



**RETURN BIDS TO:**

**RETOURNER LES SOUMISSIONS À:**

Bid Receiving - PWGSC / Réception des  
soumissions - TPSGC  
11 Laurier St. / 11, rue Laurier  
Place du Portage, Phase III  
Core 0B2 / Noyau 0B2  
Gatineau  
Québec  
K1A 0S5  
Bid Fax: (819) 997-9776

**LETTER OF INTEREST  
LETTRE D'INTÉRÊT**

Comments - Commentaires

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

<b>Title - Sujet</b> Graphic Design SO	
<b>Solicitation No. - N° de l'invitation</b> EN578-171581/A	<b>Date</b> 2017-12-06
<b>Client Reference No. - N° de référence du client</b> EN578-17-1581	<b>GETS Ref. No. - N° de réf. de SEAG</b> PW-\$\$CX-027-73902
<b>File No. - N° de dossier</b> cx027.EN578-171581	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2018-01-02</b>	
<b>Time Zone</b> Fuseau horaire Eastern Standard Time EST	
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Dubaere, Geneviève	<b>Buyer Id - Id de l'acheteur</b> cx027
<b>Telephone No. - N° de téléphone</b> (613) 998-1966 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PORTAGE III 6B1 11 LAURIER ST Gatineau Quebec K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

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

## REQUEST FOR INFORMATION (EN578-171581/A)

**Responses must be submitted by 2:00pm Eastern Daylight Savings Time on January 2, 2018**

**TITLE:** Graphic Design, Web Design and Exhibit and Display Design Services

### 1. PURPOSE AND NATURE OF THE REQUEST FOR INFORMATION (RFI)

The Communications Procurement Directorate (CDP), part of the Commercial and Alternative Acquisitions Management Sector (CAAMS) of Acquisition Branch at Public Services and Procurement Canada (PSPC) **is requesting industry feedback** regarding the renewal of Standing Offers for Graphics Design Services.

There are currently National Master Standing Offers (NMSOs) in place for Graphic Design Services that will end on January 31, 2018. In order to renew these services, PSPC is planning to solicit and issue a new Request for Standing Offer (RFSO).

By using a list of specific questions (see Section 7 of the RFI), the objectives of this RFI is to:

- Modernize procurement practices so that they are simpler, less administratively burdensome, deploy modern comptrollership, and include practices that support our economic policy goals, including green and social procurement.
- Solicit industry knowledge and expertise with regard to best practices that would increase the likelihood of a successful outcome for this project.
- Determine if industry is capable of e-procurement and e-bidding.
- Gather information to assist in the development of a Request for Standing Offer.

### NATURE OF REQUEST FOR INDUSTRY COMMENTS

This RFI is neither a call for tender nor a Request for Proposal (RFP). No agreement or contract will be entered into based on this RFI. The issuance of this RFI is not to be considered in any way a commitment by the Government of Canada, nor as authority to potential respondents to undertake any work that could be charged to Canada. This RFI is not to be considered as a commitment to issue a subsequent solicitation or award contract(s) for the work described herein.

### NATURE AND FORMAT OF RESPONSES REQUESTED

Respondents are encouraged to identify, in the information they share with Canada, any information that they feel is proprietary, third party or personal information. Please note that Canada may be obligated by law (e.g. in response to a request under the Access of Information and Privacy Act) to consider disclosing proprietary or commercially-sensitive information provided by respondent (for more information: <http://laws-lois.justice.gc.ca/eng/acts/a-1/>).

Participation in this RFI is encouraged, but is not mandatory. There will be no supplier list created as a result of this RFI. Similarly, participation in this RFI is not required for the participation in any potential subsequent solicitation.

The RFI closing date is **by 2:00 pm Eastern Daylight Savings time on January 2, 2018**. Information received before that date will be reviewed and considered when developing the request for standing offer.

## RESPONSE COSTS

Respondents will not be reimbursed for any cost incurred by participating in this RFI.

## 2. BACKGROUND INFORMATION

Through this Request for Information (RFI), the Government of Canada (GoC) is seeking feedback on the possible establishment of Standing Offers for Graphic Design Services.

Graphic Design Services is the profession of visual communication that combines images, words, and ideas to convey information to an audience to produce a specific effect. It includes the layout and appearance of the elements for example within a webpage, or the development of design concepts for exhibits.

The Government of Canada requires the provision of a full range of graphic design services for print, electronic media, training materials, web pages, and exhibit and displays on an “as and when requested basis”. In any resulting NMSOs, the Offerors will be required to adhere to federal policies, guidelines, programs and practices on communications and publishing as referenced in the [Treasury Board Policy on Communications and Federal Identity](#).

The Graphic Design Services include:

- Graphic Design
- Multi-Media Design for Web, and social media
- Exhibits / Display Design

## 3. POTENTIAL WORK SCOPE AND CONSTRAINTS

If a follow-on solicitation occurs, it would be posted on BuyandSell.gc.ca in the form of a Request for Standing Offers (RFSO).

## 4. LEGISLATION, TRADE AGREEMENTS AND GOVERNMENT POLICIES

**The following is some of the legislation, trade agreements and government policies that could impact any follow-on solicitation(s):**

- [Comprehensive Land Claim Agreements \(CLCAs\)](#)
- [Procurement Strategy for Aboriginal Businesses \(PSABs\)](#)
- [Contract Security Program](#)
- [Policy on Government Security](#)
- [The Privacy Act](#)
- [Directive on Official Languages for Communications and Services](#)
- [Directive on Travel, Hospitality, Conference and Event Expenditures](#)
- [Policy on the management of information technology](#)

## 5. ENQUIRIES

Respondents with questions regarding this RFI may direct their enquiries to:

**Name:** Geneviève Dubaere

**Title:** Supply Specialist

**Communication Procurement Directorate**

**Acquisitions Branch**

**Public Services and Procurement Canada**

**Address:** 360 Albert Street, 12<sup>th</sup> Floor

Ottawa, Ontario K1A 0S5

**Telephone:** (613) 998-1966

**Facsimile:** (613) 991-5870

**E-mail:** [TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca](mailto:TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca)

Because this is not a bid solicitation, Canada may publish additional questions for the purposes of gaining additional information. Canada asks Respondents to visit [Buyandsell.gc.ca](http://Buyandsell.gc.ca) regularly to check for changes, if any.

## 6. SUBMISSION OF RESPONSES

**Time and Place for Submission of Responses:** Suppliers interested in providing information to the specific questions listed in Section 7 should send the responses directly to the contact identified in Section 5 Enquiries, by the time and date indicated on page 1 of this RFI. Responses can be submitted by mail, by fax or by email.

## 7. QUESTIONS

- a) Are there any limitations or issues of capacity in opening the utilization of the Graphic Design Standing Offers to other levels of government such as provinces, territories and/or municipalities? Please explain any limitations that are identified.
- b) Could you please provide recommendations which would result in Standing Offers being more efficient?
- c) PSPC is considering authorizing users to enable them to place telephone orders, and make payment by credit card. Information is desired regarding suppliers' processes on approval, verification of caller, and the method companies would require to process the transaction. Is there capacity and process for this currently?
- d) PSPC is considering raising the ceiling limit of the future standing offer. To assist in establishing the limit, what is the average value for a government order?
- e) Communication Procurement Directorate (CPD) whom issues the standing offer is a cost recovery service. Users are invoiced 3% on the value of their order. What would be the impact if Offerors collected an acquisition fee of 3% on the total value of the order to remit to CPD when sending in the quarterly order report?
- f) Which environmental initiatives have been implemented by your organization, and which ones are you planning to implement in the near future (recycling/reusing initiatives, green travel, etc.?) Please explain and specify.
- g) In regards to environmental standards, what would you suggest we include as a rated criteria in the solicitation process?

- h) Does your organization conform to recognize to environmental standards such as ENERGY STAR, or others? Please explain and specify.
- i) PSPC is interested in forming a separate stream for aboriginally owned companies, to utilize when a requirement is deemed to have the [Procurement Strategy for Aboriginal Business](#) applied. Please advise us if you would interested in this.
- j) What other socio economic groupings or identifiers could be considered for additional streams or evaluation criteria under a future Request for Standing Offers?
- k) Are there restrictions or system issues that would prevent your firm from accepting Requests for Proposals electronically? If yes, please explain thoroughly.
- l) Are there restrictions or system issues that would prevent your firm from submitting offers electronically or for example through systems such as e-post? If yes, please explain thoroughly.
- m) CPD is interested in forming an industry collaboration network for communication commodities. Is there a need, and what would be some topics of interest and best forum to solicit the feedback?
- n) Is there any other information or recommendations that should be considered?

## 8. REFERENCES

- [Procurement Strategy for Aboriginal Business - Booklet](#) (from Indigenous and Northern Affairs Canada)
- [Eligibility for Aboriginal Procurement Set Aside](#)
- [Aboriginal Business Directory](#)