported by:

- a) a copy of the Schedule of Milestone payment to support the claimed; and
- b) a copy of the invoice

Claims must be distributed as follows:

The original and one (1) copy must be forwarded to the following address for certification and payment:

Carl Dignard
284 Wellington Street, Place Bell, 12th Floor
Ottawa, ON K1A 0H8
Tel: 613-946-3820
Email: ppsc-sppc.acquisitions@ppsc-sppc.gc.ca

5.10 **Applicable Laws**

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

5.11 **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) [2010A \(2016-04-04\)](#), General Conditions - Goods (Medium Complexity), apply to and form part of the Contract;
- c) Annex A, Statement of Work;
- d) the Contractor's bid dated _____ (*insert date of bid*)

ANNEX A, STATEMENT OF WORK

1. TITLE

Branding strategy for the Public Prosecution Service of Canada (PPSC)

2. OBJECTIVE

The aim is to develop a branding strategy for the PPSC to help attract and recruit qualified prospective employees.

3. BACKGROUND

The Public Prosecution Service of Canada is an independent and accountable prosecuting authority established by the Parliament of Canada. Our mandate is to prosecute cases under federal law free from any improper influence, and to provide high-quality legal advice to investigative agencies.

Our mission is to serve the public by prosecuting cases with diligence, in a manner that is fair, impartial and objective; seeking to protect the rights of individuals and to uphold the rule of law; and working within the criminal justice system to help make Canada a safe and just society.

4. TASKS AND DELIVERABLES

The supplier is required to:

4.1 Phase 1—Define & Assess

- a) Conduct data gathering and analyze current PPSC corporate identity system (i.e slogan, logo, colors, Look-and-Feel, website) and recruitment strategy.
- b) Define target audience.
- c) Explore, compare and create summary report with recommendations in regards of PPSC corporate identity system and recruitment strategy versus other Federal Departments.
- d) Identify timelines related to the development of new branding strategy for PPSC.

4.2 Phase 2—Strategic Planning

- a) Develop new branding strategy¹ that is relevant to the PPSC.
- b) Recommend distribution channels² and new approaches to increase effectiveness.
- c) Deliver branding brief to PPSC on each phase and seek approval for next phase development.

4.3 Phase 3—Creative Approach

- a) Develop a marketing strategy (i.e promotional products, newsletter, social media, public relations, and events) to deliver an effective branding message that reaches our targeted prospect.
- b) Identify what medium is best for advertising and propose recruitment messages and visual appearance strategy for different demographics.

¹ In accordance with all relevant Treasury Board Policies and Directives related to branding and communication.

² In accordance with Treasury Board Directive on the Management of Communication.



5. LIMITATIONS AND CONSTRAINTS

All tasks and deliverables must be completed in accordance with the period of work of the contract. All deliverables must be provided in an electronic format that is accessible by PPSC and must be approved and accepted by PPSC prior to invoicing.

6. OFFICIAL LANGUAGES

All tasks and deliverables associated to this contract must be done in both official languages (French & English).

7. PERIOD OF WORK

The period of work shall be from contract award date to September 30, 2017.

8. TRAVEL

The work is to be performed in the National Capital Region and travel costs will not be paid. Only if the PPSC requires resources to travel outside the region will travel expenses be paid according to Treasury Board Guidelines.