



**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**

**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 requirement contains security requirements/Cette demande contient des exigences relatives à la sécurité

<b>Title - Sujet</b> Strategic Communication Services	
<b>Solicitation No. - N° de l'invitation</b> 51019-171142/A	<b>Date</b> 2018-01-16
<b>Client Reference No. - N° de référence du client</b> 51019-17-1142	
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-026-74144	
<b>File No. - N° de dossier</b> cx026.51019-171142	<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 2018-02-05</b>	<b>Time Zone</b> <b>Fuseau horaire</b> 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> Deen(CX Div.), Raihanna	<b>Buyer Id - Id de l'acheteur</b> cx026
<b>Telephone No. - N° de téléphone</b> (613) 990-4033 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> DEPARTMENT OF VETERANS AFFAIRS DG's Office Communications P.O.BOX 7700 IB 012 CHARLOTTETOWN Prince Edward Island C1A8M9 Canada	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

**Vendor/Firm Name and Address**

**Raison sociale et adresse du**

**fournisseur/de l'entrepreneur**

<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/</b> <b>de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

**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

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## TABLE OF CONTENTS

<b>PART 1 - GENERAL INFORMATION .....</b>	<b>3</b>
1.1 INTRODUCTION.....	3
1.2 SUMMARY.....	3
1.3 DEBRIEFINGS.....	4
<b>PART 2 - BIDDER INSTRUCTIONS .....</b>	<b>5</b>
2.1 STANDARD INSTRUCTIONS, CLAUSES AND CONDITIONS .....	5
2.2 SUBMISSION OF BIDS .....	6
2.3 FORMER PUBLIC SERVANT .....	7
2.4 ENQUIRIES - BID SOLICITATION .....	8
2.5 APPLICABLE LAWS .....	8
2.6 BASIS FOR CANADA'S OWNERSHIP OF INTELLECTUAL PROPERTY .....	9
<b>PART 3 - BID PREPARATION INSTRUCTIONS.....</b>	<b>10</b>
3.1 BID PREPARATION INSTRUCTIONS.....	10
ATTACHMENT 1 TO PART 3 - PRICING SCHEDULE.....	12
<b>PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION .....</b>	<b>15</b>
4.1 EVALUATION PROCEDURES .....	15
4.2 BASIS OF SELECTION .....	19
<b>PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION .....</b>	<b>21</b>
5.1 CERTIFICATIONS REQUIRED WITH THE BID.....	21
5.2 CERTIFICATIONS PRECEDENT TO CONTRACT AWARD AND ADDITIONAL INFORMATION .....	21
<b>PART 6 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS.....</b>	<b>23</b>
6.1 SECURITY REQUIREMENTS .....	23
6.2 FINANCIAL CAPABILITY .....	23
<b>PART 7 - RESULTING CONTRACT CLAUSES.....</b>	<b>24</b>
7.1 STATEMENT OF WORK OR REQUIREMENT.....	24
7.2 STANDARD CLAUSES AND CONDITIONS .....	26
7.3 SECURITY REQUIREMENTS.....	26
7.4 TERM OF CONTRACT .....	27
7.5 AUTHORITIES .....	27
7.6 PROACTIVE DISCLOSURE OF CONTRACTS WITH FORMER PUBLIC SERVANTS.....	28
7.7 PAYMENT .....	28
7.8 INVOICING INSTRUCTIONS.....	30
7.9 CERTIFICATIONS AND ADDITIONAL INFORMATION .....	31
7.10 SPECIFIC PERSON(S) .....	31
7.11 APPLICABLE LAWS .....	31
7.12 PRIORITY OF DOCUMENTS .....	31
7.13 INSURANCE .....	32
<b>ANNEX A .....</b>	<b>33</b>
STATEMENT OF WORK.....	33
<b>ANNEX B .....</b>	<b>39</b>
BASIS OF PAYMENT .....	39

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

---

<b>ANNEX C .....</b>	<b>42</b>
SECURITY REQUIREMENTS CHECK LIST .....	42
<b>ANNEX D TO PART 3 OF THE BID SOLICITATION .....</b>	<b>46</b>
ELECTRONIC PAYMENT INSTRUMENTS .....	47
<b>ANNEX E TO PART 5 OF THE BID SOLICITATION .....</b>	<b>48</b>
FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION .....	48
<b>ANNEX F.....</b>	<b>48</b>
TASK AUTHORIZATION FORM PWGSC-TPSGC 572 .....	48

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## 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 and Financial 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, the Electronic Payment Instruments, the Federal Contractors Program for Employment Equity - Certification, the Insurance Requirements, the Task Authorization Form 572

### 1.2 Summary

1.2.1 Veterans Affairs Canada (VAC) requires the services of an experienced Contractor to propose, develop, coordinate, implement, and execute a full overarching strategy to transform VAC's communications and outreach with the Veteran community.

The objective of the strategy is to ensure that the Veteran community is informed of the benefits and services available and how they can be easily accessed. It will also ensure that Canadians are informed and understand that the Government has effective services and benefits in place to support Veterans and their families.

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 [Contract Security Program](http://www.tpsgc-pwgsc.gc.ca/esc-src/introduction-eng.html) of Public Works and Government Services Canada (<http://www.tpsgc-pwgsc.gc.ca/esc-src/introduction-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.

1.2.5 This bid solicitation is to establish a contract with task authorizations for the delivery of the requirement detailed in the bid solicitation to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon,

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
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CCC No./N° CCC - FMS No./N° VME

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Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside the resulting contract.

- 1.2.6 The Federal Contractors Program (FCP) for employment equity applies to this procurement; refer to Part 5 – Certifications and Additional Information, Part 7 - Resulting Contract Clauses and the annex titled Federal Contractors Program for Employment Equity - Certification.

### **1.3 Debriefings**

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

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## PART 2 - BIDDER INSTRUCTIONS

### 2.1 Standard Instructions, Clauses and Conditions

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

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

The [2003](#) (2017-04-27) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

The 2003 standard instructions is amended as follows:

- Section 5, entitled Submission of bids, is amended as follows:
  - subsection 1 is deleted entirely and replaced with the following: "Canada requires that each bid, at solicitation closing date and time or upon request from the Contracting Authority, for example in the case of epost Connect service, be signed by the Bidder or by an authorized representative of the Bidder. If a bid is submitted by a joint venture, it must be in accordance with the section entitled Joint venture."
  - subsection 2.d is deleted entirely and replaced with the following: "send its bid only to the specified Bid Receiving Unit of Public Works and Government Services Canada (PWGSC) identified in the bid solicitation, or to the address specified in the bid solicitation, as applicable;"
  - subsection 2.e is deleted entirely and replaced with the following: "ensure that the Bidder's name, return address and procurement business number, bid solicitation number, and solicitation closing date and time are clearly visible on the bid; and,"
- Section 6, entitled Late bids, is deleted entirely and replaced with the following: "PWGSC will return bids delivered after the stipulated solicitation closing date and time, unless they qualify as a delayed bid as described in the section entitled Delayed bids. For bids submitted using means other than the Canada Post Corporation's epost Connect service, the bid will be returned. For bids submitted using Canada Post Corporation's epost Connect service, conversations initiated by the Bid Receiving Unit via the epost Connect service that contain access, records and information pertaining to a late bid will be deleted."
- Section 07, entitled Delayed bids, is amended as follows:
  - Subsection 1 is amended to add the following piece of evidence: "d. a CPC epost Connect service date and time record indicated in the epost Connect conversation activity."
- Section 8, entitled Transmission by facsimile, is deleted and replaced by the following: "Transmission by facsimile or by epost Connect"
  1. Facsimile
    - a. Unless specified otherwise in the bid solicitation, bids may be submitted by facsimile. The only acceptable facsimile number for responses to bid solicitations issued by PWGSC headquarters is 819-997-9776 or, if applicable, the facsimile number identified in the bid solicitation. The facsimile number for responses to bid solicitations issued by PWGSC regional offices is identified in the bid solicitation.
    - b. For bids transmitted by facsimile, Canada will not be responsible for any failure attributable to the transmission or receipt of the faxed bid including, but not limited to, the following:
      - i. receipt of garbled or incomplete bid;
      - ii. availability or condition of the receiving facsimile equipment;
      - iii. incompatibility between the sending and receiving equipment;
      - iv. delay in transmission or receipt of the bid;

- v. failure of the Bidder to properly identify the bid;
    - vi. illegibility of the bid; or
    - vii. security of bid data.
  - c. A bid transmitted by facsimile constitutes the formal bid of the Bidder and must be submitted in accordance with the section entitled Submission of bids.
- 2. ePost Connect
  - a. Unless specified otherwise in the bid solicitation, bids may be submitted by using the [epost Connect service provided by Canada Post Corporation](https://www.canadapost.ca/web/en/products/details.page?article=epost_connect_send_a) ([https://www.canadapost.ca/web/en/products/details.page?article=epost\\_connect\\_send\\_a](https://www.canadapost.ca/web/en/products/details.page?article=epost_connect_send_a)).
  - b. To submit a bid using epost Connect service, the Bidder must either:
    - i. send directly its bid only to the specified PWGSC Bid Receiving Unit, using its own licensing agreement for epost Connect provided by Canada Post Corporation; or
    - ii. send as early as possible, and in any case, at least six business days prior to the solicitation closing date and time, an email that includes the bid solicitation number to the specified PWGSC Bid Receiving Unit requesting to open an epost Connect conversation. Requests to open an epost Connect conversation received after that time may not be answered.
  - c. If the Bidder is sending an email to the Bid Receiving Unit, the Bid Receiving Unit will then initiate an epost Connect conversation which will allow the Bidder to transmit its bid afterward at any time prior to the solicitation closing date and time. The epost Connect conversation will create an email notification from Canada Post Corporation prompting the Bidder to access the message within the conversation, and the Bidder can reply to the email notification by transmitting its bid.
  - d. If the Bidder is using its own licensing agreement to send its bid, the Bidder must keep the epost Connect conversation open until at least 30 business days after solicitation closing date and time.
  - e. The email address of PWGSC Bid Receiving Unit in Headquarters is: [TPSGC.DGAreceptiondessoumissions-ABBidReceiving.PWGSC@tpsgc-pwgsc.gc.ca](mailto:TPSGC.DGAreceptiondessoumissions-ABBidReceiving.PWGSC@tpsgc-pwgsc.gc.ca). The solicitation number must be identified in the epost Connect message field of all electronic transfers.
  - f. It should be noted that the use of epost Connect service requires a Canadian mailing address. Should a bidder not have a Canadian address, they may use the Bid Receiving Unit address specified on page 1 of the solicitation in order to register for the epost Connect service.
  - g. For bids transmitted by epost Connect service, Canada will not be responsible for any failure attributable to the transmission or receipt of the bid including, but not limited to, the following:
    - i. receipt of a garbled or incomplete bid;
    - ii. availability or condition of the epost Connect service;
    - iii. incompatibility between the sending and receiving equipment;
    - iv. delay in transmission or receipt of the bid;
    - v. failure of the Bidder to properly identify the bid;
    - vi. illegibility of the bid;
    - vii. security of bid data; or
    - viii. inability to create an electronic conversation through the epost Connect service.
  - h. A bid transmitted by epost Connect service constitutes the formal bid of the Bidder and must be submitted in accordance with the section entitled Submission of bids."

## 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.

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

### 2.3 Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

#### 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 \$5,000.00, including Applicable Taxes.

### 2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than seven (7) 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.

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

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## 2.6 Basis for Canada's Ownership of Intellectual Property

Veteran Affairs Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract will belong to Canada, for the following reasons, as set out in the [Policy on Title to Intellectual Property Arising Under Crown Procurement Contracts](#): To generate knowledge and information for public dissemination.

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## PART 3 - BID PREPARATION INSTRUCTIONS

### 3.1 Bid Preparation Instructions

- If the Bidder chooses to submit its bid electronically, Canada requests that the Bidder submits its bid in accordance with section 8 of the 2003 standard instructions and as amended in Part 2 - Bidder Instructions, Article 2.1 Standard Instructions, Clauses and Conditions. Bidders are required to provide their bid in a single transmission. The epost Connect service has the capacity to receive multiple documents, up to 1GB per individual attachment.

The bid must be gathered per section and separated as follows:

Section I: Technical Bid  
Section II: Financial Bid  
Section III: Certifications

- If the Bidder is simultaneously providing a hard copy of the bid using another acceptable delivery method, and if there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the soft copy will have priority over the wording of the hard copy.

If the Bidder chooses to submit its bid in hard copies, Canada requests that the Bidder submits its bid in separately bound sections as follows:

Section I: Technical Bid (3 hard copies) and (1 soft copy on CD);

Section II: Financial Bid (1 hard copy) and (1 soft copy on CD); and

Section III: Certifications (1 hard copy) and (1 soft copy on CD).

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

Canada requests that bidders follow the format instructions described below in the preparation of hard copy of their bid:

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

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

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

## **Section I: Technical Bid**

In their technical bid, Bidders should 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 carrying out 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 offer in accordance with the detailed Pricing Schedule in Attachment 1 to Part 3.

### **3.1.2 Electronic Payment of Invoices – Bid**

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

If Annex C, 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.

## ATTACHMENT 1 TO PART 3 - PRICING SCHEDULE

If pricing is not provided, for an element of Table 1 or a percentage is not indicated for an element in Table 2, a value of zero will be assigned for the element and the Bidder will be provided an opportunity to agree with the zero amount.

If the Bidder agrees then the Basis of Payment will be considered compliant. However if the Bidder disagrees then the offer will be found non-compliant and no further evaluation will be done.

The number of hours for Strategic Communication Services and the values for evaluation for Direct and Subcontracted Expenses shown in the Tables 1-3 are for evaluation purposes only and are not a guarantee of the actual number of hours required or the actual value of Direct and Subcontracted Expenses, nor are they intended to reflect any expectations on behalf of the Government of Canada.

***The Bidder must quote all prices in Canadian dollars, GST/HST extra, FOB destination. The Bidder may not propose any options, provide any optional pricing, or stipulate any conditions. Any Bidder that includes any options or conditions whatsoever will be deemed non-responsive.***

<b>Table 1: Firm Hourly Rates – Strategic Communication Services</b>			
<b><i>The Bidder must quote firm fixed all-inclusive hourly rates for Strategic Communications Services in accordance with article 7.7.1 Basis of Payment - Strategic Communications Services in the Resulting Contract Clauses. These firm fixed all-inclusive hourly rates will form part of any resulting Contract and subsequent Task Authorization.</i></b>			
<b>Category of Service</b>	<b>Firm All-Inclusive Hourly Rates for Strategic Communications Services for the Initial Contract Period</b>	<b>Number of Hours for Evaluation Purposes</b>	<b>Total Evaluated Price</b>
Senior Communications Strategist		1800 hours	\$ -
Junior Communication Strategist		7200 hours	\$ -
Account Executive		600 hours	\$ -
Graphic Designer		800 hours	\$ -
Video Producer		800 hours	\$ -

Category of Service	Firm All-Inclusive Hourly Rates for Strategic Communications Services Option Period 1	Number of Hours for Evaluation Purposes	Total Evaluated Price
Senior Communications Strategist	\$ -	1560 hours	\$ -
Junior Communications Strategist	\$ -	6240 hours	\$ -
Account Executive	\$ -	520 hours	\$ -
Graphic Designer	\$ -	780 hours	\$ -
Video Producer	\$ -	780 hours	\$ -
<b>Total Strategic Communications Services (excluding Applicable Taxes)</b>			<b>\$0.00</b>

The firm fixed hourly rates charged for Strategic Communications Services are all-inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, time in transit, overhead, profit and the like, excepting only Applicable Taxes.

**Table 2: Limitation of Expenditure - Direct Expenses:**

*The Bidder must quote a firm all-inclusive Mark-up on Direct Expenses as a percentage in accordance with article 7.7.2.1 Basis of Payment - Direct Expenses in the Resulting Contract Clauses. A value for evaluation purposes only has been provided below for the direct expenses for each period of the Contract, in accordance with the Statement of Work at Annex A. The Firm All-Inclusive Mark-up for Direct Expenses will form a part of the Basis of Payment of any resulting Contract.*

Total Direct Expenses per year for Evaluation Purposes	Firm all-inclusive Mark-up on Direct Expenses as a Percentage	Direct Expenses - Value for evaluation purposes ONLY	Total Evaluated Price
Firm All-Inclusive Direct Expenses Mark-up for the Initial Period of the Contract	0.00%	\$600,000.00	0
Firm All-Inclusive Direct Expenses Mark-up - Option Period 1	0.00%	\$900,000.00	0
<b>Total Evaluated Direct Expenses (excluding Applicable Taxes)</b>			<b>\$0.00</b>

**Table 3: Limitation of Expenditure - Subcontracted Expenses:**

*The Bidder must quote a firm all-inclusive Mark-up on Subcontracted Expenses as a percentage in accordance with article 7.7.2.2 Basis of Payment - Subcontracted Expenses in the Resulting Contract Clauses. A value for evaluation purposes only has been provided below for the subcontracted expenses for each period of the Contract, in accordance with the Statement of Work at Annex A. The Firm All-Inclusive Mark-up for Subcontracted Expenses will form a part of the Basis of Payment of any resulting Contract and subsequent Task Authorization.*

Total Subcontracted Expenses per year for Evaluation Purposes	Firm all-inclusive Mark-up on Subcontracted Expenses as a Percentage	Subcontracted Expenses. Value for evaluation purposes ONLY	Total Evaluated Price
Firm All-Inclusive Subcontracted Expenses Mark-up for the Initial Period of the Contract	0.00%	\$300,000.00	0
Firm All-Inclusive Subcontracted Expenses Mark-up - Option Period 1	0.00%	\$400,000.00	0
<b>Total Evaluated Subcontracted Expenses (excluding Applicable Taxes)</b>			<b>\$0.00</b>
<b>TOTAL ALL-INCLUSIVE BID EVALUATION VALUE (BEV) FOR EVALUATION PURPOSES* (TOTAL FROM TABLES 1 - 3)</b>			<b>\$0.00</b>

*The BEV is calculated for evaluation purposes and will also form the firm all-inclusive Basis of Payment for any resulting Contract and subsequent Task Authorization. The firm all-inclusive hourly rate for Strategic Communications Services and the Firm All-Inclusive Direct and Subcontracted Expenses Mark-up quoted by the Offeror in Tables 1-3 will also apply to any resulting Contract and subsequent Task Authorization as indicated herein.*

## 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 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 Technical Criterion	MET	NOT MET	Substantiation and Cross Reference to Proposal and/or CV (Page and Paragraph)
M.1	<p><b>PROPOSED KEY RESOURCES EXPERIENCE</b></p> <p><b>M.1.1</b> The Bidder must propose at least one (1) resource for the following resource category:</p> <p>a) Senior Communications Strategist</p> <p>For evaluation purposes, the role is defined as follows:</p> <p>Senior Communications Strategist: a resource that has experience in strategic planning, monitoring, and reporting on communications, outreach and marketing campaigns as well as writing, editing and producing material to implement those campaigns.</p> <p>The Senior Communications Strategist must have a minimum of ten (10) years of experience within the last 15 years as a Senior Communications Strategist.</p> <p>In order to demonstrate that the proposed resource possesses these qualifications, the Bidder must provide a detailed curriculum vitae for the resource, stating the individual's related work history and their relevant experience, demonstrating that the individual meets the requisite qualifications.</p> <p>The curriculum vitae must include:</p> <p>a) the employer name for each place of employment;</p> <p>b) the position title and responsibilities of the proposed resource in each identified place of employment;</p> <p>c) the period of time that the proposed resource worked in each place of employment (from Month/Year to Month/Year).</p>			



	<p><b>M.1.2</b> For the resource proposed in response to M.1.1., the Bidder must demonstrate the following:</p> <p>The Senior Communications Strategist must have developed and implemented five (5) communications plans for external audiences within the last ten (10) years.</p> <p>In order to demonstrate that the proposed resource possesses this experience, the Bidder must provide for each proposed resource:</p> <ul style="list-style-type: none"> <li>a) a summary/description of previous projects (maximum 500 words per project);</li> <li>b) experience in the development of outreach tactics for hard-to-reach audiences.</li> </ul>			
<b>M.2</b>	<p><b>COMMUNICATIONS AND OUTREACH STRATEGIES</b></p> <p>The Bidder must have developed two (2) communications and outreach strategies produced by the Bidder within the past five (5) years for different clients with a budget of \$250,000 CAD that included research, promotion, and development of an action plan, implementation, and evaluation (the \$250,000 budget must have covered professional fees only).</p> <p>One (1) of the strategies must include a strong outreach component to a defined stakeholder group(s) and the public. The strategy must explain how the services provided by the firm raised awareness and increased perception about an issue and/or initiative and outline outreach tactics used to achieve this goal. Data must be included as evidence of whether the project met its objectives.</p> <p>The following information must be provided for each strategy:</p> <ul style="list-style-type: none"> <li>• Title and description of the Communications Strategy that must include the following: <ul style="list-style-type: none"> <li>a) Overall approach and methodology;</li> <li>b) Research and analysis;</li> <li>c) Target audience;</li> <li>d) Key messages;</li> <li>e) Action plan;</li> <li>f) Deliverables;</li> <li>g) Outcome of the project (including analytics and evidence);</li> <li>h) Lessons learned.</li> </ul> </li> <li>• Dollar value (minimum \$250,000 CAD);</li> <li>• Start and completion dates;</li> <li>• Name of client and contact information.</li> </ul> <p>If more than two (2) strategies are submitted, only the first two strategies will be evaluated.</p>			

	This item will be rated in R.2.			
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#### 4.1.1.2 Point Rated Technical Criteria

##### POINT RATED TECHNICAL CRITERIA

Summary of Point Rated Technical Criteria	Maximum points	Minimum required points	Actual points received
R.1 Project management approach	60	40	
R.2 Summaries of communications strategies	120	60	
<b>OVERALL TOTAL</b>	<b>180</b>	<b>100</b>	

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be considered compliant, bidders must obtain the required minimum passing mark of 100 points. The rating is performed on a scale of 180 points. Proposals scoring less than the minimum required points will not be given further consideration.

The following criteria will be evaluated:

#	Point Rated Technical Criterion	Actual Score	Cross-Reference to Bid
R.1	<p><b>PROJECT MANAGEMENT APPROACH</b></p> <p><b>Maximum points: 60 points</b> <b>Minimum required points: 40 points</b></p> <p>The Bidder should provide a proposed Project Management Approach.</p> <p>At a minimum, the Bidder should provide the following information in their proposed Project Management Approach:</p> <ul style="list-style-type: none"> <li>a) a detailed description of the proposed project management approach and procedures;</li> <li>b) cost and schedule controls;</li> <li>c) risk mitigation approach;</li> <li>d) tools and techniques that will be used to plan, organize, direct and control the project; and</li> <li>e) how the Bidder proposes to work in collaboration with the Project Authority to allow sufficient time for review and Government approval processes.</li> </ul> <p>The Bidder should explain why the proposed project management approach is better than other approaches typically used in the industry.</p> <p>The Bidder should also provide examples of past projects where the proposed techniques to plan, organize, direct and control the project were successfully implemented.</p> <p><b>Evaluation breakdown:</b></p> <p><b>0 points - Unsatisfactory</b></p>		

	<p>No information is provided</p> <p><b>20 points – Limited</b> Criterion addressed, but the Bidder did not provide enough information and/or the information is technically not acceptable. Details on process, schedule controls, planning tools and techniques are limited. The Bidder's risk mitigation approach is weak with limited information.</p> <p><b>40 points – Good</b> The Bidder's proposed project management approach has sufficient details on process, schedule controls, planning tools and techniques. The Bidder provides good techniques to be put into place and used to plan, organize, direct and control the project. The Bidder provides a good risk mitigation approach. The Bidder's proposed approach for working with the Project Authority is good.</p> <p><b>60 points – Excellent</b> The Bidder's proposed project management approach has details on process, schedule controls, and planning tools and techniques and explains why the approach is better than other approaches typically used in the industry. The Bidder provides very efficient and innovative techniques to be put in place and used to plan, organize, direct and control the project as well as provides examples of past projects where the proposed techniques were successfully implemented. The Bidder provides a very good risk mitigation approach that is detailed and appropriate. The Bidder's proposed approach for working with the Project Authority is flexible.</p>		
<b>R.2</b>	<p><b>COMMUNICATIONS STRATEGIES</b></p> <p><b>Maximum points: 120 points</b> <b>Minimum required points: 60 points</b></p> <p>The strategies provided for M.2 will be evaluated in R.2.</p> <p>In addition to the information provided for M.2, each strategy should explain the scope*, the description of the work undertaken to meet the client objectives, and the strategic thinking behind this work. This should include a summary of the overall approach and methodology, research and analysis, action plan, deliverables and outcomes for the project. The Bidder should also include the results of the work for each strategy, including analytics and other evidence, to demonstrate if the project met its objectives.</p> <p>*Scope is defined as: deliverables, tasks, depth and breadth, extent, objectives, etc.</p> <p>Each of the two (2) strategies will be evaluated on the following rated criteria, for a total maximum of up to 120 points:</p> <p><b>0 points - Unsatisfactory</b> No information is provided.</p> <p><b>10 points – Limited</b> Criterion addressed, but missing information.</p>		

	<p><b>30 points – Good</b> The communications strategy is relevant to the Statement of Work (similar in scope). Very good details were provided. The sample clearly demonstrates that recommendations were supported by evidence and focused on results.</p> <p><b>60 points – Excellent</b> The communications strategy is very relevant to the Statement of Work (similar in scope.) The Bidder communicated its subject matter in a manner that is excellent and appropriate of the outcomes of the project. Outstanding details were provided. Strategy clearly demonstrates that recommendations were supported by evidence and focused on results. Strategic thinking of the firm is strongly demonstrated through the information provided.</p>		
	<b>TOTAL SCORE (minimum required is 100/180)</b>		

## 4.2 Basis of Selection

### 4.2.1 Basis of Selection – Highest Combined Rating of Technical Merit and Price

1. To be declared responsive, a bid must:
  - a. comply with all the requirements of the bid solicitation; and
  - b. meet all mandatory criteria; and
  - c. obtain the required minimum of 100 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 180 points.
2. Bids not meeting (a) or (b) and (c) will be declared non-responsive.
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.
5. 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 %.
6. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40 %.
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.

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).

Solicitation No. - N° de l'invitation  
 51019-171142/A  
 Client Ref. No. - N° de réf. du client  
 51019-171142

Amd. No. - N° de la modif.  
 File No. - N° du dossier  
 cx026 51019-171142

Buyer ID - Id de l'acheteur  
 CX026  
 CCC No./N° CCC - FMS No./N° VME

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

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## 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 Integrity Provisions of the Standard Instructions, all bidders must provide with their bid, **if applicable**, the Integrity declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), 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 section titled Information to be provided when bidding, contracting or entering into a real procurement agreement of 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](https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#) website (<https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#>).

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.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the ["FCP Limited Eligibility to Bid"](#) list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex titled Federal Contractors Program for Employment Equity - Certification, before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

### **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 service offered is a Canadian service as defined in paragraph 2 of clause [A3050T](#).

**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 with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

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

#### **5.2.3.3 Education and Experience**

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.

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## PART 6 – SECURITY AND FINANCIAL REQUIREMENTS

### 6.1 Security Requirements

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**.
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).

### 6.2 Financial Capability

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



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## **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 in accordance with the Statement of Work at Annex A.

#### **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 specified in Annex E.
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 ten (10) 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 \$300,000.00. 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 or in Annex E. 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 ten (10) 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.

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**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.

### **7.2.2 Supplemental General Conditions**

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

## **7.3 Security Requirements**

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.
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; and
  - c) 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 March 31, 2019 inclusive.

### **7.4.3 Option to Extend the Contract**

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to one (1) additional one-year 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 at least 15 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.

### **7.4.4 Comprehensive Land Claims Agreements (CLCAs)**

The Contract with Task Authorizations is to establish the delivery of the requirement detailed under the Contract, to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement outside the Contract.

## **7.5 Authorities**

### **7.5.1 Contracting Authority**

The Contracting Authority for the Contract is:

Raihanna Deen  
Supply Specialist  
Public Works and Government Services Canada  
Acquisitions Branch  
Communications Procurement Directorate  
360 Albert Street  
Ottawa, ON K1A 0S5 F

Telephone: 613-990-4033  
Facsimile: 613 949-1281  
E-mail address: [TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca](mailto: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 will be identified in the resulting Contract.*

The Project Authority for the Contract is:

Name: \_\_\_\_\_

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_

Telephone: \_\_\_\_-\_\_\_\_-\_\_\_\_  
Facsimile: \_\_\_\_-\_\_\_\_-\_\_\_\_  
E-mail address: \_\_\_\_\_

In its absence, the Project Authority is:

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_

Telephone: \_\_\_\_-\_\_\_\_-\_\_\_\_  
Facsimile: \_\_\_\_-\_\_\_\_-\_\_\_\_  
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.

### 7.5.3 Contractor's Representative

*The Contractor's Representative will be identified in the resulting Contract.*

## 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

The Contractor will be paid in accordance with the Basis of Payment at Annex "B", for Work performed pursuant to the Task Authorization and subject to acceptance by the Project Authority.

### 7.7.1 Firm Hourly Rates – Strategic Communication Services

For the Strategic Communication Services associated with the Work described in the Statement of Work in Annex "A" and subsequent Task Authorizations:

The Contractor is subject to the Applicable Laws as outlined in article 7.11 of the Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

In consideration of the Contractor satisfactorily completing its obligations under each Task Authorization, the Contractor will be paid firm hourly rates in accordance with B.1 of the Annex B Basis of Payment. Customs duties are included and Applicable Taxes are extra.

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work, unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

## **7.7.2 Basis of Payment – Direct and Subcontracted Expenses**

### **7.7.2.1 Direct Expenses**

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. Direct expenses will be charged at net cost with a \_\_\_% mark-up to cover overhead and profit in accordance with B.2 of the Annex B Basis of Payment.

### **7.7.2.2 Subcontracting**

All subcontracted requirements must be provided at net cost with a \_\_\_% mark-up to cover overhead and profit in accordance with B.2 of the Annex B Basis of Payment.

Invoices from the Contractor to Canada must be accompanied by copies of invoices from the subcontractors. Invoices from second-tier subcontractors (the subcontractors of the Contractor's subcontractors) are not required under the Contract.

## **7.7.3 Basis of Payment – Travel and Living Expenses**

For the Contractor's Travel and Living Expenses associated with the Work described in the Statement of Work in Annex A and individual Task Authorizations.

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the National Joint Council Travel Directive (<https://www.njccnm.gc.ca/directive/travel-voyage/index-eng.php>), and with the other provisions of the directive referring to "travelers", rather than those referring to "employees".

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, in accordance with B.3 of the Annex B Basis of Payment. Applicable taxes are extra.

## **7.7.4 Basis of Payment – Limitation of Expenditure – Task Authorizations**

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 subject to exemption 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.

## **7.7.5 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 \$ \_\_\_\_\_. Customs duties are subject to exemption 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.

#### **7.7.6 Monthly Payments**

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- b. the Work delivered has been accepted by Canada.

#### **7.7.7 Electronic Payment of Invoices – Contract**

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

*The Electronic Payment Instruments will be identified in the resulting Contract.*

#### **7.7.8 Discretionary Audit**

SACC Manual clause C0705C (2010-01-11) - Discretionary Audit

#### **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. a copy of time sheets to support the time claimed;
  - b. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses.
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) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

## **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 Federal Contractors Program for Employment Equity - Default by the Contractor**

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the name of the Contractor will be added to the "[FCP Limited Eligibility to Bid](#)" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

### **7.9.3 SACC Manual Clauses**

*SACC Manual* clause A3060C (2008-05-12) - Canadian Content Certification

## **7.10 Specific Person(s)**

The Contractor must provide the services of the following person(s) to perform the Work as stated in the Contract:

Senior Communications Strategist: \_\_\_\_\_

## **7.11 Applicable Laws**

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

## **7.12 Priority of Documents**

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

- (a) the Articles of Agreement;
- (b) the supplemental general conditions 4007 (2010-08-16), Canada to Own Intellectual Property Rights in Foreground Information;
- (c) the supplemental general conditions 4008 (2016-04-04) Personal Information
- (d) the general conditions 2035 (2016-04-04), Higher Complexity – Services;
- (e) Annex A, Statement of Work;
- (f) Annex B, Basis of Payment;
- (g) Annex C, Security Requirements Checklist
- (h) the signed Task Authorizations (including all of its annexes, if any); and
- (i) the Contractor's bid dated \_\_\_\_\_.



Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

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### **7.13 Insurance**

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

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## ANNEX A

### STATEMENT OF WORK

#### STRATEGY AND ASSOCIATED PRODUCTS FOR COMMUNICATIONS AND OUTREACH WITH THE VETERAN COMMUNITY AND CANADIANS

##### 1. INTRODUCTION

Veterans Affairs Canada (VAC) requires the services of an experienced Contractor to propose, develop, coordinate, implement, and execute a full overarching strategy to transform VAC's communications and outreach with the Veteran community\*.

In Budget 2017, the Government of Canada (GoC) proposed to invest over three years (April 2017 to March 2020) in a communications and outreach strategy that will redefine how VAC communicates and engages with Veteran community and Canadians. The strategy will highlight opportunities to connect with Canadians (and in particular the Veteran community) and promote GoC investments in VAC services and benefits, and modern tools and communication approaches to increase the focus on improving service delivery and client experience.

The objective of the strategy is to ensure that the Veteran community is informed of the benefits and services available and how they can be easily accessed. It will also ensure that Canadians are informed and understand that the Government has effective services and benefits in place to support Veterans and their families.

The Contractor must propose, develop, coordinate, implement and execute a multi-year strategy to reach out to Veterans and communicate and promote VAC's wide range of services and benefits. The initial emphasis will highlight Budget 2017 programming changes (e.g. the Veteran's Education Benefit, the Caregiver Recognition Benefit, etc.) which will come into force on April 1, 2018.

*\*The Veteran community includes retired members of the Canadian Armed Forces (CAF) and RCMP, current active members, their families, health care providers, and other members of the community who serve Veterans.*

*\*A Veteran is defined as any former member of the Canadian Armed Forces who successfully underwent basic training.*

##### 2. OBJECTIVES

The objective of the requirement is to develop an overarching communications and outreach strategy and associated framework to meet the following objectives:

- Inform the Veteran community of the benefits and services available, and that these services can be easily accessed;
- Inform Canadians and help them understand that the Government has effective services and benefits in place to support Veterans and their families; and
- Position VAC to sustain the communications and outreach renewal initiative long term, and in a consistent manner across all channels.

VAC will achieve these objectives by improving the way it connects and communicates with the Veteran community and Canadians, including the way it listens to their feedback and understands their needs.

VAC communications products and efforts will reflect what Veterans and Canadians truly need in terms of information from the department. The services for this contract does not include any paid advertising.

### 3. TARGET AUDIENCES

**Primary:**

- Veterans (both receiving and not receiving support from VAC)
- Canadian Armed Forces (CAF) and Royal Canadian Mounted Police (RCMP) personnel
- Families of Veterans and active CAF and RCMP members
- Canadians
- Public Service (front-line service providers and hiring managers)

**Secondary:**

- Stakeholders groups (including regional and provincial health care providers)
- Media

### 4. SERVICES REQUIRED

The Contractor must provide the following services as part of the Contract:

#### 4.1 ACCOUNT EXECUTIVE SERVICES

The Contractor must provide Account Executive services, whose tasks include but are not limited to the following:

- a) Working with the PA on the development and execution of the communications and outreach strategy;
- b) Ensuring that all Government of Canada procedures are followed and that correct documentation is in place;
- c) Managing, on a day-to-day basis, all resources provided by the Contractor;
- d) Attending client briefings and meetings as required;
- e) Supervising and reporting on any work produced by approved subcontractors;
- f) Creating and submitting to the PA the Weekly Status Reports and Activity Reports (see Deliverables section); and
- g) Providing monthly interim reports by email to the PA detailing the time and resources used to provide the services required by VAC.

#### 4.2 COMMUNICATIONS STRATEGIST SERVICES

The Contractor must provide Communications Strategist services at the Senior and Junior levels, whose tasks include but are not limited to the following:

**Senior:**

- a) Leading the development and implementation of an overarching communications and outreach strategy for VAC to ensure the Veteran community is aware of and understands the supports that are available, and how to easily access those supports;
- b) Working with Departmental staff to ensure the approved strategy and messaging is consistently conveyed across all internal and external communications channels, with an emphasis on the website and digital tools;
- c) Leading the development and implementation of a media outreach strategy with an emphasis on regional media outlets in communities where Veterans and CAF members live;

- d) Leading the development and implementation of an internal communications strategy to assist VAC in providing consistent and timely information to all staff, notably front line staff;
- e) Conducting an environmental scan and inventory of stakeholders, including not-for-profit organizations, associations, social clubs, provincial and municipal services and events intended for Veterans, military members and their families in communities across Canada.
- f) In collaboration with Departmental staff, leading the development and implementation of a long-term stakeholder outreach strategy with defined roles and responsibilities for specific Departmental staff. The outreach strategy will be informed by the environmental scan, research, as well as additional reports, recommendations, and public opinion research results that will be prepared and provided to the Contractor;
- g) Proposing, developing, preparing materials for and coordinating standardized information sessions to be held at locations and events where Veterans, CAF and RCMP members and their families receive information and support in-person from VAC;
- h) Researching and proposing new ideas for communicating complex programs and services based on current and best practices within GoC Departments, non-governmental agencies and the private sector;
- i) Overseeing the development of creative communication and information products using a variety of tools, techniques and media and suggesting an appropriate medium to convey information, ideas, and results within the plan to specific target audiences;
- j) Planning, researching, modifying, writing or reviewing materials to support the communications and stakeholder engagement and outreach strategy;
- k) Researching, developing, and implementing a social media strategy;
- l) Determining precise target audiences and defining the best approach and tone in order to better develop key messages;
- m) Proposing, planning and executing announcements, events and campaigns;
- n) Identifying and determining communications impediments and barriers and recommending strategies for overcoming those barriers;
- o) Expressing and exchanging information in a clear and concise manner;
- p) Ensuring information is communicated to the appropriate people in a timely manner;
- q) Identifying opportunities for efficiency gains or streamlining of communications processes, products and delivery that would result a benefit to the department;
- r) Developing coaching, mentoring, information sessions and training the organization to perform any of the above actions; and
- s) Establishing performance measurements for each strategy and evaluating the success of communications strategies and initiatives against objectives using data, analytics and other indicators.

**Junior:**

- a) Working with the Senior Communications Strategist to plan, research, write, modify, edit and coordinate all communications products and materials required to successfully implement the strategy described above;
- b) Planning and executing campaigns and events to reach specific audiences and promote programs, services and supports;
- c) Writing and editing clear, plain-language content for the website that aligns with the strategy;
- d) Developing creative communication and information products using a variety of tools, techniques and media and suggesting appropriate channels to communicate with specific target audiences;
- e) Developing and writing content for use in social media channels and on the web;
- f) Expressing and exchanging information in a clear and concise manner; and
- g) Ensuring information is communicated to the appropriate people in a timely manner.

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### 4.3 GRAPHIC DESIGN SERVICES

The Contractor must provide Graphic Design services, whose tasks include but are not limited to the following:

- a) Producing new and/or adapting existing creative concepts with copy and artwork, as well as managing the production of all creative materials needed to satisfy the objectives contained in the communications plan; and
- b) Advising the client when to use existing assets and when original work produced by the Contractor for a specific campaign or initiative may be required.

### 4.4 VIDEO PRODUCTION SERVICES

The Contractor must provide Video Production services, whose tasks include but are not limited to the following:

- a) Proposing and developing new creative concepts in video format, as well as managing the production of all creative materials needed to satisfy the objectives contained in the communications plan;
- b) Advising the client when to use existing assets and when original video work may be required; and
- c) Preparing a variety of videos, including for posting and sharing on social media platforms and on digital display screens.

## 5. KEY PERSONNEL

For the following personnel, the Contractor must submit a Curriculum Vitae (CV) to the PA and obtain approval before the resource can start working under the Contract.

The key resource categories are:

### 1. Account Executive Services

The Contractor's proposed Account Executive must have a Bachelor's degree and a minimum of two (2) years of experience in the last five (5) years overseeing (supervision) of planning, implementation, monitoring and reporting services.

### 2. Communications Strategist Services

The Contractor's proposed Communications Strategists (Junior) must have Bachelor's degrees or college diplomas and a minimum of two (2) years of experience in the last five (5) years in writing, editing and producing material to implement communications, marketing and outreach campaigns. It is expected that the Contractor may need to provide up to six (6) Junior Communications Strategists during the performance of the Contract.

### 3. Graphic Design Services

The Contractor's proposed Graphic Designer must have a college diploma or a Bachelor's degree, and a minimum of two (2) years of experience in the last five (5) years in proposing and developing new creative designs in multiple formats.

#### 4. Video Production Services

The Contractor's proposed Video Production team must have college diplomas or Bachelor's degrees, and a minimum of two (2) years of experience in the past five (5) years in proposing and developing short videos for multiple formats, including the web and social media.

The CVs must include the following information:

- The key category of service for which the individual is being proposed.
- Their experience in the advertising/marketing communications field presented in the following format:
  - Month/year to month/year, company name, and job title.
  - The number of years of experience in their proposed category of service.
  - Education, professional accreditations and related professional development (note: proof of credentials must be included by way of a scanned copy of each degree, diploma or accreditation).
  - Proficiency in English (French is an asset).
  - One (1) example of a project completed in the last three (3) years before contract award, or the period following contract award, that demonstrates the individual's expertise in the proposed category of service. The example should provide details on the dates, scope and size of the project as well as the individual's role and contribution.

#### 6. DELIVERABLES

The Contractor must provide strategic, creative, production and account management to support VAC's initiative for the initial contract period and for one (1) year option period for additional work.

The Contractor must submit the following deliverables (Note: list is not exhaustive and subject to change):

- Environmental scans (internal and external);
- Summaries of findings (based on research provided and independent research);
- High-level strategies and roll-out plans (communications, outreach and engagement, partnership, media outreach, etc.);
- Communications products;
- Videos;
- Graphic design content (variety of formats);
- Weekly Status Reports and Activity Reports;
- Monthly interim reports by email to the PA detailing the time and resources used to provide the services required by Veterans Affairs Canada; and
- Other deliverables as defined.

##### 6.1 DELIVERABLES FORMAT

All deliverables must be submitted in electronic format as directed by the PA. Examples of formats include:

##### Documents:

Microsoft Suite

##### Images

All original project files: native files [Indesign (.INDD), Illustrator (.AI), Photoshop (.PSD), After Effects (.AEP), Premiere Pro (.PRPROJ)] with supporting assets/links as well as EPS files

## **Video**

All Original Project Files: separate audio tracks for each audio element (music, voice overs, sound effects, etc.), video, animations, photographs or graphics used in the process of making the video (all in full resolution, in their original file formats i.e.: mp4, webm, mp3, .aiff, .wav, .mov, .flv, .psd, .jpeg, CC in XML, transcripts, etc.) including project files (ie: EDL's for Premiere, FCP, Flash, Media 100, After Effects, etc.)

## **7. COMMUNICATION STANDARDS**

To ensure the integrity and efficacy of VAC communication products, the Contractor must provide services and produce materials in compliance with the administrative policies of the GoC issued by the Treasury Board, including, but not limited to, the following:

- The [Policy on Communications and Federal Identity](#) of the Government of Canada to ensure that communications across the GoC are well coordinated, effectively managed, and responsive to the diverse information needs of the public.
- The [Federal Identity Program Manual](#) to ensure that public-facing products confirm to the requirements; and
- The [Standard on Web Accessibility](#) to ensure adherence to the Web Content Accessibility Guidelines (WCAG) 2.0

## **8. CONTRACTOR'S OBLIGATIONS**

Unless otherwise specified, the Contractor must use its own equipment and software for the performance of this Statement of Work.

The Contractor must advise the PA in writing within two (2) business days in the event that an issue becomes a potential barrier to the conduct of the work outlined in this Statement of Work and provide alternative options.

## **9. LOCATION OF WORK**

- a) Work must be performed at the PA's place of business in Ottawa. The Contractor must attend any meetings in person or by teleconference as directed by the PA.
- b) Travel within Canada may be required. Locations could include VAC headquarters in Charlottetown, Prince Edward Island, VAC area offices, military bases, Military Family Resource Centres, etc.

## **10. REPORTING**

The Account Executive and Senior Communications Strategist must meet with the PA in person to kick off the project. The frequency of meetings throughout the project will be on an as-required basis and can be by phone or in person as the discretion of the PA and will be requested through a Task Authorization form. The Account Executive must provide regular status updates (at least bi-weekly) by email.

## **11. OFFICIAL LANGUAGES**

The Work must be conducted in English, however, all final products must be delivered in English and in French.

## **12. CLIENT SUPPORT**

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

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The PA will provide all relevant documents to the Contractor as well as obtain necessary approvals within VAC.



## ANNEX B

### BASIS OF PAYMENT

#### B.1. Firm Hourly Rates – Strategic Communication Services

The Contractor will be paid firm fixed all-inclusive hourly rates for the required Strategic Communication Services. The firm all-inclusive firm fixed all-inclusive hourly rates will form part of any resulting Contract and task authorizations.

The firm fixed hourly rates charged for Strategic Communication Services are all-inclusive. They include the cost of labour, fringe benefits, general and administrative expenses, time in transit, overhead, profit and the like, excepting only Applicable Taxes.

The Contractor is subject to the Applicable Laws as outlined in article 7.11 of the Resulting Contract. As such, the Contractor is responsible for ensuring adherence to these Laws, including any applicable Labour Laws. The firm fixed all-inclusive hourly rates charged by the Contractor reflect this responsibility and Canada will not be subject to additional charges not expressly laid out herein.

For the purposes of this Contract, "time in transit" is defined as the length of time (in 30 minute increments) that is required for the Contractor to travel from the Contractor's facilities to the final destination (or vice versa). The means of transportation selected must be in accordance with the National Joint Council Travel Directive. Time in transit (excepting local travel and unless otherwise specifically provided for in the task authorization) is subject to verification by and the approval of the Client. Reasonable rest periods will be permitted at the discretion of the Client. Where it is deemed that the Contractor may charge labour fees for time in transit, the Contractor will only be paid for the actual time in transit as defined above, including reasonable rest periods.

There is no provision for overtime under this Contract.

Table B.1.a – Strategic Communication Services – Initial Period	
	Firm all-inclusive hourly rate
Senior Communications Strategist	\$
Junior Communications Strategist	\$
Account Executive	\$
Graphic Designer	\$
Video Producer	\$

Table B.1.b – Strategic Communication Services – Option Period 1	
	Firm all-inclusive hourly rate
Senior Communications Strategist	\$
Junior Communications Strategist	\$
Account Executive	\$
Graphic Designer	\$
Video Producer	\$

## B.2. Direct and Subcontracted Expenses

The Contractor will be paid a firm all-inclusive percentage mark-up on Direct and Subcontracted Expenses.

The firm all-inclusive percentage mark-up for Direct and Subcontracted Expenses Mark-up forms part of the resulting Contract and any subsequent task authorization.

### B.2.1 Direct Expenses

Table B.2.a – Direct Expenses – Initial Period	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Table B.2.b – Direct Expenses – Option Period 1	
Firm All-Inclusive Percentage Mark-up on Direct Expenses	%

Direct expenses include any expenses directly incurred by the Contractor during the performance of the Work or for the purpose of the project, relating to the purchase or rental of materials, equipment, supplies, or other required items. Direct expenses may include, but are not limited to, the following: badges; lanyards; tent cards; flip charts; on-site printing; signage; audio/video equipment rental; simultaneous interpretation equipment rental; commercial transportation; requirement-specific insurance coverage (at the request of the Project Authority); and any project-specific photocopies, telephone and facsimile charges, parking costs, and mailing, courier and shipping fees.

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work.

Direct expenses will be charged at net cost with a **percentage mark-up in accordance with B.2.1** to cover overhead and profit.

All expenses, general and administrative, normally incurred in providing the services (i.e. project office space [including Contractor's hardware and software]; word processing; non-project specific reports;

photocopying; courier and telephone charges; local travel and the like) are to be included in the prices for professional services identified herein, and will not be permitted as direct expenses under the Contract.

## B.2.2 Subcontracting

Table B.2.a –Subcontracted Expenses – Initial Period	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Table B.2.b –Subcontracted Expenses – Option Period 1	
Firm All-Inclusive Percentage Mark-up on Subcontracted Expenses	%

Subcontracted items include any expenses incurred during the performance of the Work or for the purpose of the project for which a separate contract exists between the Contractor and the person or firm providing the goods/services. Subcontracted items may include, but are not limited to, the following: the venue, audio/video equipment rental, simultaneous interpretation equipment rental, commercial transportation, hospitality, facilitators, note takers, translation services, travel and living for event participants, on-site printing, signage, etc.

All subcontracted requirements will be provided at net cost with a **percentage mark-up in accordance with B.2.2** to cover overhead and profit.

Invoices from the Contractor to Canada must be accompanied by copies of invoices from the subcontractors. Invoices from second-tier subcontractors (the subcontractors of the Contractor's subcontractors) are not required under the contract.

For each subcontracted service over \$25,000 (taxes included) the Contractor must obtain competitive bids from no fewer than three (3) outside suppliers. The Contractor must provide to the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results.

## B.3 Travel and Living Expenses

The Contractor will be reimbursed its authorized travel and living expenses reasonably and properly incurred in the performance of the Work, at cost, without any allowance for profit and/or administrative overhead, in accordance with the meal, private vehicle and incidental expenses provided in Appendices B, C and D of the [National Joint Council Travel Directive](#) and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All travel must have the prior authorization of the Project Authority.

All payments are subject to government audit.

## B.4 Hospitality

All hospitality must have the prior written authorization of the Project Authority and must be included in the Contractor's quote for the specific requirement. It is the Contractor's and the Project Authority's combined responsibility to ensure that Hospitality is secured and provided to event participants in accordance with the requirements outlined in the Treasury Board Directive on the Management of Expenditures on Travel, Hospitality and Conferences and the National Joint Council Travel Directive. It is the Project Authority's responsibility to adhere to all applicable internal approval procedures as they pertain to Hospitality.

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

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The Treasury Board Directive on the Management of Expenditures on Travel, Hospitality and Conferences is available at: <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=19855&section=text> .

The National Joint Council Travel Directive is available at: <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php> .

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

## ANNEX C

### SECURITY REQUIREMENTS CHECK LIST



Contract Number / Numéro du contrat

51019-17-1142

Security Classification / Classification de sécurité  
UNCLASSIFIED

#### 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		2. Branch or Directorate / Direction générale ou Direction Communications	
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 Communications outreach 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"/>	No release restrictions Aucune restriction relative à la diffusion <input type="checkbox"/>
Not releasable À ne pas diffuser <input type="checkbox"/>			
Restricted to: / Limité à: <input type="checkbox"/>		Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>
Specify country(ies): / Préciser le(s) pays:		Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:
7. c) Level of information / Niveau d'information			
PROTECTED A PROTÉGÉ A <input type="checkbox"/>	NATO UNCLASSIFIED NATO NON CLASSIFIÉ <input type="checkbox"/>	PROTECTED A PROTÉGÉ A <input type="checkbox"/>	
PROTECTED B PROTÉGÉ B <input checked="" type="checkbox"/>	NATO RESTRICTED NATO DIFFUSION RESTREINTE <input type="checkbox"/>	PROTECTED B PROTÉGÉ B <input type="checkbox"/>	
PROTECTED C PROTÉGÉ C <input type="checkbox"/>	NATO CONFIDENTIAL NATO CONFIDENTIEL <input type="checkbox"/>	PROTECTED C PROTÉGÉ C <input type="checkbox"/>	
CONFIDENTIAL CONFIDENTIEL <input type="checkbox"/>	NATO SECRET NATO SECRET <input type="checkbox"/>	CONFIDENTIAL CONFIDENTIEL <input type="checkbox"/>	
SECRET SECRET <input type="checkbox"/>	COSMIC TOP SECRET COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET SECRET <input type="checkbox"/>	
TOP SECRET TRÈS SECRET <input type="checkbox"/>		TOP SECRET TRÈS SECRET <input type="checkbox"/>	
TOP SECRET (SIGINT) TRÈS SECRET (SIGINT) <input type="checkbox"/>		TOP SECRET (SIGINT) TRÈS SECRET (SIGINT) <input type="checkbox"/>	

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité  
UNCLASSIFIED

Canada

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME



Government of Canada  
Gouvernement du Canada

Contract Number / Numéro du contrat

51019-17-1142

Security Classification / Classification de sécurité  
UNCLASSIFIED

**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 ☐ Yes  
Non ☐ 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 ☐ Yes  
Non ☐ 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<br>COTE DE FIABILITÉ | <input type="checkbox"/> CONFIDENTIAL<br>CONFIDENTIEL           | <input type="checkbox"/> SECRET<br>SECRET           | <input type="checkbox"/> TOP SECRET<br>TRÈS SECRET               |
| <input type="checkbox"/> TOP SECRET - SIGINT<br>TRÈS SECRET - SIGINT        | <input type="checkbox"/> NATO CONFIDENTIAL<br>NATO CONFIDENTIEL | <input type="checkbox"/> NATO SECRET<br>NATO SECRET | <input type="checkbox"/> COSMIC TOP SECRET<br>COSMIC TRÈS SECRET |
| <input type="checkbox"/> SITE ACCESS<br>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 ☐ Yes  
Non ☐ Oui

If Yes, will unscreened personnel be escorted?

Dans l'affirmative, le personnel en question sera-t-il escorté?

☒ No ☐ Yes  
Non ☐ 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 ☐ Yes  
Non ☐ 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 ☐ Yes  
Non ☐ 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 ☐ Yes  
Non ☐ 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 ☐ Yes  
Non ☐ 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 ☐ Yes  
Non ☐ Oui

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité  
UNCLASSIFIED

Canada

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME



Government  
of Canada

Gouvernement  
du Canada

Contract Number / Numéro du contrat

51019-17-1142

Security Classification / Classification de sécurité  
UNCLASSIFIED

**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.  
Les 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  CONFIDENTIEL	SECRET	TOP SECRET  TRÈS SECRET	NATO RESTRICTED  NATO DIFFUSION RESTREINTE	NATO CONFIDENTIAL  NATO CONFIDENTIEL	NATO SECRET	COSMIC TOP SECRET COSMIC TRÈS SECRET	PROTECTED PROTÉGÉ			CONFIDENTIAL  CONFIDENTIEL	SECRET	TOP SECRET  TRÈS SECRET
											A	B	C			
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 indiquez qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).

TBS/SCT 350-103(2004/12)

Security Classification / Classification de sécurité  
UNCLASSIFIED

Canada

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

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## ANNEX D to PART 3 OF THE BID SOLICITATION

### ELECTRONIC PAYMENT INSTRUMENTS

*As indicated in Part 3, clause 3.1.2, the Bidder must complete the information requested below, to identify which electronic payment instruments are accepted for the payment of invoices.*

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)



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## ANNEX E to PART 5 OF THE BID SOLICITATION

### FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's](#) website.

Date : \_\_\_\_\_(YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- ☐ A1. The Bidder certifies having no work force in Canada.
- ☐ A2. The Bidder certifies being a public sector employer.
- ☐ A3. The Bidder certifies being a [federally regulated employer](#) being subject to the [Employment Equity Act](#).
- ☐ A4. The Bidder certifies having a combined work force in Canada of less than 100 permanent full-time and/or permanent part-time employees.

A5. The Bidder has a combined workforce in Canada of 100 or more employees; and

- ☐ A5.1. The Bidder certifies already having a valid and current [Agreement to Implement Employment Equity](#) (AIEE) in place with ESDC-Labour.

OR

- ☐ A5.2. The Bidder certifies having submitted the [Agreement to Implement Employment Equity \(LAB1168\)](#) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- ☐ B1. The Bidder is not a Joint Venture.

OR

- ☐ B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions).

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

## ANNEX F

### TASK AUTHORIZATION FORM PWGSC-TPSGC 572



Public Works and Government  
Services Canada

Travaux publics et Services  
gouvernementaux Canada

Annex  
Annexe

<b>Task Authorization</b> <b>Autorisation de tâche</b>		Contract Number - Numéro du contrat
Contractor's Name and Address - Nom et l'adresse de l'entrepreneur	Task Authorization (TA) No. - N° de l'autorisation de tâche (AT)	
	Title of the task, if applicable - Titre de la tâche, s'il y a lieu	
	Total Estimated Cost of Task (Applicable taxes extra) Coût total estimatif de la tâche (Taxes applicables en sus) \$	
Security Requirements: This task includes security requirements Exigences relatives à la sécurité : Cette tâche comprend des exigences relatives à la sécurité <input type="checkbox"/> No - Non <input type="checkbox"/> Yes - Oui If YES, refer to the Security Requirements Checklist (SRCL) included in the Contract SI OUI, voir la Liste de vérification des exigences relative à la sécurité (LVERS) dans le contrat ▶		

#### For Revision only - Aux fins de révision seulement

TA Revision Number, if applicable Numéro de révision de l'AT, s'il y a lieu	Total Estimated Cost of Task (Applicable taxes extra) before the revision Coût total estimatif de la tâche (Taxes applicables en sus) avant la révision \$	Increase or Decrease (Applicable taxes extra), as applicable Augmentation ou réduction (Taxes applicables en sus), s'il y a lieu \$
--	--	---

**Start of the Work for a TA : Work cannot commence until a TA has been authorized in accordance with the conditions of the contract.**

**Début des travaux pour l'AT : Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.**

#### 1. Required Work: - Travaux requis :

A. Task Description of the Work required - Description de tâche des travaux requis	See Attached - Ci-joint <input type="checkbox"/>
B. Basis of Payment - Base de paiement	See Attached - Ci-joint <input type="checkbox"/>
C. Cost of Task - Coût de la tâche	See Attached - Ci-joint <input type="checkbox"/>
D. Method of Payment - Méthode de paiement	See Attached - Ci-joint <input type="checkbox"/>

PWGSC - TPSGC 572 (2014-04)

Solicitation No. - N° de l'invitation  
51019-171142/A  
Client Ref. No. - N° de réf. du client  
51019-171142

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 51019-171142

Buyer ID - Id de l'acheteur  
CX026  
CCC No./N° CCC - FMS No./N° VME

**Annex**  
**Annexe** \_\_\_\_\_

Contract Number - Numéro du contrat

## 2. Authorization(s) - Autorisation(s)

By signing this TA, the authorized client and (or) the PWGSC Contracting Authority certify(ies) that the content of this TA is in accordance with the conditions of the contract.

The client's authorization limit is identified in the contract. When the value of a TA and its revisions is in excess of this limit, the TA must be forwarded to the PWGSC Contracting Authority for authorization.

En apposant sa signature sur l'AT, le client autorisé et (ou) l'autorité contractante de TPSGC atteste(nt) que le contenu de cette AT respecte les conditions du contrat.

La limite d'autorisation du client est précisée dans le contrat. Lorsque la valeur de l'AT et ses révisions dépasse cette limite, l'AT doit être transmise à l'autorité contractante de TPSGC pour autorisation.

\_\_\_\_\_  
Name and title of authorized client - Nom et titre du client autorisé à signer

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
PWGSC Contracting Authority - Autorité contractante de TPSGC

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## 3. Contractor's Signature - Signature de l'entrepreneur

\_\_\_\_\_  
Name and title of individual authorized - to sign for the Contractor  
Nom et titre de la personne autorisée à signer au nom de l'entrepreneur

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date