



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

**SOLICITATION AMENDMENT
MODIFICATION DE L'INVITATION**

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

Comments - Commentaires

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

Vendor/Firm Name and Address

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

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St. / 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

Title - Sujet Strategic Communication Services	
Solicitation No. - N° de l'invitation 51019-171142/A	Amendment No. - N° modif. 001
Client Reference No. - N° de référence du client 51019-17-1142	Date 2018-01-29
GETS Reference No. - N° de référence de SEAG PW-\$\$CX-026-74144	
File No. - N° de dossier cx026.51019-171142	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2018-02-05	Time Zone Fuseau horaire Eastern Standard Time EST
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Deen(CX Div.), Raihanna	Buyer Id - Id de l'acheteur cx026
Telephone No. - N° de téléphone (613) 990-4033 ()	FAX No. - N° de FAX (613) 949-1281
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

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

AMENDMENT 001

The purpose of this amendment is to:

- A) respond to bidders questions; and**
- B) apply changes to the Request for Proposal.**

PART A) Respond to bidders' questions

Question 1: Our question is in relation to page 16 under Mandatory Technical Criteria, section M2, where it states that the Bidder must provide two communications and outreach strategies with a minimum budget of \$250,000 CAD.

Is the requirement that the Bidder must submit two examples of strategies with a budget of up to \$250,000 or at least \$250,000?

Response 1: As per M.2, the Bidder must have developed two (2) communications and outreach strategies within the past five (5) years with a minimum budget of \$250,000 CAD each. The minimum budget indicated in M.2 must have covered professional fees only.

Question 2: Work must be performed at the Project Authority's place of business in Ottawa. The Contractor must attend any meetings in person or by teleconference as directed by the PA. Are we to understand by this that the winning company must have offices in Ottawa? Please confirm.

Response 2: No, the Contractor does not need to have offices in Ottawa. However, the proposed Senior Communications Strategist resource must be available to work in Ottawa. As per Section 7 Payment, Sub section 7.7.3 Basis of Payment – Travel and Living Expenses, of the RFP: 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 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".

Question 3: Our question is in relation to Section M1. Proposed Key Resources Experience. Is our proposed Senior Communications Strategist required to have a postsecondary education?

Response 3: The proposed Senior Communications Strategist must have a Bachelor's degree or a college diploma in addition to ten (10) years of experience within the last fifteen (15) years as a Senior Communications Strategist ((see Number 2 of Part B below).

Question 4: To clarify my above question (question 3 above), as per the RFP, the Junior Strategic Communications person 'must have a Bachelor's degree or college diplomas,' and I'd like to determine whether the same stipulation is required of the Senior Strategic Communications individual.

Response 4: The proposed Senior Communications Strategist must have a Bachelor's degree or a college diploma in addition to ten (10) years of experience within the last fifteen (15) years as a Senior Communications Strategist (see Number 2 of Part B below).

Question 5: Is there currently or has there been an incumbent working on this work for VAC and please provide the name.

Response 5: No, there is not

Question 6: R.1 Project Management Approach

The details we are asked to provide seem be about process for managing projects (on time and on budget) and not about a strategic planning process. Please clarify that this is indeed what you are looking for. Or are you more interested in our strategic planning tools and approach that the nature of the mandate?

Response 6: R.1 requires the Bidder to provide details on the proposed project management approach, including process, schedule controls, and tools and techniques that will be used to plan, organize, direct and control the project. Full details of the requirement are listed in R.1.

Question 7: As part of R.1, you are asking for examples of past projects. How many projects need to be described and how much information do you require on each of these projects? Are you asking for case studies similar to R.2?

Response 7: For R.1., the number of examples of past projects was not indicated. The Bidder should provide brief examples or references wherever appropriate to demonstrate how the proposed techniques were successfully implemented as part of the Bidder's previous work.

Question 8: We respectfully request a 2-week extension (to Feb 19).

Response 8: An extension will not be granted.

Question 9: Specifically, Section 6.1 outlines the security requirements for the contractor, including the need for having Designated Organization Screening (as per 6.1(1)). Is a bidder required to currently have this screening? Is there an appropriate contact to serve as the sponsor so that we can start the process?

Response 9: Bidders are required to meet the security requirements as per Part 6, 6.1 of the RFP (page 23). Yes, you may forward your request to start the process of sponsorship to the Contracting Authority.

Question 10: Similarly, must any personnel already have Reliability Status, as per 6.1 (2), and is there a contact that can act as sponsor?

Response 10: Bidders are required to meet the security requirements as per Part 6, 6.1 of the RFP (page 23). Yes, you may forward your request to start the process of sponsorship to the Contracting Authority.

PART B) Apply changes to the Request for Proposal:

1. At PART 3 - BID PREPARATION INSTRUCTIONS, 3.1 Bid Preparation Instructions

Remove:

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).

Replace with:

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

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

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

2. At ANNEX A, STATEMENT OF WORK, Section 5. KEY PERSONNEL:

Remove:

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.

Replace with:

2. Communications Strategist Services

The Contractor's proposed Communications Strategist (Senior) must have a bachelor's degree or a college diploma and a minimum of ten (10) years of experience in the last fifteen (15) years in leading communications, marketing and outreach campaigns.

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.

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR PROPOSAL REMAIN
UNCHANGED.**