



**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**

**Vendor/Firm Name and Address**

**Raison sociale et adresse du**

**fournisseur/de l'entrepreneur**

**Issuing Office - Bureau de distribution**

Communication Procurement Directorate/Direction de  
l'approvisionnement en communication

360 Albert St. / 360, rue Albert

12th Floor / 12ième étage

Ottawa

Ontario

K1A 0S5

<b>Title - Sujet</b> Audio Visual Production Services	
<b>Solicitation No. - N° de l'invitation</b> W2B03-180178/A	<b>Date</b> 2018-03-13
<b>Client Reference No. - N° de référence du client</b> W2B03-18-0178	
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-026-74595	
<b>File No. - N° de dossier</b> cx026.W2B03-180178	<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 2018-03-29</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<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 NATIONAL DEFENCE DND, CFB Esquimalt VICTORIA British Columbia V9A7N2 Canada	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

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

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## **PART 1 - GENERAL INFORMATION**

### **1.1 SECURITY REQUIREMENT**

There is a security requirement associated with this bid solicitation.

### **1.2 STATEMENT OF WORK**

The Work to be performed is detailed under Article 7.2 of the resulting contract clauses.

### **1.3 DEBRIEFINGS**

After contract award, 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** of receipt of the results of the bid solicitation process. The debriefing will be provided in writing.

### **1.4 CANADIAN CONTENT**

The requirement is limited to Canadian goods and/or services.

## 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 document 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 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) in the bid solicitation;
  - subsection 2.e is deleted entirely and replaced with the following: ensure that the Bidder's name, return address, solicitation number, and solicitation closing date and time are clearly visible on the bid;
- Section 6, entitled Late bids, is deleted entirely and replaced with the following: For bids submitted using means other than epost Connect service, PWGSC will, upon written request within 60 calendar days of the solicitation closing date, 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.
- Section 07, entitled Delayed bids, is amended as follows:
  - Subsection 1 is amended to add the following paragraph:
    - d. a CPC epost Connect service date and time indicator.
- Section 8, entitled Transmission by facsimile, is amended as follows:
  - the title is deleted and replaced with the following title: Transmission by facsimile or epost Connect
  - subsection 3 is deleted entirely and replaced with the following: bid transmitted by facsimile constitutes the formal bid of the Bidder and must be submitted in accordance with the section entitled Submission of bids.
  - Subsection 4, entitled epost Connect, is added and includes the following:
    - a. Unless specified otherwise in the solicitation, bids may be submitted by epost Connect service ([https://www.canadapost.ca/web/en/products/details.page?article=epost\\_connect\\_section\\_a](https://www.canadapost.ca/web/en/products/details.page?article=epost_connect_section_a)).
    - b. To submit a bid using epost Connect service the Bidder must send an email that includes the solicitation number to PWGSC Bid Receiving Unit in Headquarters (TPSGC.DGAreceptiondessoumissions-ABBidReceiving.PWGSC@tpsgc-pwgsc.gc.ca) requesting to open an epost Connect conversation at least six business days prior to bid closing date. 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 bid closing date and time. Requests received after that time may not be answered.
- c. The solicitation number must be identified in the Message field of all electronic transfers.
  - d. 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 bid solicitation in order to register for the epost Connect service.
  - e. 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.
  - f. 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.

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

Canada has determined that any intellectual property rights arising from the performance of the Work under the resulting contract(s) will belong to Canada, on the following grounds: where the material developed or produced consists of material subject to copyright, with the exception of computer software and all documentation pertaining to that software.

## 2.2 SUBMISSION OF BIDS

Bids must be submitted only to Public Works and Government Services Canada's Bid Receiving Unit or through the epost Connect service provided by Canada Post Corporation by the date and time indicated on page 1 of the bid solicitation. Bidders should consult section 08 of Standard Instructions 2003, as detailed in the above article entitled Standard Instructions, Clauses and Conditions.

## 2.3 FORMER PUBLIC SERVANTS

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

### Definitions

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

- a. an individual;

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

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

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

#### **Former Public Servant in Receipt of a Pension**

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

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

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

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

#### **Work Force Adjustment Directive**

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes ( ) No ( )**

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

## **2.4 ENQUIRIES - BID SOLICITATION**

All enquiries must be submitted in writing to the Contracting Authority no later than **five (5) calendar days** before the bid closing date. Enquiries received after that time may not be answered.

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

## **2.5 APPLICABLE LAWS**

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



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## PART 3 - BID PREPARATION INSTRUCTIONS

### 3.1 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 (1 hard copy) and 1 soft copies on USB key

Section II: Financial Bid (1 hard copy) and 1 soft copies on USB key

Section III: Certifications (1 hard copy) and 1 soft copies on 1 USB key

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) (<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.

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## **Section I: Technical Bid**

In their technical bid, bidders should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

## **Section II: Financial Bid**

Bidders must submit their financial bid in accordance with the Basis of Payment in Annex B.

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

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

If Annex E 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.

## **Section III: Certification**

Bidders must comply with the certification requirement under Part 5.

## PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

### 4.1 EVALUATION PROCEDURES

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria;
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

#### 4.1.1 TECHNICAL EVALUATION

All bids must be completed in full and provide all of the information requested in the RFP to enable full and complete evaluation.

##### 4.1.1.1 MANDATORY REQUIREMENTS

Proposals not meeting the mandatory criteria will be given no further consideration.

The Mandatory requirement is:

##### **M.1 FINANCIAL PROPOSAL** (This requirement is subject to the **R.3** point-rated criteria)

The Bidder **MUST** submit one (1) financial proposal with all travel and living expenses included (applicable taxes are extra, as appropriate).

The Bidder's financial proposal must include the following:

M.1.a: The firm price to complete all of the obligations under the Contract \$ \_\_\_\_\_ (applicable taxes are extra);

M.1.b: The ceiling price for **all travel and living expenses**, including all travel and living expenses associated with attending mandatory meetings \$ \_\_\_\_\_ (applicable taxes are extra).

M.1.c: The financial proposal **MUST** also include a detailed payment schedule\* strictly in accordance with the production milestones outlined in the Annex A Statement of Work and the Bidder's detailed pricing proposal.

The table, reproduced below must be completed and included with the Bidder's pricing proposal.

\*Note: Canada will not make any advance payments. The payment schedule must be based on the actual work performed at the time the milestone would be completed.

The Bidder must 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 and no further evaluation will be done.

If pricing is not provided for a milestone, a price of zero will be assigned for the component and the Bidder will be provided an opportunity to agree with the zero amount. If the Bidder agrees then the Payment schedule will be considered compliant. However if the Bidder disagrees then the proposal will be found non-compliant and no further evaluation will be done.

<b>TABLE 1: Payment schedule: Video 1 French and English Including Travel and living expenses as applicable:</b>		
<b>Production Milestones outlined in the Annex A Statement of Work</b>		
<b>1</b>	Approval of research / storyboards	\$
<b>1.a</b>	Associated travel and living expenses (if applicable)	\$
<b>2</b>	Multimedia enhancements to DND-supplied imagery	
<b>2.a</b>	Associated travel and living expenses (if applicable)	
<b>3</b>	Completion of video shoot(s)	\$
<b>3.a</b>	Associated travel and living expenses (if applicable)	\$
<b>4</b>	Submission of the off-line edit/rough-cuts of French and English versions	\$
<b>4.a</b>	Associated travel and living expenses (if applicable)	\$
<b>5</b>	Approval of the on-line edit/fine-cuts of French and English versions	\$
<b>5.a</b>	Associated travel and living expenses (if applicable)	\$
<b>6</b>	Completion of the project and receipt of all deliverables	\$
<b>6.a</b>	Associated travel and living expenses (if applicable)	\$

<b>TABLE 2: Payment schedule: Video 2 French and English Including Travel and living expenses as applicable:</b>		
<b>Production Milestones outlined in the Annex A Statement of Work</b>		
<b>1</b>	Approval of research / storyboards	\$
<b>1.a</b>	Associated travel and living expenses (if applicable)	\$
<b>2</b>	Multimedia enhancements to DND-supplied imagery	
<b>2.a</b>	Associated travel and living expenses (if applicable)	
<b>3</b>	Completion of video shoot(s)	\$
<b>3.a</b>	Associated travel and living expenses (if applicable)	\$
<b>4</b>	Submission of the off-line edit/rough-cuts of French and English versions	\$
<b>4.a</b>	Associated travel and living expenses (if applicable)	\$
<b>5</b>	Approval of the on-line edit/fine-cuts of French and English versions	\$
<b>5.a</b>	Associated travel and living expenses (if applicable)	\$
<b>6</b>	Completion of the project and receipt of all deliverables	\$
<b>6.a</b>	Associated travel and living expenses (if applicable)	\$

<b>TABLE 3: Payment schedule: Video 3 French and English Including Travel and living expenses as applicable:</b>		
<b>Production Milestones outlined in the Annex A Statement of Work</b>		
<b>1</b>	Approval of research / storyboards	\$
<b>1.a</b>	Associated travel and living expenses (if applicable)	\$
<b>2</b>	Multimedia enhancements to DND-supplied imagery	
<b>2.a</b>	Associated travel and living expenses (if applicable)	
<b>3</b>	Completion of video shoot(s)	\$
<b>3.a</b>	Associated travel and living expenses (if applicable)	\$
<b>4</b>	Submission of the off-line edit/rough-cuts of French and English versions	\$
<b>4.a</b>	Associated travel and living expenses (if applicable)	\$
<b>5</b>	Approval of the on-line edit/fine-cuts of French and English versions	\$

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5.a	Associated travel and living expenses (if applicable)	\$
6	Completion of the project and receipt of all deliverables	\$
6.a	Associated travel and living expenses (if applicable)	\$

## M.2 EXPERIENCE OF THE FIRM

The Bidder must provide project descriptions for three (3) audio-visual production services projects for the web and other media within the last three (3) years.

The audio-visual production services projects described must demonstrate the experience of the Bidder. Projects submitted where the work was performed by one (1) or more of the Bidders resources on behalf of another firm will not be accepted.

For each project submitted:

- The project start date must have been after March 1, 2015;
- The total value of the project must have been at least \$20,000 (excluding applicable taxes);
- All of the following audio-visual production services must have been provided by the Bidder as part of the contract including storyboards and scripts; editing of footage, sound track editing and mixing.

The Bidder must provide the following information for each of the three (3) audio-visual production services projects submitted:

- Name of the project;
- Client (Department/firm, etc.);
- Description of the project;
- Project start date; (Month, Year)
- The total value of the project (excluding applicable taxes);
- Profile of target audience and communication objectives of the project; and
- List of audio-visual production services provided by the Bidder that must include at a minimum: storyboards and scripts; editing of footage, sound track editing and mixing.

**BIDS NOT MEETING THE ALL THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION.**

#### 4.1.1.2 POINT RATED TECHNICAL CRITERIA

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 points for each rated criterion and the overall passing mark of 98 points. The rating is performed on a scale of 140 points. **Proposals scoring less than the minimum required points will not be given further consideration.**

The following criteria will be evaluated:

##### **R.1 CREATIVE APPROACH AND TECHNICAL METHODOLOGY (Maximum 100 points - Minimum 70 points)**

The Bidder should propose a single creative approach and technical methodology\* to meet the video production objectives. At a minimum, the creative approach should include the proposed story idea for each (of the) required video(s), and the proposed production treatment.

The creative approach should reflect the project requirements and objectives, and be appropriate for the target audience and subject matter.

\*Optional creative approaches and scenarios will not be considered for the purposes of evaluation and will render the proposal nonresponsive.

R.1 will be evaluated on the following rated criteria:

The outline of the proposed production treatment is easy to visualize:  
At a minimum, evaluators are looking for: clear visualization of both the structure and the creative approach of the production treatment.

##### **Percentage factors utilized for R.1:**

Not acceptable (0 points): The information provided was unsuitable or insufficient.

Limited (50 points): Criterion addressed, but not enough information provided and/or technically not acceptable and/or the story idea is average and/or not appropriate and/or it is unlikely to achieve the goal(s) of the project. Less than established minimum.

Acceptable (70 points): This is the established minimum. It is easy to visualize the structure of the story and the creative approach of the production treatment. The overall structure is fine without being perfect. The story idea is average.

Good (80 points): Slightly exceeds the established minimum. It is easy to visualize the structure of the story and the creative approach of the treatment. The story idea is good. Content is accurate or mostly accurate.

Very Good (90 points): It is very easy to visualize the story and the creative approach of the production treatment. The overall structure holds very well from the beginning to the end. The story idea is strong. Content is accurate or mostly accurate. The look-and-feel of this production is obvious. A good script may also be provided.

Outstanding (100 points): Visualization of the video is crystal clear throughout and the creative approach of the production treatment. The overall structure holds very well from the beginning to the end. The story idea is very strong. Content is accurate. Other means are used to help visualize the

content/look-and-feel of the video such as mock-ups and/or illustrated storyboards. A strong script may also be provided.

## **R.2 PROJECT MANAGEMENT PLAN**

**(Maximum 20 points - Minimum 14 points)**

R.2 will be evaluated on the following rated criteria:

The Bidder should propose a single\* preliminary project management plan that provides flexibility and considers client needs as described in this RFP.

The Bidder should provide details to explain how the proposed project management plan will ensure the smooth delivery of the proposed creative approach and technical methodology.

The proposed project management plan should also outline how the Supplier proposes to work in collaboration with the Project Authority to ensure sufficient time for client review and for Government approval processes.

\*Multiple project management plans will not be considered for the purposes of evaluation.

At a minimum, evaluators are looking for: Project management plan that provides sufficient details on the tasks related to the project, the roles and responsibilities of the Supplier and the Client as related to each task, schedule and timelines (days, weeks, hours etc..) that are suitable and realistic; possible risks specific to the project and relevant mitigation strategies.

### **Percentage factors utilized for R.2:**

Not acceptable (0 points): The information provided was unsuitable or insufficient.

Limited (10 points): Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.

Acceptable (14 points): This is the established minimum. Details on the project tasks, production phases, and roles and responsibilities are minimal. Correctly identifies risk areas specific to the project and provides some mitigation strategies. Timelines are mostly realistic, and include client involvement in plan and approach.

Good (16 points): Project management plan has sufficient details on the project tasks, production phases, and roles and responsibilities. Correctly identifies risk areas specific to the project and provides good mitigation strategies. Timelines are realistic, and include client involvement in plan and approach. Approach for working with Project Authority is good.

Very Good (18 points): Project management plan has complete details on the project tasks, production phases, and roles and responsibilities. Correctly identifies risk areas specific to the project and provides very good mitigation strategies. Timelines are suitable and realistic, and include good level of client involvement in plan and approach. Details are provided to explain how the proposed project management plan will ensure the smooth delivery of the proposed creative approach and technical methodology. Approach for working with Project Authority is very good.

Outstanding (20 points): Project management plan has complete details on the project tasks, production phases, and roles and responsibilities. Correctly identifies risk areas specific to the project and provides clear and valid mitigation strategies. Timelines are suitable and very

realistic while offering flexibility and include excellent client involvement in plan and approach. Clear details are provided to explain how the proposed project management plan will ensure the smooth delivery of the proposed creative approach and technical methodology. The approach for working with the Project Authority is very good and demonstrates flexibility.

### **R.3: FINANCIAL PROPOSAL**

#### **(Maximum 20 points - Minimum 14 points)**

The Bidder should submit a detailed pricing proposal (indicating units e.g. days, weeks, hours, dollar rates, etc.) that correlates with the production schedule and resource allocation of the project. The Bidder should also provide sufficient budget details in terms of categories, line items, unit prices/rates, level of effort, with consistent budget structures, and a breakdown for each production phase in correlation with the production milestones and payment schedule as specified in mandatory criterion M.1.

The Bidder should treat all travel and living expenses as a separate item. Note that the Bidder's fee should include the travel and living expenses associated with attending mandatory meetings. All travel and living costs should be calculated according to National Joint Council Travel Rates and Policies which can be found at the following weblink: <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php>

The Financial Proposal will be evaluated based on the following:

The price should be further broken down into categories and line items for the goods and services required to deliver the completed project by production phase. Each line item should indicate the unit prices of hourly, daily or weekly rates as appropriate.

The level of effort for each service and quantity of goods should be clearly indicated by production phase. There should be an extended price for each line item: the rate times the level of effort for services or unit price times quantity for goods.

The Bidder should provide sufficient detail in their financial proposal that demonstrates to the Evaluation Team how and where the money is being spent. The financial proposal should correlate and be justifiable in relation to the proposed Project Management Plan.

*At a minimum, evaluators are looking for: whether sufficient budget details are provided such as where money is allocated and if it's appropriate to the project parameters and needs, that the breakdown is clear and easy to understand and correlates well to the project plan, that budget structures/breakdowns are consistent by production phase. In addition, the budget will be assessed on whether or not the Crown is being double charged for a given day when one (1) person is proposed to fulfill two (2) or more roles (i.e. if one [1] person is proposed to fill two [2] positions). Evaluators are also looking for notes that identify assumptions\* and cost efficiencies\*\*.*

*\*Notes to identify any assumptions that the Bidder made as the basis for budgetary decisions related to the project requirements, and also to explain the inclusion or exclusion of any services.*

*\*\*Notes to identify cost efficiencies demonstrating where and how savings for Canada have been achieved.*

#### **Percentage factors utilized for R.3:**

Not acceptable (0 points): The information provided was unsuitable or insufficient.



Limited (10 points): Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.

Acceptable (14 points): This is the established minimum. There is a budget summary page with a breakdown for each product. Enough budget details in terms of categories, line items, unit prices/rates, level of effort; consistent budget structures and breakdowns. Enough details on where money is allocated. Some correlation to project plan. Budget allocations are appropriate in many areas for project needs and parameters, but may have certain issues that are easy to resolve. Assumptions and cost efficiencies not clearly identified.

Good (16 points): There is a budget summary page with a breakdown for each product. Sufficient budget details in terms of categories, line items, unit prices/rates, level of effort; with consistent budget structures and breakdowns by production phase. Budget is clear. Sufficient details on where money is allocated. There is good correlation to project plan. Budget allocations are appropriate. Assumptions and cost efficiencies are identified.

Very Good (18 points): There is a budget summary page with a breakdown for each product. Complete budget details in terms of categories, line items, unit prices/rates, level of effort; consistent budget structures and breakdowns by production phase. Budget is very clear. Complete details on where money is allocated. Complete correlation to project plan. Budget allocations are appropriate for project needs and parameters. Assumptions and cost efficiencies are clearly identified for project requirements.

Outstanding (20 points): There is a detailed budget summary page with a breakdown for each product. Clear and complete budget details in terms of categories, line items, unit prices/rates, level of effort; consistent budget structures and breakdowns are provided. Budget is very clear and easy to understand. Clear and complete details on where money is allocated. Complete correlation to project plan. Budget allocations are appropriate for project needs and parameters. Assumptions and cost efficiencies are clearly identified and are appropriate for project requirements.

#### 4.1.2 FINANCIAL EVALUATION

The price of the bid will be evaluated in Canadian dollars, the Goods and Services Tax or the Harmonized Sales Tax excluded, FOB destination, Canadian customs duties and excise taxes are to be included.

#### 4.2 BASIS OF SELECTION

4.2.1 To be declared responsive, a bid must:

- (a) comply with all the requirements of the bid solicitation;
- (b) meet all mandatory technical evaluation criteria; and
- (c) obtain the required minimum points for each rated criteria and an overall passing mark of **98 points** for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of **140 points**.

4.2.2 Bids not meeting (a) or (b) or (c) will be declared non-responsive. Neither the responsive bid that receives the highest number of points nor the one that proposed the lowest price will necessarily be accepted. The responsive bid with the lowest evaluated price per point will be recommended for award of a contract.

4.2.3 Where two (2) or more proposals achieve the identical lowest evaluated price per point, the proposal with the lowest total price will be recommended for award of a contract.

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Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 W2B03-180178

Buyer ID - Id de l'acheteur  
cx026  
CCC No./N° CCC - FMS No./N° VME

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All proposals will become the property of the Crown, they will not be returned.

## 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 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 provided will render the bid non-responsive.

#### 5.1.1 Integrity Provisions – Required Documentation

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

#### 5.1.2 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](#) website ([http://www.esdc.gc.ca/en/jobs/workplace/human\\_rights/employment\\_equity/federal\\_contractor\\_program.page?&\\_ga=1.229006812.1158694905.1413548969](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969)).

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "[FCP Limited Eligibility to Bid](#)" list at the time of contract award.

#### 5.1.3 Additional Certifications Precedent to Contract Award

##### 5.1.3.1 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](#).

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

## **PART 6 – SECURITY AND FINANCIAL REQUIREMENTS**

### **6.1 Security Requirements**

1. At the date of bid closing, the following conditions must be met:
  - (a) the Bidder must hold a valid organization security clearance as indicated in Part 7 - Resulting Contract Clauses;
  - (b) the Bidder's proposed individuals requiring access to classified or protected information, assets or sensitive work sites must meet the security requirements as indicated in Part 7 - Resulting Contract Clauses;
  - (c) the Bidder must provide the name of all individuals who will require access to classified or protected information, assets or sensitive work sites.
2. For additional information on security requirements, Bidders should refer to the [Contract Security Program of Public Works and Government Services Canada](http://www.tpsgc-pwgsc.gc.ca/esc-src/introduction-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/esc-src/introduction-eng.html>) website.

### **6.2 Financial Capability**

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

## **PART 7 - RESULTING CONTRACT CLAUSES**

### **7.1 SECURITY REQUIREMENT**

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 sensitive work site(s) must EACH hold a valid RELIABILITY STATUS, granted or approved by CISD/PWGSC.
3. Subcontracts which contain security requirements are NOT to be awarded without the prior written permission of CISD/PWGSC.
4. The Contractor/Offeror must comply with the provisions of the:
  - a. Security Requirements Check List and security guide (if applicable), attached at Annex C;
  - b. Industrial Security Manual (Latest Edition).

### **7.2 STATEMENT OF WORK**

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

### **7.3 STANDARD CLAUSES AND CONDITIONS**

#### **7.3.1 General Conditions**

2010B (2016-04-04) General Conditions - Professional Services (Medium Complexity) apply to and form part of the Contract.

Section 15, Interest on Overdue Accounts, of 2010B General Conditions - Professional Services (Medium Complexity) will not apply to payments made by credit cards at point of sale.

#### **7.3.2 Supplemental General Conditions**

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

#### **7.3.3 Insurance Requirement**

G1005C (2016-01-28) Insurances applies to and forms part of the Contract.

### **7.4 TERM OF CONTRACT**

#### **7.4.1 Period of the Contract**

The period of the Contract is from date of award to October 31, 2018 inclusive.

## **7.5. AUTHORITIES**

### **7.5.1 Contracting Authority**

The Contracting Authority for the Contract is:

Public Works and Government Services Canada  
Acquisitions Branch  
Communication Procurement Directorate  
Constitution Square, 12th Floor  
360 Albert Street  
Ottawa, Ontario K1A 0S5

**Attn.: Raihanna Deen**

Tel.: 613-990-4033 Fax: 613-991-5870

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 for the Contract is:

*The name and contact information is to be provided in the resulting contract.*

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 Contacts for the Contract is:

*The name and contact information is to be provided 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**

### **7.7.1 Basis of Payment - Limitation of Expenditure**

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, as determined in accordance with the Basis of Payment in Annex B, to a limitation of expenditure of \$ \_\_\_\_\_. Applicable Taxes are extra.

#### **7.7.1.1 Basis of Payment – Firm Price (Excluding Travel and Living Expenses)**

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price of \$ \_\_\_\_\_. Applicable Taxes are extra.

No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Specifications, will be authorized or paid to the Contractor unless such design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority prior to their incorporation in the Work.

#### **7.7.1.2 Ceiling Price: Travel and Living Expenses**

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, to a ceiling price of \$ \_\_\_\_\_. Applicable Taxes are extra.

The ceiling price is subject to downward adjustment so as not to exceed the actual costs reasonably incurred in the performance of the Work and computed in accordance with the Basis of Payment.

##### **6.7.1.2.1 Travel and Living Expenses up to Ceiling price**

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.

### **7.7.2 Multiple Payments:**

After submission of an invoice and obtaining written approval from the Project Authority at the completion of each of the production milestones outlined in Annex A Statement of Work.

SACC Manual clause H1001C (2008-05-12) Multiple Payments.

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

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

*The Electronic Payment Instrument(s) will be added before contract award.*

## **7.8 INVOICING INSTRUCTIONS**

The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the 2010B General Conditions - Professional Services (Medium Complexity). Claims cannot be submitted until all work identified in the claim is completed.

The original and one (1) copy of each invoice together with attachments, shall be forwarded to the Project Authority and one (1) copy of each invoice with attachments shall be forwarded to the Contracting Authority identified herein.

## **7.9 CERTIFICATIONS AND ADDITIONAL INFORMATION**

### **7.9.1 Compliance**

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

### **7.9.2 SACC Manual Clauses**

A3060C (2008-05-12) Canadian Content Certification

## **7.10 APPLICABLE LAWS**

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

## **7.11 PRIORITY OF DOCUMENTS**

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

- a) the Articles of Agreement;
- b) the supplementary general conditions 4007 (2010-08-16), Canada to Own Intellectual property Rights in Foreground Information;
- c) 2010B (2016-04-04) General Conditions - Professional Services (Medium Complexity);
- d) Annex "A", Statement of Work;
- e) Annex B, Basis of Payment;
- f) Annex C, Security Requirements Checklist; and
- g) the Contractor's bid dated \_\_\_\_\_

## **7.12 DISTRIBUTION AND RIGHTS**

All deliverables by the Contractor shall become the property of Canada. Canada shall have full and complete rights to distribute and use any deliverable created by the Contractor in response to this contract.

### **17.12.1 Underlying Rights Requirements:**

The Contractor is required to obtain underlying rights for material or talent used in the creation of the deliverable and provide documented proof of such to the Contracting Authority.



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Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx026 W2B03-180178

Buyer ID - Id de l'acheteur  
cx026  
CCC No./N° CCC - FMS No./N° VME

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Usage;	Non-commercial
Territory:	Worldwide
Duration:	Perpetual

#### **7.14 DEFENCE CONTRACT**

SACC Manual clause A9006C (2012-07-16) Defence Contract

## **ANNEX A**

### **STATEMENT OF WORK**

#### **1. TITLE**

JR WENG TECH Multi-Media Asset Development

#### **2. BACKGROUND**

The Department of National Defence (DND) has a requirement to utilize Video and Multi-Media Production services to develop media and videos during the training of Weapons Engineering Technicians (WENG Tech) during face-to-face classroom instruction, or through DNDs eLearning network, the Defence Learning Network (DLN).

The videos will be made available throughout DND via the Canadian Armed Forces (CAF) Defence Learning Network (DLN) and will deliver a detailed and consistent understanding to sailors with regards to shipboard systems onboard Canadian Patrol Frigates (CPF).

#### **3. OBJECTIVE**

The Contractor must produce three (3) live action videos, and produce multimedia enhancements to DND-supplied imagery in accordance with Section 5 Scope. The Contractor must provide the videos to DND on a portable hard drive and/or provide a Vimeo drop box containing multiple video resolutions

The videos and multimedia will provide enhanced training to Jr WENG Technicians who are receiving their initial trades training and have not worked in a shipboard environment. The videos and multimedia will replace existing training material which is outdated and consists of two dimensional graphics which the modern learner has difficulty understanding. The multimedia assets will provide the students with a greater chance of success in understanding complex tasks.

#### **4. TARGET AUDIENCE**

The target audiences for these multimedia assets are Jr WENG Tech but there is a high probability that some of the assets can be re-purposed to enhance other trades training.

#### **5. SCOPE**

The Contractor must produce three live action videos with English Narration and French subtitles and multimedia graphic assets developed from DND-supplied digital imagery.

The videos will be made available throughout DND via the Canadian Armed Forces (CAF) Defence Learning Network (DLN) and will deliver a detailed and consistent understanding to sailors with regards to shipboard systems onboard Canadian Patrol Frigates (CPF). The videos must be developed as a stand-alone asset that can be packaged and used to support other learning experiences in various courses produced by the RCN, and they should also be capable of being uploaded into a military-provided learning object repository for use in a variety of Sharable Content Object Reference Model (SCORM) compliant platforms.

The Contractor must produce:

- a) One (1) Monthly Maintenance procedural video of approximately ten (10) minutes in duration, in English with French subtitles
- b) One (1) Magnetron Replacement video of approximately five (5) minutes in length, in English with French subtitles;
- c) One (1) Flash-up video of approximately three (3) minutes in length, in English with French subtitles;
- d) Nineteen (19) motion graphics consisting of multiple graphic images;
- e) Thirteen (13) illustrations demonstrating concepts;

- f) Twenty-five (25) image enhancements adding labels and text to existing images;
- g) Two (2) interactive activities using a series of graphic images to illustrate activity; graphics will be provided by the Project Authority which the Contractor must use to create the interactive activity\*.

\*Interactive Graphic Image that is script based and the interactions are controlled by the student upon "clicking" on a portion of the image. This will cause a new image to appear, or an animation. Students must trigger the action (i.e. The image will not change without the 'action' by the student.) This type of activity is normally programmed in Java Script or Flash.

An example would be: Image of an equipment cabinet. Student clicks on the handle and image changes to cabinet with open door. Student clicks on a button and buttons light up. Functions which are normally associated with human action in person are simulated but require the action of the student to cause action in the activity

## 6. CONTRACTOR RESPONSIBILITIES

The Contractor must:

- a) Produce reports and plans as listed at articles 8 and 11 of this SOW;
- b) Provide voice narration/voiceovers for the three (3) videos;
- c) Produce storyboards and style boards, motion graphics to the Project Authority within twenty working days after Contract award;
- d) Produce multimedia enhancements to DND-supplied imagery
- e) Create interactive activity using graphics provided by the Project Authority;
- f) Provide sample voice tapes of the narrators for all languages voiceovers;
- g) Provide music, sound effects and sound mixing, and all necessary personnel for post-production;
- h) Provide up to five waves of each rough cut for the Project Authority's feedback and make changes as requested;
- i) Collaborate extensively with the Project Authority for approvals on final scripts and production schedules;
- j) Respond to the Project Authority questions in a timely manner; defined as same day or within 14 hours; and

## 7. DEPARTMENT RESPONSIBILITIES

DND will provide the following to the Contractor following Contract award:

- a) written scripts;
- b) translation or accessible adaptation;
- c) images, drawings and media that requires enhancement as per section 5 Scope d, e, f and g;
- d) coordinate advance notice and permissions or escort to access government properties prior to the film crew's arrival;
- e) personnel as required to the Contractor for matters not within the Contractors responsibilities, such as the provision of subject matter experts\*\*;
- f) obtain consent forms from DND employees; and
- g) props as appropriate and available.
- h) The Project Authority will respond to the Contractor's questions in a timely manner. Timely is defined as same day or within 24 hours.
- i) The Project Authority will arrange for the review, provide input, and final approval on scripts, storyboards, production schedule, rough cuts and final cuts, to respond to the Contractor or provide approval within five working days of receipt.

\*\*experts who the contractor may call upon to answer questions and guide the contractor in developing the product that DND has contracted for

## 8. PROJECT SCHEDULE

Action	Date
1. Kick off Meeting	1 week following Contract award
2. Project Plan	2 weeks following Contract award
3. Project Timeline	2 weeks following Contract award
4. Story Boards / Style Graphics	4 weeks following Contract award
5. Sample voice Tapes / draft script	4 weeks following Contract award
6. Rough Cuts	5 – 16 weeks following Contract award
7. Final Product / Dub Master	18 weeks following Contract award

## 9. CONSTRAINTS

- Filming must occur during daytime work hours which are defined as between the hours of 08:30am and 15:30pm Monday-Friday;
- Filming of the three videos will occur onboard ship\*, therefore the film crew must be able to navigate vertical ladders;
- Restricted access areas, classified equipment and Weapons systems are not to be filmed.
- All deliverables must meet the requirements of the [Official Languages Act](#);
- When developing materials, the Contractor must ensure that materials are [Federal Identity Program](#) (FIP) compliant, culturally appropriate and subject-related and incorporate Royal Canadian Navy (RCN) corporate identity as needed; provide separate source files for images and content;
- The work will be considered complete when it has been accepted and approved by the Project Authority;
- All deliverables must meet [Treasury Board Standards for Accessibility](#) (Web Content Accessibility Guidelines 2.0 – Level AA);
- Separate source files for images and content must be provided;
- All products must be licensed and/or talent/agency fee-free, and that copies of the model releases are provided to DND in paper, PDF, and /or Word format; and
- Filming dates may change on short notice due to operational requirements and the availability of ships.

\* The ship is a HALIFAX Class Frigate, the Navy's primary warship

## 10. LOCATION/TRAVEL

Contractor must travel to the following locations in order to conduct live action filming. Proposed locations are as follows:

Victoria, BC – for the purposes of filming live action video at a mutually agreed upon date as determined between the Project Authority and the Contractor during the initial kick off meeting.

It is anticipated that filming will take place over the course of two (2) days.

## 11. MEETINGS

The Contractor must participate in meetings in person or by teleconference, an 'as and when requested basis' by the Project Authority Meetings will be held bi-weekly In person meetings will be held at CFB Esquimalt, Building 1367 Work Point.

## 12. REPORTS

The Contractor must provide progress reports by email to the Project Authority on a weekly basis which will identify the work that has been performed, by whom and the total amount of hours worked.

The Contractor must provide a project plan by email to the Project Authority within ten (10) working days of receiving the contract. The Contractor must provide a project timeline by email to the Project Authority within ten (10) working days of receiving the contract.

## 13. DELIVERABLES

The Contractor must provide:

- a) One (1) HD file of the full-length English and French subtitled Monthly Maintenance video in the following formats:
  - i. MPEG; and
  - ii. MP4.
- b) One (1) HD file of the full-length English and French subtitled Magnetron Replacement in the following formats:
  - i. MPEG; and
  - ii. MP4.
- c) One (1) HD file of the full-length English and French subtitled Flash-up video in the following formats:
  - i. MPEG; and
  - ii. MP4.
- d) Two (2) DVD Master copy with menu, containing all multimedia products in standard graphics file formats:
  - i. Gif
  - ii. Png; and
  - iii. Jpg
- e) All video footage listed above in a), b) and c) must be provided on a portable USB hard drive, along with all high-definition SLR camera (stills) original field photographs in JPG format (high definition, minimum 4000x6000 pixels);
- f) Detailed transcripts for all video version(s);
- g) All working files, source files or graphics produced and purchased during the production of the video, including all rights to voice-overs or footage;
- h) All materials required to edit the video and/or produce additional in-house videos using the supplied footage and source material;
- i) Time transcripts for all language versions;
- j) An usb drive containing all files;
- k) All raw footage (including b-rolls); and,
- l) All rights and releases.

## 14. FORMATTING AND CLOSED CAPTIONING SPECIFICATIONS

### 14.1 File/Portable Hard Drive Specifications:

- a) MP4  
Video codec: H264-MPEG-4 AVC (part10) (avc1)  
Audio codec: MPEG AAC Audio (mp4a)
- b) WMV  
Video codec: Windows Media Video VC1 (WVC1)

- Audio codec: Windows Media Audio 2 (WMA2)
- c) FLV  
Video codec: On2's Vp6.2 Video (Flash) (VP6F)  
Audio codec: MPEG Audio layer 1/2/3 (mpga)
- d) Raw footage (format native to the camera used and compatible with Adobe Premier or FCP 7.0)
- e) High-definition camera stills in JPG format (minimum 4000x6000 pixels).

#### 14.2 Closed Captioning:

Timing in the XML file, requires timing in seconds (of fractions of seconds) and needs "being" time and "duration".

For example:

```
<div begin="14.41s" dur=5.52s".
```

...

```
<div begin="158.26s" dur=3.25s".
```

#### 14.3 Presentation Rate:

Off-line caption writers should follow these presentation rate guidelines for pop-on captions:

- a) Allow a minimum of 1.5 seconds duration for up to 32 characters of text;
- b) Allow a minimum of two seconds duration to display the last 32 characters of text before blanking or moving captions;
- c) Do not display any caption for less than 1.5 seconds; and.
- d) The maximum presentation rate should be three seconds duration for each 32 characters of text.

#### Production Milestones for Each Video:

<b>Milestone 1</b>	Approval of research / storyboards
<b>Milestone 1a:</b>	<i>Associated travel and living expenses (if applicable)</i>
<b>Milestone 2</b>	Multimedia enhancements to DND-supplied imagery
<b>Milestone 2a</b>	<i>Associated travel and living expenses (if applicable)</i>
<b>Milestone 3</b>	Completion of video shoot(s)
<b>Milestone 3a</b>	<i>Associated travel and living expenses (if applicable)</i>
<b>Milestone 4</b>	Submission of the off-line edit/rough-cut
<b>Milestone 4a</b>	<i>Associated travel and living expenses (if applicable)</i>
<b>Milestone 5</b>	Approval of the on-line edit/fine-cut
<b>Milestone 5a</b>	<i>Associated travel and living expenses (if applicable)</i>
<b>Milestone 6</b>	Completion of the project and receipt of all deliverables
<b>Milestone 6a</b>	<i>Associated travel and living expenses (if applicable)</i>

#### 15.CANADA WORDMARK

Incorporation in each videotape program and into the final shot of the Canada Wordmark by itself and to be of such a size and time duration as to be easily read.

---

## 16. MUSIC RIGHTS AND CLEARANCES

The following information will be required:

When stock music and/or effects are used the Contractor must report:

- Music Title
- Composer
- Publisher
- Recording number
- Duration used
- Rights obtained

When original compositions and/or effects are used the Contractor must report:

- Music Title
- Composer
- Duration
- Rights obtained

## 17. TITLE AND PRODUCT IDENTIFICATIONS NUMBERS

Incorporation into the master video, after the colour bars and before the start of the actual program, the release title and the supplied Product Identification Numbers.

### Video 1:

English WORKING TITLE: Insert English title of video 1  
English PIN Insert PIN, example: 13ENW2B03-180178-01

French WORKING TITLE: Insert French title of video 1  
French PIN Insert PIN, example: 13FR W2B03-180178-01

### Video 2:

English WORKING TITLE: Insert English title of video 2  
English PIN Insert PIN, example: 13ENW2B03-180178-02

French WORKING TITLE: Insert French title of video 2  
French PIN Insert PIN, example: 13FRW2B03-180178-02

### Video 3:

English WORKING TITLE: Insert English title of video 3  
English PIN Insert PIN, example: 13ENW2B03-180178-03

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French WORKING TITLE:

Insert French title of video 3

French PIN

Insert PIN, example: 13FRW2B03-180178-03



## ANNEX B

### BASIS OF PAYMENT

#### B.1 Production Milestones outlined in the Annex A Statement of Work:

Payment schedule: Video 1 French and English Including Travel and living expenses as applicable:		
Production Milestones outlined in the Annex A Statement of Work		
1	Approval of research / storyboards	\$
1.a	Associated travel and living expenses (if applicable)	\$
2	Multimedia enhancements to DND-supplied imagery	
2.a	Associated travel and living expenses (if applicable)	
3	Completion of video shoot(s)	\$
3.a	Associated travel and living expenses (if applicable)	\$
4	Submission of the off-line edit/rough-cuts of French and English versions	\$
4.a	Associated travel and living expenses (if applicable)	\$
5	Approval of the on-line edit/fine-cuts of French and English versions	\$
5.a	Associated travel and living expenses (if applicable)	\$
6	Completion of the project and receipt of all deliverables	\$
6.a	Associated travel and living expenses (if applicable)	\$

Payment schedule: Video 2 French and English Including Travel and living expenses as applicable:		
Production Milestones outlined in the Annex A Statement of Work		
1	Approval of research / storyboards	\$
1.a	Associated travel and living expenses (if applicable)	\$
2	Multimedia enhancements to DND-supplied imagery	
2.a	Associated travel and living expenses (if applicable)	
3	Completion of video shoot(s)	\$
3.a	Associated travel and living expenses (if applicable)	\$
4	Submission of the off-line edit/rough-cuts of French and English versions	\$
4.a	Associated travel and living expenses (if applicable)	\$
5	Approval of the on-line edit/fine-cuts of French and English versions	\$
5.a	Associated travel and living expenses (if applicable)	\$
6	Completion of the project and receipt of all deliverables	\$
6.a	Associated travel and living expenses (if applicable)	\$

Payment schedule: Video 3 French and English Including Travel and living expenses as applicable:		
Production Milestones outlined in the Annex A Statement of Work		
1	Approval of research / storyboards	\$
1.a	Associated travel and living expenses (if applicable)	\$
2	Multimedia enhancements to DND-supplied imagery	
2.a	Associated travel and living expenses (if applicable)	
3	Completion of video shoot(s)	\$

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<b>3.a</b>	Associated travel and living expenses (if applicable)	\$
<b>4</b>	Submission of the off-line edit/rough-cuts of French and English versions	\$
<b>4.a</b>	Associated travel and living expenses (if applicable)	\$
<b>5</b>	Approval of the on-line edit/fine-cuts of French and English versions	\$
<b>5.a</b>	Associated travel and living expenses (if applicable)	\$
<b>6</b>	Completion of the project and receipt of all deliverables	\$
<b>6.a</b>	Associated travel and living expenses (if applicable)	\$

## **B.2 Detailed price breakdown**

The Contractor's detailed price breakdown will be included at contract award.

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## ANNEX C SECURITY REQUIREMENTS CHECKLIST



Government  
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Gouvernement  
du Canada

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Contract Number / Numéro du contrat

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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 NTDC(P)
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 Film production services onboard HMC Ships		
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 <input type="checkbox"/> Yes
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 <input type="checkbox"/> Yes
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 checked="" type="checkbox"/> No <input type="checkbox"/> Yes
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 type="checkbox"/> No <input checked="" type="checkbox"/> Yes
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 <input type="checkbox"/> Yes
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	NATO / OTAN	Foreign / Étranger
7. b) Release restrictions / Restrictions relatives à la diffusion		
No release restrictions Aucune restriction relative à la diffusion	All NATO countries Tous les pays de l'OTAN	No release restrictions Aucune restriction relative à la diffusion
Not releasable À ne pas diffuser		
Restricted to: / Limité à:	Restricted to: / Limité à:	Restricted to: / Limité à:
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	NATO UNCLASSIFIED NATO NON CLASSIFIÉ	PROTECTED A PROTÉGÉ A
PROTECTED B PROTÉGÉ B	NATO RESTRICTED NATO DIFFUSION RESTREINTE	PROTECTED B PROTÉGÉ B
PROTECTED C PROTÉGÉ C	NATO CONFIDENTIAL NATO CONFIDENTIEL	PROTECTED C PROTÉGÉ C
CONFIDENTIAL CONFIDENTIEL	NATO SECRET NATO SECRET	CONFIDENTIAL CONFIDENTIEL
SECRET SECRET	COSMIC TOP SECRET COSMIC TRÈS SECRET	SECRET SECRET
TOP SECRET TRÈS SECRET		TOP SECRET TRÈS SECRET
TOP SECRET (SIGINT) TRÈS SECRET (SIGINT)		TOP SECRET (SIGINT) TRÈS SECRET (SIGINT)

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<b>PART A (continued) / PARTIE A (suite)</b>	
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? If Yes, indicate the level of sensitivity: Dans l'affirmative, indiquer le niveau de sensibilité :	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
Short Title(s) of material / Titre(s) abrégé(s) du matériel : Document Number / Numéro du document :	
<b>PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)</b>	
10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis	
<input checked="" type="checkbox"/> RELIABILITY STATUS COTE DE FIABILITÉ	<input type="checkbox"/> CONFIDENTIAL CONFIDENTIEL
<input type="checkbox"/> TOP SECRET - SIGINT TRÈS SECRET - SIGINT	<input type="checkbox"/> NATO CONFIDENTIAL NATO CONFIDENTIEL
<input type="checkbox"/> SITE ACCESS ACCÈS AUX EMPLACEMENTS	<input type="checkbox"/> SECRET SECRET
	<input type="checkbox"/> NATO SECRET NATO SECRET
	<input type="checkbox"/> TOP SECRET TRÈS SECRET
	<input type="checkbox"/> COSMIC TOP SECRET COSMIC TRÈS SECRET
Special comments: Commentaires spéciaux : <u>Supplier personnel will be escorted at all times onboard ship.</u>	
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? If Yes, will unscreened personnel be escorted? Or DND premises unscreened pers. may only access public/reception zone Dans l'affirmative, le personnel en question sera-t-il escorté?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
<b>PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)</b>	
<b>INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS</b>	
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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
<b>PRODUCTION</b>	
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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
<b>INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)</b>	
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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
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?	<input checked="" type="checkbox"/> No <input type="checkbox"/> Yes

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

For users completing the form manually use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.

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	SECRET	TOP SECRET	NATO RESTRICTED	NATO CONFIDENTIAL	NATO SECRET	COSMIC TOP SECRET	PROTECTED PROTÉGÉ			CONFIDENTIAL	SECRET	TOP SECRET
				CONFIDENTIEL		TRÈS SECRET	NATO DIFFUSION RESTREINTE	NATO CONFIDENTIEL				A	B	C	CONFIDENTIEL	
Information / Accès																
Reassignments / Bénéficiaires																
Production																
IT Media / Support IT																
IT Link / Lien électronique																

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?

La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE?

☒ No  
Non

☐ Yes  
Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".

Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.

12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?

La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE?

☒ No  
Non

☐ Yes  
Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).

Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquer qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).

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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 identify which electronic payment instruments they are willing to accept for payment of invoices.*

The Bidder accepts 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)