



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

**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**

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Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services 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 therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux 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-annexée, au(x) prix indiqué(s).

Comments - Commentaires

**THIS DOCUMENT CONTAINS A SECURITY
REQUIREMENT / CE DOCUMENT CONTIENT DES
EXIGENCES RELATIVES À LA SÉCURITÉ**

Title - Sujet Strategic Communications Services	
Solicitation No. - N° de l'invitation EN579-180761/A	Date 2017-08-04
Client Reference No. - N° de référence du client EN579-18-0761	
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-025-73227	
File No. - N° de dossier cx025.EN579-180761	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2017-08-29	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
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: Lamoureux, Jenny	Buyer Id - Id de l'acheteur cx025
Telephone No. - N° de téléphone (613) 993-4355 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PDP3, 6C1 11 LAURIER ST HULL Quebec K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address

**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

Delivery Required - Livraison exigée See Herein	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

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ARTICLES OF AGREEMENT

PART 1 - GENERAL INFORMATION

1.1 Introduction

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

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides Bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, Security Requirements, the Security Requirements Checklist, and the Electronic Payment Instruments.

1.2 Summary

- 1.2.1 Public Services and Procurement Canada's Build in Canada Innovation Program is seeking the services of a Contractor to provide strategic communication services for the purposes of improving BCIP's communication and engagement strategy, to increase outreach, accurately target Innovators and promote success stories.

The period of the contract will be for a period of one year with the irrevocable option to extend the term of the Contract by up to 4 additional 1 year periods under the same conditions.

- 1.2.2 There are security requirements associated with this requirement. For additional information, consult Part 6 - Security, Financial and Other Requirements, and Part 7 - Resulting Contract Clauses. For more information on personnel and organization security screening or security clauses, Bidders should refer to the [Industrial Security Program \(ISP\)](http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html) of Public Works and Government Services Canada (<http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html>) website.
- 1.2.3 The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA).
- 1.2.4 The requirement is limited to Canadian goods and/or services.

1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request in writing 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 (2017-04-27) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

2.2 Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

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.

Definitions

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

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

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

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

Former Public Servant in Receipt of a Pension

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

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

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

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports 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 5 calendar days before the bid closing date. Enquiries received after that time may not be answered.

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

2.5 Applicable Laws

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

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:

Section I: Technical Bid (3 paper copies) and one electronic copy on CD

Section II: Financial Bid (1 paper copy) and one electronic copy on CD

Section III: Certifications (1 paper copy) and one electronic copy on CD

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) format;
- (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 or 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 demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for performing the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that Bidders address and present topics in the order of the evaluation criteria under the same headings. To

avoid duplication, Bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

3.1.1 Bidders must submit their financial bid in accordance with the Pricing Schedule detailed below. The total amount of Applicable Taxes must be shown separately.

PRICING SCHEDULE

The volumetric data included in this pricing schedule are provided for bid evaluated price determination purposes only. They are not to be considered as a contractual guarantee. Their inclusion in this pricing schedule does not represent a commitment by Canada that Canada's future usage of the services described in the bid solicitation will be consistent with this data.

COMMUNICATIONS ANALYST			
Period	Volumetric Data (estimated days to complete the work in the SOW)	Firm daily rate (in Cdn \$)	Total (volumetric data x firm daily rate)
Initial Period of the Contract - Year 1	Number of days	\$ / day	\$
Option to Extend the Contract - Year 1	24 days	\$ / day	\$
Option to Extend the Contract - Year 2	24 days	\$ / day	\$
Option to Extend the Contract - Year 3	24 days	\$ / day	\$
Option to Extend the Contract - Year 4	24 days	\$ / day	\$
NUMBER OF DAYS:		FOR A TOTAL OF:	\$

3.1.2 Electronic Payment of Invoices – Bid

If you are willing to accept payment of invoices by Electronic Payment Instruments, complete Annex D Electronic Payment Instruments, to identify which ones are accepted.

If Annex D Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

3.1.3 SACC Manual Clauses

Section III: Certifications

Bidders must submit the certifications and additional information 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 will evaluate the bids.

4.1.1 Technical Evaluation

4.1.1.1 Mandatory Technical Criteria

Mandatory Criteria			
Number	Criteria Detail	Compliant / Non-Compliant	Reference to Bidder's Proposal
M.1	<p>The bidder must provide the name(s) of the proposed resource(s) and provide a cv associated to each name provided.</p> <p>At a minimum, the Bidder must provide the names of the proposed resources for the following resource category:</p> <ul style="list-style-type: none"> • Communications Analyst 		
M.2	<p>The bidder must propose a minimum of one Communications Analyst that holds all the following credentials:</p> <ul style="list-style-type: none"> - Google Partner status, - Google AdWords advertising (search, display, mobile, video) certification, - Google Analytics certification, - Bing Ads certification, - Hootsuite Professional certification, - Facebook Ads certified, - Twitter Flight School certification. <p>The bidder must demonstrate compliance through the provision of either of the following for each of the credentials above;</p> <ul style="list-style-type: none"> - A copy of the Certificate - Proof of validity <p>Proof of validity can be demonstrated by:</p> <ul style="list-style-type: none"> - An expiration date on the Certificate, or - An email confirmation of expiry date related to the Certificate by the issuer. 		

4.1.1.2 Point Rated Technical Criteria

Summary of Point Rated Technical Criteria	Maximum points	Minimum required points
R.1 Bidder's Understanding of the Requirement	20 points	12 points
R.2 Project Examples	20 points	12 points
R.3 Project Summaries in Digital Communications and Engagement	40 points	30 points
R.4 Project Summaries in Data, Analytics and Reporting	20 points	12 points
R.5 Project Summaries in Traditional Communications and Engagement	10 points	6 points
R.6 Platform Experience	16 points	8 points
R.7 Training Experience	16 points	8 points
OVERAL TOTAL	142 points	88 points

To be considered compliant, bidders must obtain the minimum passing mark for each rated criterion. The rating is performed on a scale of **142 points**. Proposals scoring less than **the minimum required points per criteria** will not be given further consideration.

Point Rated Technical Criteria	Bidder's Instructions	Points Allocation	Technical Score
R. 1 Bidder's Understanding of the Requirement			
		Maximum Points: 20 points Minimum required points: 12 points	
<p>The bidder should demonstrate its understanding of the requirement by providing a proposed project schedule and methodology for each phase of the project:</p> <ul style="list-style-type: none"> - Phase 1 Strategy Development - Phase 2 Training and Implementation Support - Phase 3 Audit Evaluation Analysis 	<p>R.1.1 Timeline</p> <p>At a minimum, the project schedule should include the following elements for each phase:</p> <ul style="list-style-type: none"> - projected dates (month/year) - high level targets - meetings (if applicable) - reports (if applicable) <p>The Bidder should also demonstrate the dependency relationship between activities.</p> <p>For evaluation purposes, the bidder can assume a kick-off could occur in early September 2017.</p>	<p>All elements are present for each phase = 2 points</p> <p>The project schedule is consistent with the Statement of Work = 4 points</p> <p>The project schedule shows the dependency relationships between activities = 4 points</p> <p>Maximum Points for R.1.1: 10 points</p>	
	<p>R.1.2 Methodology</p> <p>The methodology should describe the tools and techniques that will be</p>	<p>All elements are present for each phase = 2 points</p>	

Point Rated Technical Criteria	Bidder's Instructions	Points Allocation	Technical Score
	<p>used to plan, organize, direct, and control each phase.</p> <p>In addition, the methodology must include a thorough understanding of the interaction between the Bidder and the Project Authority.</p>	<p>Clear details are provided to describe the tools and techniques that will be used to plan, organize, direct, and control the project = 4 points</p> <p>The Bidder's response leads to a complete and thorough understanding of the interaction between the Bidder and the Project Authority = 4 points</p> <p>Maximum Points for R.1.2: 10 points</p>	
R.2 Project Examples		Maximum Points: 20 points Minimum required points: 12 points	
<p>The Bidder should demonstrate its experience in creating and managing social media platforms for multiple clients.</p>	<p>To demonstrate its experience, the Bidder should provide up to four (4) project examples of social media platforms that they created and managed for four (4) different clients.</p> <p>For each project example, the Bidder should:</p> <p>a) list the social media platforms that were created and managed, including at least two (2) of the following platforms:</p> <ul style="list-style-type: none"> - LinkedIn - Facebook - Twitter <p>b) demonstrate how they created and managed each social media platform, including the following:</p> <ol style="list-style-type: none"> a) registered/created the accounts; b) Set-up the accounts; c) Optimized settings for the accounts <p>c) provide the name of the client organization. The client organization must be different for each project example.</p>	<p>For every project example, the following points could be allocated:</p> <p>Project example includes at least 2 of the platforms (LinkedIn, Facebook or Twitter) = 2 points</p> <p>Project example demonstrates how the Bidder created and managed social media platforms = 2 points</p> <p>Bidder provided the name of the client organization and the name was different than the names provided for the other project examples = 1 point</p> <p>Maximum Points for R.2: 5 points per project example for a total of 20 points</p>	

Point Rated Technical Criteria	Bidder's Instructions	Points Allocation	Technical Score
	<p>Note: If the Bidder provides more than four (4) project examples, only the first four (4) project examples will be evaluated.</p>		
<p>R.3 Project Summaries in Digital Communications and Engagement</p> <p>Maximum Points: 40 points Minimum required points: 30 points</p>			
<p>The Bidder should demonstrate its experience in digital communication and engagement.</p>	<p>To demonstrate its experience, the Bidder should provide up to four (4) project examples conducted by the Bidder within the last 5 years that included a minimum of three (3) of the following digital communication and engagement fields:</p> <ul style="list-style-type: none"> - Social Media - Website - Video + visuals - Mobile - Search engine optimization - Content creation <p>For each project example, the Bidder should provide the following information:</p> <ol style="list-style-type: none"> a) the digital communication and engagement fields included in the project; b) The start and end dates of the project; and c) A brief description of the project, including scope, deliverables, objectives to be achieved, issues and the results/outcomes. <p>Note: If the Bidder provides more than four (4) project examples, only the first four (4) project examples will be evaluated.</p>	<p>For every project example, the following points could be allocated:</p> <p>Project example includes at least 3 of the digital communication and engagement fields = 3 points</p> <p>Project example includes more than 3 of the digital communications and engagement fields = 1 points</p> <p>Bidder provided all the required information = 2 points</p> <p>The project example occurred within the last five (5) years = 2 points</p> <p>The description of the project example includes details that provides evaluators with a clear understanding of the scope, deliverables, objectives to be achieved, issues and the results/outcomes of the work = 2 points</p> <p>Maximum Points for R.3: 10 points per project example for a total of 40 points</p>	

Point Rated Technical Criteria	Bidder's Instructions	Points Allocation	Technical Score
R.4 Project Summaries in Data, Analytics and Reporting Maximum Points: 20 points Minimum required points: 12 points			
<p>The Bidder should demonstrate its experience in data, analytics and reporting.</p>	<p>To demonstrate its experience, the Bidder should provide up to four (4) project examples conducted by the Bidder within the last 5 years that included a minimum of three (3) of the following data, analytics and reporting fields:</p> <ul style="list-style-type: none"> - Data capture - Data management - Data analysis - Reporting - Data tools <p>For each project example, the Bidder should provide the following information:</p> <ol style="list-style-type: none"> a) the data, analytics and reporting fields included in the project; b) The start and end dates of the project; and c) A brief description of the project, including scope, deliverables, objectives to be achieved, issues, and the results/outcomes. <p>Note: If the Bidder provides more than four (4) project examples, only the first four (4) project examples will be evaluated.</p>	<p>For every project example, the following points could be allocated:</p> <p>Project example includes at least 3 of the data, analytics and reporting fields = 1.5 points</p> <p>Project example includes more than 3 of the data, analytics and reporting fields = 0.5 points</p> <p>Bidder provided all the required information = 1 point</p> <p>The project example occurred within the last five (5) years = 1 point</p> <p>The description of the project example includes details that provides evaluators with a clear understanding of the scope, deliverables, objectives to be achieved, issues, intent and the results/outcomes of the work = 1 point</p> <p>Maximum Points for R.4: 5 points per project example for a total of 20 points</p>	

Point Rated Technical Criteria	Bidder's Instructions	Points Allocation	Technical Score
R.5 Project Summaries in Traditional Communications and Engagement Maximum Points: 10 points Minimum required points: 6 points			
<p>The Bidder should demonstrate its experience in traditional communication and engagement.</p>	<p>To demonstrate its experience, the Bidder should provide two (2) project examples conducted by the Bidder within the last 5 years that included a minimum of one (2) of the following traditional communication and engagement fields:</p> <ul style="list-style-type: none"> - Events - Outreach activities - Inbound communications channels <p>For each project example, the Bidder should provide the following information:</p> <ol style="list-style-type: none"> a) the traditional communication and engagement fields included in the project; b) The start and end dates of the project; and c) A brief description of the project, including scope, deliverables, objectives to be achieved, issues, and the results/outcomes; and <p>Note: If the Bidder provides more than two (2) project examples, only the first two (2) project examples will be evaluated.</p>	<p>For every project example, the following points could be allocated:</p> <p>Project example includes at least 3 of the traditional communication and engagement projects = 1.5 points</p> <p>Project example includes more than 3 of traditional communication and engagement projects = 0.5 points</p> <p>Bidder provided all the required information = 1 point</p> <p>The project example occurred within the last five (5) years = 1 point</p> <p>The description of the project example includes details that provides evaluators with a clear understanding of the scope, deliverables, objectives to be achieved, issues, intent and the results/outcomes of the work = 1 point</p> <p>Maximum Points for R.5: 5 points per project example for a total of 10 points</p>	

Point Rated Technical Criteria	Bidder's Instructions	Points Allocation	Technical Score
R.6 Platform Experience Maximum Points: 16 points Minimum required points: 8 points			
<p>The Bidder should demonstrate its experience in using multiple platforms.</p>	<p>The Bidder should demonstrate its experience using at least four (4) of the following platforms:</p> <ul style="list-style-type: none"> - Google Tag Manager - Google My Business - Google Optimize - Simply Measured - Firebase - Youtube Analytics - LinkedIn Analytics - Adobe Analytics <p>To demonstrate the Bidder's experience, the Bidder should providing the timeframe for which they worked on the platform, and a short description about the project the platform was used on.</p>	<p>The Bidder demonstrates its experience by providing the timeframe for which they worked on the platform, and a short description about the project the platform was used on = 2 points per platform</p> <p>Maximum Points for R.6: 16 points</p>	
R.7 Training Experience Maximum Points: 16 points Minimum required points: 8 points			
<p>The Bidder should demonstrate its experience in providing online, desk side or classroom based training.</p>	<p>The Bidder should demonstrate its experience in providing online, desk side or classroom based training on the use of at least four (4) of the following platforms:</p> <ul style="list-style-type: none"> - Google Tag Manager - Google My Business - Google Optimize - Simply Measured - Firebase - Youtube Analytics - LinkedIn Analytics - Adobe Analytics <p>To demonstrate the Bidder's experience, the Bidder should provide a short description about the training and the type of training provided (online, desk side or classroom based).</p>	<p>The Bidder demonstrates its experience by providing a short description about the training and the type of training provided = 2 points per platform</p> <p>Maximum Points for R.7: 16 points</p>	

4.2 Basis of Selection

4.2.1 Basis of Selection – Best Value

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 points for the technical evaluation criteria which are subject to point rating.
2. To determine the bidders' total score, the total points of the technical proposal will be divided by the maximum technical score then multiplied by 70 to arrive at the weighted technical score. The lowest submitted financial proposal will be divided by the bidder's total financial proposal, and then multiplied by 30 to arrive at the weighted financial score. The total score will be the sum of the weighted technical score and the weighted financial score.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 70% for the technical merit and 30 % for the price.
4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 70 %
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 30% (*insert the percentage for price*).
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.
8. 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. Unless specified otherwise, 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.

5.1 Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

5.1.1 Integrity Provisions - Declaration of Convicted Offences

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

5.2 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 specified will render the bid non-responsive.

5.2.1 Integrity Provisions – Required Documentation

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

5.2.2 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" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed) website (http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed).

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.

5.2.3 Additional Certifications Precedent to Contract Award

5.2.3.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

() the services offered are Canadian services as defined in paragraph 4 of clause [A3050T](#).

For more information on how to determine the Canadian content for a mix of goods, a mix of services or a mix of goods and services, consult [Annex 3.6\(9\)](#), Example 2, of the [Supply Manual](#).

5.2.3.1.1 SACC Manual clause [A3050T](#) (2014-11-27) Canadian Content Definition

5.2.3.2 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 who scores equally and successfully on certification, 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.

5.2.3.4 Education and Experience

5.2.3.4.1 SACC Manual clause [A3010T](#) (2010-08-16) Education and Experience

PART 6 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS

6.1 Security Requirements

1. Before award of a contract, the following conditions must be met:

- (a) the Bidder must hold a valid organization security clearance as indicated in Part 7 - Resulting Contract Clauses;
- (b) the Bidder's proposed individuals requiring access to classified or protected information, assets or sensitive work sites must meet the security requirements as indicated in Part 7 - Resulting Contract Clauses;
- (c) the Bidder must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites;

2. Bidders are reminded to obtain the required security clearance promptly. Any delay in the award of a contract to allow the successful Bidder to obtain the required clearance will be at the entire discretion of the Contracting Authority.
3. For additional information on security requirements, Bidders should refer to the [Industrial Security Program \(ISP\)](http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html) of Public Works and Government Services Canada (<http://ssi-iss.tpsgc-pwgsc.gc.ca/index-eng.html>) website.

6.2 Financial Capability

SACC Manual clause [A9033T](#) (2012-07-16) Financial Capability

PART 7 - RESULTING CONTRACT CLAUSES

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

7.1 Statement of Work

The Contractor must perform the Work described in the Annex A Statement of Work of the Contract.

7.1.2 Task Authorization

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

7.1.2.1 Task Authorization Process

1. The Project Authority will provide the Contractor with a description of the task using the Task Authorization form PWGSC-TPSGC 572 or an equivalent form. The Task Authorization form PWGSC-TPSGC 572 is available through the PWGSC [Forms Catalogue](#)  Web site.
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis(bases) and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority, within 2 calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

7.1.2.2 Task Authorization Limit

The Project Authority may authorize individual task authorizations up to a limit of \$ (to be inserted upon contract award), Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Contracting Authority before issuance.

7.1.2.4 Minimum Work Guarantee - All the Work - Task Authorizations

1. In this clause,

"Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and

"Minimum Contract Value" means 10%.

2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

7.1.2.5 Periodic Usage Reports - Contracts with Task Authorizations

The Contractor must compile and maintain records on its provision of services to the federal government under authorized Task Authorizations issued under the Contract.

The Contractor must provide this data in accordance with the reporting requirements detailed below. If some data is not available, the reason must be indicated. If services are not provided during a given period, the Contractor must still provide a "nil" report.

The data must be submitted on a quarterly basis to the Contracting Authority.

The quarterly periods are defined as follows:

1st quarter: April 1 to June 30;

2nd quarter: July 1 to September 30;

3rd quarter: October 1 to December 31; and

4th quarter: January 1 to March 31.

The data must be submitted to the Contracting Authority no later than 15 calendar days after the end of the reporting period.

Reporting Requirement- Details

A detailed and current record of all authorized tasks must be kept for each contract with a task authorization process. This record must contain:

For each authorized task:

- i. the authorized task number or task revision number(s);
- ii. a title or a brief description of each authorized task;
- iii. the total estimated cost specified in the authorized Task Authorization (TA) of each task, exclusive of Applicable Taxes;
- iv. the total amount, exclusive of Applicable Taxes, expended to date against each authorized task;
- v. the start and completion date for each authorized task; and
- vi. the active status of each authorized task, as applicable.

For all authorized tasks:

- i. the amount (exclusive of Applicable Taxes) specified in the contract (as last amended, as applicable) as Canada's total liability to the contractor for all authorized TAs; and
- ii. the total amount, exclusive of Applicable Taxes, expended to date against all authorized TAs.

7.2 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.

7.2.1 General Conditions

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

7.3 Security Requirements

7.3.1 The following security requirements (*SRCL and related clauses provided by ISP*) apply and form part of the Contract.

1. The Contractor/Offeror must, at all times during the performance of the Contract/Standing Offer, hold a valid Designated Organization Screening (DOS), issued by the Canadian Industrial Security Directorate (CISD), **Public Works and Government Services Canada (PWGSC)**.
2. The Contractor/Offeror personnel requiring access to PROTECTED information, assets or sensitive work site(s) must EACH hold a valid RELIABILITY STATUS, granted or approved by CISD/PWGSC. Until the security screening of the Contractor personnel required by this Contract has been completed satisfactorily by CISD, PWGSC, the Contractor personnel **MAY NOT ENTER** sites without an escort.

3. The Contractor/Offeror MUST NOT remove any PROTECTED information or assets from the identified work site(s), and the Contractor/Offeror must ensure that its personnel are made aware of and comply with this restriction.
4. Subcontracts which contain security requirements are NOT to be awarded without the prior written permission of CISD/PWGSC.
5. The Contractor/Offeror must comply with the provisions of the:
 - a) Security Requirements Check List and security guide (if applicable), attached at Annex C;
 - b) Industrial Security Manual (Latest Edition).

7.4 Term of Contract

7.4.1 Period of the Contract

The period of the Contract is from date of Contract to (to be inserted upon contract award) inclusive.

7.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to 4 additional 1 year periods 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 at least 30 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

7.5 Authorities

7.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Jenny Lamoureux or their delegate
Title: Supply Team Leader
Public Works and Government Services Canada
Acquisitions Branch
Directorate: Communication Procurement
Address: 360 Albert Street, Ottawa, Ontario K1R 7X7

Telephone: 613-993-4355
Facsimile: 613-991-5870
E-mail address: TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca

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

7.5.2 Project Authority

The Project Authority for the Contract is:

[\(to be inserted upon contract award\)](#)

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.

7.5.3 Contractor's Representative

[\(to be inserted upon contract award\)](#)

7.6 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.

7.7 Payment

7.7.1 Basis of Payment

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment in Annex B, to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are included and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA 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 authorized, in writing, by the Contracting Authority before their incorporation into the Work.

7.7.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ [\(to be inserted upon contract award\)](#). Customs duties are included and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - a. when it is 75 percent committed, or
 - b. four (4) months before the contract expiry date, or

- c. as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions, whichever comes first.

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

7.7.3 Monthly Payment

SACC Manual clause H1008C (2008-05-12) Monthly Payment

7.7.4 Electronic Payment of Invoices – Contract

(to be inserted upon contract award if applicable)

7.7.5 Time Verification

SACC Manual clause C0711C (2008-05-12) Time Verification

7.8 Invoicing Instructions

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

Each invoice must be supported by a copy of time sheets to support the time claimed.

2. Invoices must be distributed as follows:
 - a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
 - b. One (1) electronic copy must be forwarded by email to
RCNDACDistributiondecontrat.NCRCPDContractDistribution@tpsgc-pwgsc.gc.ca

7.9 Certifications and Additional Information

7.9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

7.9.2 SACC Manual Clauses

A3060C (2008-05-12) Canadian Content Certification

7.10 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in [\(to be inserted upon contract award\)](#).

7.11 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) the general conditions [2035](#) (2016-04-04), General Conditions - Higher Complexity - Services;
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) Annex C, Security Requirements Check List;
- (f) the signed Task Authorizations (including all of its annexes, if any);
- (g) the Contractor's bid dated [\(to be inserted upon contract award\)](#).

7.13 Insurance

SACC Manual clause [G1005C](#) (2016-01-28) Insurance - No Specific Requirement

ANNEX "A"

STATEMENT OF WORK

EVALUATION OF COMMUNICATIONS AND ENGAGEMENT STRATEGY – DEVELOPMENT OF TACTICS AND AUDIT PLAN FOR THE BUILD IN CANADA INNOVATION PROGRAM (BCIP)

1. INTRODUCTION:

The BCIP helps Canadian businesses launch their innovations into the marketplace by buying and testing late stage research and development innovations within the federal government.

The BCIP helps match innovations, that successfully enter the program, with interested federal departments for testing and pays for the cost of the innovation and testing support services.

The result is a win-win for both businesses and government. Federal departments gain access to innovative goods and services to improve their operations and services to Canadians. By bringing together companies and federal departments, the BCIP helps companies find a first buyer of their good or service, while departments get early access to state-of-the-art technologies they can use.

Innovators can submit their applications to the program when they feel their innovation is ready to meet the program criteria.

The BCIP support innovations in two different streams:

- Standard component: environment, safety and security, health, and enabling technologies.
- Military component: command & support, cyber-security, protecting the soldier, arctic and maritime security, in-service support, and training systems.

<https://buyandsell.gc.ca/initiatives-and-programs/build-in-canada-innovation-program-bcip>

2. OBJECTIVES:

Improve BCIP's communication and engagement strategy to increase outreach, accurately target Innovators and promote success stories.

3. SCOPE:

The Contractor must provide strategic communication services in three phases:

- Phase 1 - Strategic Development
- Phase 2 - Training and Implementation Support
- Phase 3 - Audit and Evaluation Analysis

For each phase, the Contractor must consider how BCIP operates and how it works with regional offices across Canada to engage and inform Canadian businesses and innovators about the Program. The Contractors must work within the framework of departmental capacity and rules.

The Contractor must evaluate BCIP's current communications and engagement activities and work with the Program, Public Services and Procurement Canada (PSPC) Communications to develop each plan listed below.

4. DELIVERABLES:

Phase 1: Strategy Development

The Contractor must evaluate the current communications and engagement activities and plans of BCIP.

(The Contractor must spend no less than 5 business days in person with the BCIP team learning about the program operations).

The Contractor must assess:

- The current use of traditional and digital communications and engagement tools by PSPC for BCIP,
- Current web presence,
- Current engagement activities,
- Current methods of data collection,
- Current methods of engagement with innovators and testing partners,
- Current methods of data/information management within the Program,
- Current reporting tools and mechanisms,
- Current search engine optimization settings,
- Current evaluation methods of outreach and communications practices,
- The efficiency of current BCIP engagement activities (such as events, outreach activities and inbound communications channels),
- Current traditional marketing methods.

The Contractor must provide recommendations for improvement on BCIP's communications and engagement strategy, including

- Communications priorities,
- Communications objectives,
- Key performance indicators,
- Program data capture, management and reporting.

The Contractor must create tactical plans for:

- Traditional communications and engagement;
 - Events,
 - Outreach activities,
 - Inbound communications channels
- Digital communications and engagement;
 - Social Media platforms*,
*Social media platforms will require approval from the Privy Council Office
 - Web,
 - Video + visuals,
 - Mobile,
 - Search engine optimization,
 - Content.
- Data, Analytics and reporting;
 - Data capture,
 - Data management,
 - Data analysis,
 - Reporting,

o Data tools.

Should any of the recommended tactical plans outlined above recommend pursuing paid advertising – PSPC Communications and BCIP will engage with the proper specialized areas within Government (Agency of Record) to plan and purchase advertising

The Contractor must recommend tools/equipment that could be used to optimize BCIP's efficiency and performance in support of the tactical plans.

The Contractor must use GC **mandatory** tools (i.e. Hootsuite for Social Media).

- The Contractor must consider IT & Security requirements when proposing the use of digital tools.

The Contractor must create an audit/evaluation plan for each proposed channel identified in the tactical plans.

- Identify key performance indicators for each audit plan,
- Identify the frequency of evaluations, the tools to be used and provide strategic guidance on interpretation of results,
- PSPC has access to the following social media listening and analysis software platform: <https://www.nexalogy.com/> and Hootsuite
- The Contractor will be provided access to both platforms.

The Contractor must create an implementation and maintenance plan that will identify human resource needs and financial obligations to execute the tactical and audit/evaluation plans.

Phase 2: Training and Implementation Support

The Contractor must:

- Provide initial training (in-class or remote access) on the tools recommended in a classroom setting to the BCIP Outreach team,
- Support PSPC in the set-up, optimization and launch of channels/tools outlined (once approved by the Privy Council Office),
- Support the implementation of the tactical and audit plans,
- Support and provide advice on the strategic communications and engagement goals for the first year of the contract. In subsequent years, the Contractor will play an advisory and supporting role.

Phase 3: Audit evaluation analysis

The Contractor must analyze the performance of the channels based on the evaluation plans and provide reports on a regular basis. Frequencies and scope are elaborated in the [Time Table for Deliverables](#) section of this document.

5. TIMETABLE FOR DELIVERABLES:

<p>Initial Contract Period</p> <p>The Contractor must: Deliver Phase 1: Strategy Development within 90 days of Contract award date.</p> <p>Deliver Phase 2: Training and Implementation Support within 90 days of the delivery and approval of Phase 1.</p> <p>Deliver Phase 3: Begin audit/evaluation analysis within 14 days of launch of platforms implemented in phase 2.</p> <ul style="list-style-type: none">▪ Once platforms are launched by PSPC, the Contractor must deliver weekly evaluation reports and proposed adjustments for the first 60 days to the Project Authority.▪ After the first 60 days of launch, the Contractor must deliver bi-weekly evaluation reports and proposed adjustments for the next 120 days until the end of the 365th day after launch.▪ Evaluation reports must report on platform performance, content reach, organic reach and other key performance indicators developed with BCIP. <p>Between each Phase, proper approvals from PSPC and externally with other stakeholders (Shared Services Canada, Treasury Board and Privy Council Office) may be required.</p> <p>The timetable for implementation as outlined above will be adjusted based on the approval timeframes. (If approval of the strategy takes 1 month, then the phase 2 timelines will start after approval.)</p>
<p>Option Period 1</p> <p>The Contractor must deliver evaluation reports and proposed adjustments monthly including:</p> <ul style="list-style-type: none">▪ Evaluating the performance of all tools deployed and used for BCIP Communications and Outreach,▪ Audit of the configuration and reach of activities and tools,▪ Providing recommendations on tactics,▪ Recommending changes in strategy and direction.
<p>Option Period 2</p> <ul style="list-style-type: none">▪ The Contractor must deliver evaluation reports and proposed adjustments quarterly including:▪ Evaluating the performance of all tools deployed and used for BCIP Communications and Outreach,▪ Audit of the configuration and reach of activities and tools,▪ Providing recommendations on tactics,▪ Recommending changes in strategy and direction.
<p>Option Period 3</p> <p>The Contractor must deliver evaluation reports and proposed adjustments quarterly including:</p> <ul style="list-style-type: none">▪ Evaluating the performance of all tools deployed and used for BCIP Communications and Outreach,▪ Audit of the configuration and reach of activities and tools,▪ Providing recommendations on tactics,▪ Recommending changes in strategy and direction.
<p>Option Period 4</p> <p>The Contractor must deliver evaluation reports and proposed adjustments quarterly including:</p> <ul style="list-style-type: none">▪ Evaluating the performance of all tools deployed and used for BCIP Communications and Outreach,▪ Audit of the configuration and reach of activities and tools,▪ Providing recommendations on tactics,▪ Recommending changes in strategy and direction.

6. CONSIDERATIONS:

- The Contractor must work with a project team that consists of multiple representatives from across government.
 - PSPC Communications, BCIP, and possibly Shared Services Canada representatives, and possibly representation from central institutions such as but not limited to TBS or PCO.
- The Contractor must provide strategies, tactical plans and audit plans that align with Government of Canada Policies and guidelines.
- The reports must be in electronic format.

7. TRAINING AND SUPPORT:

- During Phase 1: Strategy Development, the Contractor must provide specialized training to the BCIP Team on the channels outlined in the tactical plans and provide training on analysis tools to be used, and on other tools recommended.
- The Contractor must deliver training at PSPC over a 5 day period prior to set-up, optimization and launch of channels outlined.
 - Training will occur during a business day of 7.5 hours, up to 4 participants will be trained.
- The Contractor must provide support for a minimum of 2 hours per week to answer tactical and evaluation questions.

8. PROFESSIONAL CREDENTIALS:

- The following credentials must be maintained by the resource that was proposed in the Contractor bid or by a different resource that holds the following credentials:
 - Google Partner status,
 - Google AdWords advertising (search, display, mobile, video) certification,
 - Google Analytics certification,
 - Bing Ads certification ,
 - Hootsuite Professional certification,
 - Facebook Ads certified,
 - Twitter Flight School certification.
- The Contractor must ensure that the resource that was proposed in the Contractor bid; or that a different resource that holds the credentials listed above; must have an active role in all three phases described above.

9. POLICIES AND ACTS:

- All deliverables submitted by the Contractor must comply with procedures and regulations of the Policy on Communications and Federal Identity, the Contracting Policy, the Official Languages Act (Articles 7, 11, 12, 13, and 30), the Multiculturalism Act, Common Services Policy, the Privacy Act, the Standard on Web Accessibility (see section A.11 - Reference Web Sites), the Standard on Social Media Account Management, the Technical Specifications for Social Media Account Management.

10. APPROVAL PROCESS:

- The Contractor must submit all required deliverables to the Project Authority who will be responsible for approvals and receiving all final deliverable materials.
- The Project Authority will acquire appropriate approvals as required.
- Should any part of the project not be satisfactory, the Project Authority may request that it be corrected or changed before approving payments. The Contractor must make the requested changes.
- The Contractor must respond to requests from the Project Authority within twenty four (24) hours of receiving the request.

11. ASSISTANCE PROVIDED BY PSPC:

- Providing background information and/or relevant research that may inform the Strategy,
- Arranging for meetings,
- Reviewing materials submitted by the Contractor and work with the Contractor to revise and enhance the material according to the agreed upon processes and timelines,
- Coordinating the overall project, providing, as required, feedback, direction and guidance to the Contractor, and accepting and approving the Contractor deliverables on behalf of PSPC,
- Providing other assistance or support, including access to subject-matter experts as required, and
- Seeking approvals and ensuring they are provided in accordance with the agreed-upon processes and timelines.
- Submit material for French translation (if required).

12. LOCATION OF WORK:

For the initial kick-off meeting the Contractor must spend a minimum of 5 full days in person with the BCIP team. The Contractor must attend any meetings requested by the Project Authority (either in person or by teleconference call).

The Contractor will work off site, however should in-person meetings be required, meeting sites would be situated at 11 Laurier, Gatineau, Quebec, Place du Portage Phase 3 tower C in OSME or BCIP office space.

13. TRAVEL AND LIVING:

Travel and living expenses of the Contractor and its representatives are the sole responsibility of the Contractor. Travel may be required to attend meetings in person.

14. LANGUAGE OF WORK:

The Contractor must be capable of corresponding in English. All reports must be submitted in English.

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File No. - N° du dossier
CX025. EN579-180761

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CX025
CCC No./N° CCC - FMS No./N° VME

ANNEX B

BASIS OF PAYMENT

COMMUNICATIONS ANALYST	
Period	Firm daily rate (in Cdn \$)
Initial Period of the Contract - Year 1	\$ / day
Option to Extend the Contract - Year 1	\$ / day
Option to Extend the Contract - Year 2	\$ / day
Option to Extend the Contract - Year 3	\$ / day
Option to Extend the Contract - Year 4	\$ / day

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ANNEX C

SECURITY REQUIREMENTS CHECK LIST

(see attached)

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ANNEX D to PART 3 OF THE BID SOLICITATION

ELECTRONIC PAYMENT INSTRUMENTS

The Bidder accepts to be paid by any of the following Electronic Payment Instrument(s):

- VISA Acquisition Card;
- MasterCard Acquisition Card;
- Direct Deposit (Domestic and International);
- Electronic Data Interchange (EDI);
- Wire Transfer (International Only);
- Large Value Transfer System (LVTS) (Over \$25M)



Government of Canada

Gouvernement du Canada



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

PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE			
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine		Public Works and Government Services Canada	
2. Branch or Directorate / Direction générale ou Direction		Acquisitions Branch	
3. a) Subcontract Number / Numéro du contrat de sous-traitance		3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant	
4. Brief Description of Work / Brève description du travail EVALUATION OF COMMUNICATIONS AND ENGAGEMENT STRATEGY ?			
5. a) Will the supplier require access to Controlled Goods? Le fournisseur aura-t-il accès à des marchandises contrôlées?		<input checked="" type="checkbox"/>	No Non
		<input type="checkbox"/>	Yes Oui
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques?		<input checked="" type="checkbox"/>	No Non
		<input type="checkbox"/>	Yes Oui
6. Indicate the type of access required / Indiquer le type d'accès requis			
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c)		<input type="checkbox"/>	No Non
		<input checked="" type="checkbox"/>	Yes Oui
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? No access to PROTECTED and/or CLASSIFIED information or assets is permitted. Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé.		<input checked="" type="checkbox"/>	No Non
		<input type="checkbox"/>	Yes Oui
6. c) Is this a commercial courier or delivery requirement with no overnight storage? S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit?		<input checked="" type="checkbox"/>	No Non
		<input type="checkbox"/>	Yes Oui
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès			
Canada	<input checked="" type="checkbox"/>	NATO / OTAN	<input type="checkbox"/>
		Foreign / Étranger	<input type="checkbox"/>
7. b) Release restrictions / Restrictions relatives à la diffusion			
No release restrictions Aucune restriction relative à la diffusion	<input checked="" type="checkbox"/>	All NATO countries Tous les pays de l'OTAN	<input type="checkbox"/>
Not releasable À ne pas diffuser	<input type="checkbox"/>		
Restricted to: / Limité à: Specify country(ies): / Préciser le(s) pays: CANADA,	<input checked="" type="checkbox"/>	Restricted to: / Limité à: Specify country(ies): / Préciser le(s) pays:	<input type="checkbox"/>
7. c) Level of information / Niveau d'information			
PROTECTED A PROTÉGÉ A	<input checked="" type="checkbox"/>	NATO UNCLASSIFIED NATO NON CLASSIFIÉ	<input type="checkbox"/>
PROTECTED B PROTÉGÉ B	<input type="checkbox"/>	NATO RESTRICTED NATO DIFFUSION RESTREINTE	<input type="checkbox"/>
PROTECTED C PROTÉGÉ C	<input type="checkbox"/>	NATO CONFIDENTIAL NATO CONFIDENTIEL	<input type="checkbox"/>
CONFIDENTIAL CONFIDENTIEL	<input type="checkbox"/>	NATO SECRET NATO SECRET	<input type="checkbox"/>
SECRET SECRET	<input type="checkbox"/>	COSMIC TOP SECRET COSMIC TRÈS SECRET	<input type="checkbox"/>
TOP SECRET TRÈS SECRET	<input type="checkbox"/>		
TOP SECRET (SIGINT) TRÈS SECRET (SIGINT)	<input type="checkbox"/>		



PART A (continued) / PARTIE A (suite)

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets?
Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui
If Yes, indicate the level of sensitivity:
Dans l'affirmative, indiquer le niveau de sensibilité :

9. Will the supplier require access to extremely sensitive INFOSEC information or assets?
Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate? No / Non Yes / Oui

Short Title(s) of material / Titre(s) abrégé(s) du matériel :
Document Number / Numéro du document :

PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)

10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis

- | | | | |
|---|---|---|--|
| <input checked="" type="checkbox"/> RELIABILITY STATUS
COTE DE FIABILITÉ | <input type="checkbox"/> CONFIDENTIAL
CONFIDENTIEL | <input type="checkbox"/> SECRET
SECRET | <input type="checkbox"/> TOP SECRET
TRÈS SECRET |
| <input type="checkbox"/> TOP SECRET - SIGINT
TRÈS SECRET - SIGINT | <input type="checkbox"/> NATO CONFIDENTIAL
NATO CONFIDENTIEL | <input type="checkbox"/> NATO SECRET
NATO SECRET | <input type="checkbox"/> COSMIC TOP SECRET
COSMIC TRÈS SECRET |
| <input type="checkbox"/> SITE ACCESS
ACCÈS AUX EMPLACEMENTS | | | |

Special comments:

Commentaires spéciaux : _____

NOTE: If multiple levels of screening are identified, a Security Classification Guide must be provided.

REMARQUE : Si plusieurs niveaux de contrôle de sécurité sont requis, un guide de classification de la sécurité doit être fourni.

10. b) May unscreened personnel be used for portions of the work?
Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail? No / Non Yes / Oui
If Yes, will unscreened personnel be escorted?
Dans l'affirmative, le personnel en question sera-t-il escorté? No / Non Yes / Oui

PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)

INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS

11. a) Will the supplier be required to receive and store PROTECTED and/or CLASSIFIED information or assets on its site or premises?
Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui

11. b) Will the supplier be required to safeguard COMSEC information or assets?
Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC? No / Non Yes / Oui

PRODUCTION

11. c) Will the production (manufacture, and/or repair and/or modification) of PROTECTED and/or CLASSIFIED material or equipment occur at the supplier's site or premises?
Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ? No / Non Yes / Oui

INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)

11. d) Will the supplier be required to use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data?
Le fournisseur sera-t-il tenu d'utiliser ses propres systèmes informatiques pour traiter, produire ou stocker électroniquement des renseignements ou des données PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui

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



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

For users completing the form **manually** use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.
 Dans le cas des utilisateurs qui remplissent le formulaire **manuellement** doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

For users completing the form **online** (via the Internet), the summary chart is automatically populated by your responses to previous questions.
 Dans le cas des utilisateurs qui remplissent le formulaire **en ligne** (par Internet), les réponses aux questions précédentes sont automatiquement saisies dans le tableau récapitulatif.

SUMMARY CHART / TABLEAU RÉCAPITULATIF

Category / Catégorie	PROTECTED / PROTÉGÉ			CLASSIFIED / CLASSIFIÉ			NATO				COMSEC						
	A	B	C	CONFIDENTIAL	SECRET	TOP SECRET	NATO RESTRICTED	NATO CONFIDENTIAL	NATO SECRET	COSMIC TOP SECRET COSMIC TRÈS SECRET	PROTECTED / PROTÉGÉ			CONFIDENTIAL	SECRET	TOP SECRET	
				CONFIDENTIEL		TRÈS SECRET	NATO DIFFUSION RESTREINTE	NATO CONFIDENTIEL			A	B	C				CONFIDENTIEL
Information / Assets / Renseignements / Biens / Production																	
IT Media / Support TI																	
IT Link / Lien électronique																	

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?
 La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.

12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?
 La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).
 Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquer qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).