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**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**

**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> 0X001-180989/A	<b>Amendment No. - N° modif.</b> 006
<b>Client Reference No. - N° de référence du client</b> 0X001-18-0989	<b>Date</b> 2019-02-22
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-031-76021	
<b>File No. - N° de dossier</b> cx031.0X001-180989	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2019-03-01</b>	<b>Time Zone</b> Fuseau horaire Eastern Standard Time EST
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input checked="" type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> St-Clair, Denise (CX031)	<b>Buyer Id - Id de l'acheteur</b> cx031
<b>Telephone No. - N° de téléphone</b> (343) 542-3671 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Delivery Required - Livraison exigée</b>	<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 (type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

## **Amendment 006 to solicitation**

The purpose of this amendment number 006 is to revise the solicitation documents and to answer questions from bidders.

### **PART A – Modification to the Solicitation**

#### **A.1 In the APPENDIX 1 TO ANNEX “C” EVALUATION GRID VIDEO DEMO FACT SHEET**

**Delete:**

- d) Client's objective: Describe the strategic thinking behind the creative approach that you developed to respond to your client's objective;
- e) Description and purpose of production; Describe your client's business requirement, challenge, or opportunity of what your firm was hired to do. Include a description of the product/service/social issue at the heart of the video message, the market(s), and the target audience(s);
- f) Creative approach: Describe the creative approach developed by your firm to meet the Client's objectives for the purpose of the production:

**Insert:**

- d) Client's objective: Description and purpose of production; Describe your client's business requirement, challenge, or opportunity of what your firm was hired to do. Include a description of the product/service/social issue at the heart of the video message, the market(s), and the target audience(s);
- e) Creative approach: Describe the strategic thinking behind the creative approach that you developed to respond to your client's objectives; Describe the creative approach developed by your firm to meet the Client's objectives for the purpose of the production:

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## PART B – Questions and Answers

### Question 90:

In the APPENDIX 1 TO ANNEX “C” - EVALUATION GRID VIDEO DEMO FACT SHEET

We require clarification on the following items:

- d) Client's objective: Describe the strategic thinking behind the creative approach that you developed to respond to your client's objective;
- e) Description and purpose of production; Describe your client's business requirement, challenge, or opportunity of what your firm was hired to do. Include a description of the product/service/social issue at the heart of the video message, the market(s), and the target audience(s);
- f) Creative approach: Describe the creative approach developed by your firm to meet the Client's objectives for the purpose of the production:

Shouldn't e) *Description and purpose of the production* come before, d) *Client's objective: Describe the strategic thinking behind the creative approach that you developed to respond to your client's objectives*. And the second part of d) *Describe the strategic thinking behind the creative approach that you developed to respond to your client's objectives* is really part of f) *Creative Approach*.

In order to avoid redundancy, may we suggest, eliminating d) as e) and f) cover off what you are looking for in a natural order.

### Response 90:

Refer to the revision to APPENDIX 1 TO ANNEX “C” EVALUATION GRID VIDEO DEMO FACT SHEET in PART “A”, section A.1 of this amendment.

### Question 91:

In M.3 - VIDEO PRODUCTION SAMPLES it reads “The Bidder must provide a DVD or USB format demo...” - as I am submitting via epost, can I submit my samples as digital files? Is there a preferred file format? i.e mp4.

### Response 91:

Refer to the revision to Mandatory criterion M.3 in PART “C” - TECHNICAL AND FINANCIAL EVALUATION of this amendment.

### Question 92:

Am I able to submit an Appendix of supporting files? - i.e reference letters, SRT files, Storyboards, etc.

### Response 92:

Yes, Appendix are acceptable for non-interactive files.

## PART C – FOR INFORMATION PURPOSES

Due to all of the changes that were made to the Annexes, we are providing below an updated version of Annex “A” - Statement of Work, “B” - Basis of Payment, “C” - Evaluation and Technical Criteria and Appendix 1 TO Annex “C” – Evaluation Grid Video Demo Fact Sheet and also providing the one change that was done under the Request for Proposal in Part 4 - Evaluation procedures and Basis of Selection.

### C.1 PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

#### 4.2 Basis of Selection:

Table B.1.1 - Video types (As per SOW – ANNEX “A”)	Period of the Contract Estimated Blended Hourly Rate (EBHR)	Option Period 1 (EBHR)	Option Period 2 (EBHR)	Total EBHR by Video Type (Period of the Contract + Option Period 1 + Option Period 2)
Type 1 - Animation 2D				
Type 2 - Animation 3D				
Type 3 - Animation White Board				
Type 4 - Live action scripted				
Type 5 - Motion graphic				
Type 6 - Interactive				
Type 7 - Existing Videos: Revision to include Transcript/Sub-titles/CC, Described Video				
<b>Total Estimated Blended Hourly Rate*</b>				
<b>Evaluation Price**</b>				
<p>* The Total Estimated Blended Hourly Rate will be calculated as follows: Adding the Total EBHR for each of the video types (1 to 7) and then ÷ 7 = <b>Total Estimated Blended Hourly Rate*</b></p> <p>** The Evaluation Price will be derived by multiplying the <b>Total Estimated Blended Hourly Rate*</b> by 50 hours.</p>				

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## C.2 ANNEX “A” - STATEMENT OF WORK

### ANNEX “A” STATEMENT OF WORK

#### 1. TITLE

Audio Visual Production of Digital Learning Products for the Canada School of Public Service (CSPS or the School).

#### 2. BACKGROUND

The **Canada School of Public Service's** primary responsibility is to provide a broad range of learning opportunities and to establish a culture of learning to meet the common learning and development needs of approximately 250,000 public service employees across Canada. Video production is a key priority of the Canada School of Public Service, and video production services are required to help meet the growing demand for learning products in video format for inclusion in online courses, classroom courses, or to be posted on the School's learning platform.

The School delivers learning through its learning platform, GCcampus, an enterprise-wide approach to learning and performance support. GCcampus was developed with the goal of making learning more accessible, shifting the focus from the classroom to online, developing new types of learning products, and moving learning closer to workflow and just-in-time learning approaches.

The School offers a wide array of topics that videos could be based on, including GBA+, communications, finance, security, IM/IT, leadership, human resources, labour relations, values and ethics, official languages, Indigenous Peoples, and so much more.

#### 3. OBJECTIVE

The Canada School of Public Service is seeking the services of a Contractor to provide management, administrative and technical services related to learning video pre-production, production and post-production for the Learning Programs Branch (LPB) primarily.

These services will be required for a period of 2 years, with the irrevocable option of allowing the School to extend the term of the Contract for up to 2 additional 2-year periods under the same terms and conditions.

To support the School in the evolution of its learning products, the services of a private-sector video Contractor, as described in this SOW, are required.

#### 4. TARGET AUDIENCE

The target audiences for these varied videos are intended for all Canadian Public Servants across Canada. Some of the videos will have a more specific targeted audience in mind depending on their specialty and area of work, but most will be generic for all Public Servants.

## 5. SCOPE

The Contractor must produce a minimum of approximately 60 learning videos in Canadian English and Canadian French. The videos are to be posted on the Canada School's GCcampus learning platform, an internal platform for Canadian Government employees only. Types of videos could be some of the following: interactive presentations, motion graphics, talking-head, and/or animation and compliance work for transcription, sub-titles and closed captioning.

All videos must be produced in Canadian English and French (or bilingual) and must meet WCAG 2.0 AA Accessibility standards (with closed captions, transcripts and visual descriptions). The School also requires the Contractor to provide intelligent verbatim transcripts of audio and video productions. Videos may be stand-alone products, or embedded in a packaged learning products.

Types of videos could be:

- interactive videos/such as branching scenarios and clickable hot spots
- motion graphics
- scripted action
- talking-head
- animation

The Contractor must provide management, coordination, administrative and consulting services including, as applicable:

- A. Management and coordination of the technical and professional service requirements outlined in this Statement of Work.
- B. Recommendations regarding technical specifications and performance standards on all aspects of the technical and professional service requirements outlined in this Statement of Work.
- C. Management and coordination of professional talent when required.

The Contractor must supply technical and professional services relating to video pre-production, production and post-production, as required on a task basis, including as applicable, but not limited to:

### VIDEO PRODUCTION PHASES

#### 1) Pre-production:

- a. Research;
- b. Scripting: may include concepts, treatments, drafts, shooting and/or narration scripts, dialogue;
- c. Script creation and/or review;
- d. Storyboarding (design concept) creation and/or review;
- e. Second language adaptation;
- f. Location scouting;
- g. Scheduling and budgeting of filming shoots;
- h. Location and personnel and services for studio shooting across Canada:
  - i. video camera, tripod, monitor, etc.
  - ii. sound
  - iii. lighting
  - iv. grip and dolly
  - v. teleprompter
  - vi. sets, props
  - vii. hair, makeup, wardrobe
  - viii. location services (i.e., transportation, craft, etc.)
- i. Rights and releases

## 2) Production:

- a. On Location and studio shooting;
- b. Casting of talent as required;
- c. Video production personnel and equipment;
- d. Supplies and stock (props);

## 3) Post-production:

- a. Transcripts, closed captioning, subtitling and described video
- b. Off-line editing (Alpha – rough cut)
- c. Online editing (Beta – final draft for review)
- d. Time coding
- e. Animation, digital and visual special effects:
  - i. digitizing
  - ii. compositing
  - iii. animation
- f. Audio management :
  - i. sound and music recording
  - ii. soundtrack editing and audio mixing
  - iii. lay-up
  - iv. restoring
  - v. mastering
  - vi. Digital files on a portable device
  - vii. Duplication and labelling
  - viii. All raw assets and project files in original digital source format on a portable device

## ESTIMATED NUMBER OF VIDEO TYPES PER CONTRACT PERIOD

Initial Contract Period (April 01, 2019 to March 31, 2021)

Product by Type	Estimated Number* of Products in Initial Contract Period
Type 1 - Animation 2D	5
Type 2 - Animation 3D	
Type 3 - Animation White Board	
Type 4 - Live action scripted	5
Type 5 - Motion graphic	5
Type 6 - Interactive	5
Type 7 - Existing Videos: Existing Videos: Revision to include Transcript/Sub-titles/CC/Described Video	40
<b>Total</b>	<b>60</b>

### Option Period 1 (April 2021 to March 31, 2023)

Product by Type	Estimated Number* of Products in Initial Contract Period
Type 1 - Animation 2D	5
Type 2 - Animation 3D	
Type 3 - Animation White Board	
Type 4 - Live action scripted	5
Type 5 - Motion graphic	5
Type 6 - Interactive	5
Type 7 - Existing Videos: Existing Videos: Revision to include Transcript/Sub-titles/CC/Described Video	40
<b>Total</b>	<b>60</b>

### Option Period 2 (April 2023 to March 31, 2025)

Product by Type	Estimated Number* of Products in Initial Contract Period
Type 1 - Animation 2D	5
Type 2 - Animation 3D	
Type 3 - Animation White Board	
Type 4 - Live action scripted	5
Type 5 - Motion graphic	5
Type 6 - Interactive	5
Type 7 - Existing Videos: Existing Videos: Revision to include Transcript/Sub-titles/CC/Described Video	40
<b>Total</b>	<b>60</b>

**\*Note:** The estimated quantities shown in the tables above are **estimated numbers only**. They do not constitute a Contractor guarantee and may underestimate or overestimate actual numbers.

#### 5.1 Estimated Budget:

Canada School of Public Services (CSPS) estimates that up to \$1,000,000.00 will be spent under this contract over a span of six (6) years, which includes taxes and all travel & living expenses. Please note that this amount does not represent a firm commitment on behalf of CSPS and is for informative purposes only.

## 6. CONTRACTOR RESPONSIBILITIES

### The Contractor must:

- Identify a project manager who will manage the project and work with the School's Project Authority;
- Identify other critical resources such as multimedia director, video producer, audio producer and animator as required;
- Develop a deliverable-based project work plan, including a schedule and resource budget with the Project Authority;
- Take complete responsibility for the pre-production, production, and post-production of the video series;
- Determine the best way to achieve the desired video, animation, audio, sound bites, music, sound effects, and/or audio clips, either through the use of existing stock, the development of new material, or a combination of both.



- f) Coordinate the work of the video camera operator and/or audio technical.
- g) Coordinate activities with video and/or audio producers during the post-production process;
- h) Plan details such as framing, composition, camera movement, sound, and actor movement for each shot or scene.
- i) Establish pace of programs and sequences of scenes according to time requirements and cast and set accessibility.
- j) Select settings and locations for video and determines how scenes will be shot in those settings.
- k) Cut shot sequences to different angles at specific points in scenes in order to make individual cuts fluid and seamless.
- l) Edit video to insert music, dialogue, and/or sound effects.
- m) Select and combine scenes to form a logical and smoothly running story.
- n) Determine the specific audio and visual effects and/or music necessary to complete the video.
- o) Collaborate extensively with the Project Authority for approvals on final scripts and production schedules;
- p) Respond to the Project Authority's questions in a timely manner; defined as same day or within 24 hours; and
- q) Review the presentation design document and/or the scripted storyboards and make recommendations to the instructional designer(s) and/or clients, including consulting the clients regarding associated costs and validating that the design is engaging and meets the client requirements.

**In addition, the Contractor must provide:**

- a) storyboards and scripts, motion graphics, videos to the CSPS Project Authority as specified on each TA;
- b) high quality – web ready video & audio;
- c) sample voice tapes of the narrators for all Canadian French and Canadian English voiceovers as specified in each TA;
- d) appropriate music, sound effects and sound mixing, and all necessary personnel for post-production;
- e) up to five waves of each rough cut for the Project Authority's feedback and make changes as requested; and
- f) a weekly progress report.

The final product must be delivered to the Canada School of Public Service to be reviewed and accepted/approved by the Project Authority as specified on each TA.

## **7. DEPARTMENT RESPONSIBILITIES / CLIENT SUPPORT**

**The Canada School of Public Service (CSPS) will be responsible for the following:**

- a) The Project Authority will respond to the Contractor's questions in a timely manner. Timely is defined as same day or within 24 hours.
- b) 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 3 working days of receipt.
- c) Coordinate advance notice and permissions or escort to access government properties prior to the film crew's arrival;
- d) Access to CSPS personnel as required by the Contractor for matters not within the Contractors responsibilities, such as the provision of subject matter experts; and
- e) Obtain consent forms from any government employee appearing in videos.

**The Canada School of Public Service (CSPS) will provide the Contractor with the following:**

- a) written scripts;
- b) design concepts or storyboards;
- c) translation & accessible adaptation;
- d) the School's branding graphics for integration into the video;
- e) props as appropriate and available;
- f) any relevant templates and reports;

- g) content and any other reference material needed ;
- h) target audience profiles;
- i) creative direction (video and audio) regarding learning objectives, context, etc.; and
- j) any available documentation, including technical specifications and testing checklists that must be adhered to.

## 8. PROJECT SCHEDULE

Action	Date
1. Kick off Meeting	5 days post contract award
2. Project Plan	2 days after receiving individual TA's
3. Project Timeline	As specified in each individual TA
4. Story Boards / Style Graphics	As specified in each individual TA
5. Sample voice Tapes / draft script	As specified in each individual TA
6. Rough Cuts	As specified in each individual TA
7. Final Product / Dub Master	As specified in each individual TA

## 9. CONSTRAINTS AND/OR SPECIAL REQUIREMENTS

- a) content must be in line with policies, directives, guidelines etc. such as:
  - a. WCAG Accessible - Web Content Accessibility Guidelines 2.0 – Level AA
  - b. GBA+ - Gender-Based Analysis
  - c. Diversity and Inclusion
  - d. Canadian French and Canadian English – Official Languages Act
- b) words not to be used; or
- c) items, places or persons not to be filmed.
- d) when developing materials, the Contractor must ensure that materials are Federal Identity Program (FIP) compliant, culturally appropriate and subject-related and incorporate CSPS's corporate identity as needed; provide separate source files for images and content.
- e) the work will be considered complete when it has been accepted and approved by the Project Authority.
- f) separate source files for images and content are provided;
- g) all products are licensed and/or talent/agency fee-included, and that copies of the model releases are provided to CSPS in paper, PDF, and /or Word format;
- h) All online products must be built with open-source coding that is not proprietary and easily updated in the future without the involvement of the Contractor.
- i) All talent rights, from 5 years up to a maximum of 15 years (by 5 year increment)

## 10. LOCATION/TRAVEL

All travel and living costs should be calculated according to National Joint Council Travel Rates and Policies which can be found at the following web link: <http://www.njc-cnm.gc.ca/directive/travel-voyage/index-eng.php> as specified in each project TA.

## 11. MEETINGS

A kick-off meeting between the Contractor and their multimedia specialists and the School's Project Authority, and technical specialists will take place within 5 working days after contract award, to confirm the schedule, tasks, and responsibilities including theme, based on the scope of work.

The Contractor must participate in weekly status meetings in person or virtually with the Project Authority.

## 12. REPORTS

The Contractor must assign a single point-of-contact for addressing any inquiries from the School and must provide the contact information for the assigned person.

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 2 working days of receiving each individual TA.

The Contractor must provide project timeline by email to the Project Authority within 2 working days of receiving the TA.

## 13. DELIVERABLES & TECHNICAL SPECIFICATIONS

Each of the following products requires Closed Captioning and Described Text.

The Contractor must provide:

- a) One (1) HD file of each of the full-length English and French (*titles to be specified in each individual TA*) videos in the following formats:
  - i. ProRes 422 (.mov), full quality
  - ii. MP4 (H.264, AAC), full quality
  - iii. closed-caption file (SML, XML, SRT)
  - iv. text transcript, including description of actions and
  - v. MPEG;
- b) One (1) HD DVD Master copy with a full-length English and French version with menu, containing all video products in the following formats;
  - i. ProRes 422 (.mov), full quality
  - ii. MP4 (H.264, AAC), full quality
  - iii. closed-caption file (SML, XML, SRT)
  - iv. text transcript, including description of actions and
  - v. MPEG;
- c) All video footage as specified in each individual TA 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);
- d) All products must be provided in 1080p, 29.97fps, unless otherwise specified
- e) Detailed transcripts for all video version(s);
- f) All working files, source files or graphics produced and purchased during the production of the video, including all rights to voice-overs or footage;
- g) All materials required to edit the video and/or produce additional in-house videos using the supplied footage and source material;
- h) All project and element files including camera originals, program masters, and original project files (i.e., video, photo, graphic files, etc.)
- i) Detailed stock shot list including copyright information
- j) Time transcripts for all language versions;
- k) An USB drive containing all files;
- l) All raw footage (including b-rolls); and,
- m) All rights and releases.
- n) Ensure the products function on the following web browsers:
  - i. Internet Explorer 11, Chrome, and Firefox.

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## 14. FORMATTING AND CLOSED CAPTIONING SPECIFICATIONS

### 1) File/Portable Hard Drive Specifications:

#### i. MP4

1. Video codec: H264-MPEG-4 AVC (part10) (avc1)
2. Audio codec: MPEG AAC Audio (mp4a)

#### ii. WMV

1. Video codec: Windows Media Video VC1 (WVC1)
2. Audio codec: Windows Media Audio 2 (WMA2)

#### iii. FLV

1. Video codec: On2's Vp6.2 Video (Flash) (VP6F)
2. Audio codec: MPEG Audio layer 1/2/3 (mpga)

#### iv. Raw footage (format native to the camera used and compatible with Adobe Premier or FCP 7.0)

#### v. High-definition camera stills in JPG format (minimum 4000x6000 pixels).

### 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".
```

### 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.

## APPENDIX A

RELEVANT TERMS AND ACRONYMS OR ABBREVIATIONS	
HTML	Hypertext Markup Language
WCAG	Web Content Accessibility Guidelines
IQA	Integration Quality Assurance: A QA process where all assets are tested against the school learning platform to ensure seamless integration.
FQA	Functional Quality Assurance
CSPS/PA	Canada School of Public Service/Project Authority
SME	Subject Matter Expert
FIP	Federal Identity Program
GCcampus	<p>The School's learning platform: an integrated technology solution made up of various functionalities and technologies to deliver and track learning delivery. It comprises a collection of rich, interactive, and open online resources, videos, courses, seminars, and events. The current GCcampus infrastructure includes:</p> <ul style="list-style-type: none"><li>• Saba version 7.3, a commercial off-the-shelf (COTS) learning management system (LMS) that houses all Shareable Content Object Reference Model (SCORM) content and all learner records</li><li>• Moodle version 2.9 (currently being upgraded), an open-source learning management/course management system, used as GCcampus's course management system and for social/distance course delivery</li><li>• Drupal version 7, an open-source content management system, which is the web portal and front-end interface for the learning portal</li><li>• Kaltura Community Edition version 9.1, which houses and streams all video content and other products, along with internally developed custom software</li></ul>

## C.3 ANNEX “B” – BASIS OF PAYMENT

### ANNEX “B” BASIS OF PAYMENT

#### B.1 FIRM HOURLY RATES

The firm, all-inclusive hourly rates include the cost of labour, fringe benefits, general and administrative expenses, overhead, profit and the like, excepting only GST and HST if applicable. All expenses normally incurred in providing the services (i.e. project office space (including Contractor's hardware and software), word processing, work estimates, photocopying, courier and telephone charges, local travel\* and the like) are included in the firm hourly rates identified herein, and will not be permitted as direct charges under the Contract.

The firm, all-inclusive hourly rates includes all required personnel, equipment operators, equipment, materials and applicable charges in the hourly rates submitted as no other fees or hourly rates for services will be payable above these rates\*\*.

\*Local travel is defined as within 100km of the place of business of the Bidder.

\*\* The firm, all-inclusive hourly rates do not include the cost of travel, camera rental or other direct and sub-contracted costs as specified in B.2 (B.2.1 and B.2.2) and B.3 of this Annex “B” Basis of Payment.

The Contractor is not permitted to charge hourly rates to prepare work estimates for Task Authorizations.

The rates must be in Canadian currency, Customs duties are included and Goods and Services Tax or Harmonized Sales Tax (GST/HST) is extra, if applicable.

#### BLENDDED HOURLY RATE:

The Bidder must provide firm all-inclusive blended hourly rates for the provision of all of the following services as may be required by the Contractor to complete the work for all video types:

- Coordination Services and Project Management
- Storyboard and Scripting Services
- Production and post-production services (including all requirements to meet WCAG Accessible - Web Content Accessibility Guidelines 2.0 – Level AA)
- Lighting technician services
- Sound technician services
- Services of a Camera Assistant
- Research
- Adaptation
- Proofreading (English and French)
- Transcription, Closed-Captioning, Subtitling and Described Video
- Services of a Make-up Artist
- Set Staging / Set Decoration / Production of props
- Teleprompting
- Video Duplication including delivery on digital media including DVD, USB key, external hard drive etc... as specified.

<b>Table B.1.1 - Video types (As per SOW – ANNEX “A”)</b>	<b>Estimated Blended Hourly Rate (EBHR)</b>	<b>Option Period 1 (EBHR)</b>	<b>Option Period 2 (EBHR)</b>
Type 1 - Animation 2D			
Type 2 - Animation 3D			
Type 3 - Animation White Board			
Type 4 - Live action scripted			
Type 5 - Motion graphic			
Type 6 - Interactive			
Type 7 - Existing Videos: Existing Videos: Revision to include Transcript/Sub-titles/CC/Described Video			

## **B.2 PRODUCTION COSTS**

Production costs are costs associated with video production, excluding the services/professional fees billed as hourly rates in B.1.

**Production costs applicable under B.2.1 Subcontracted and B.2.2 Direct Expenses do not include the personnel, equipment operators, equipment (other than camera rental), materials or any other applicable charges required for the provision of the services billed as hourly rates in B.1.**

Production costs include but are not limited to:

- Camera rental
- Talent
- Studio rental
- Music (stock music and/or original composition)
- Props not constructed/fabricated/supplied by the Contractor

**Production costs will be reimbursed at cost, as subcontracted services and direct expenses.**

### **B.2.1 SUBCONTRACTED SERVICES**

The Contractor will be reimbursed at cost for any actual expenditure reasonably and properly incurred to acquire goods and services from outside suppliers at the supplier's price, net of any trade or prompt payment discounts.

#### **FOR EACH SUBCONTRACTED SERVICE OVER \$25,000.00 (GST/HST INCLUDED)**

The Contractor must obtain competitive bids from no less than three (3) outside suppliers. The Contractor must provide to the Contracting Authority and the Project Authority, the names of the suppliers who submitted bids, the total amount of each bid obtained, the selection criteria and results. A subcontracted service over \$25,000 (GST/HST included) applies to the total aggregate of the dollar value of each subcontracted service per resulting Task Authorization against the Contract.

### **B.2.2 DIRECT EXPENSES**

The Contractor will be reimbursed for the direct expenses reasonably and properly incurred in the performance of the Work. These expenses will be paid at actual cost without mark-up, upon submission of an itemized statement supported by receipt vouchers, given the service(s) is/are documented in the approved Task Authorization against the Contract. All such direct expenses must have prior authorization of the Project Authority.

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### **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 <http://www.njc-cnm.gc.ca/directive/travelvoyage/index-eng.php>, and with the other provisions of the directive referring to "travellers", rather than those referring to "employees".

All payments are subject to audit by Canada.

All travel must have prior authorization of the Project Authority.



## C.4 ANNEX “C” – TECHNICAL AND FINANCIAL EVALUATION

### ANNEX “C” TECHNICAL AND FINANCIAL EVALUATION

#### TECHNICAL EVALUATION

##### MANDATORY TECHNICAL CRITERIA

Bidders must meet all the mandatory requirements of the RFP. No further consideration will be given to Bidders not meeting all the mandatory criteria.

To meet the requirement described herein, the experience of the Bidder must be work for which the Bidder was under contract to external clients. During the evaluation no corporate experience gained through internal clients will be accepted or reviewed. In the case of a joint venture, the combined experience of the parties forming the joint venture will be considered in the evaluation of the experience of the Bidder.

Listing experience without providing any supporting data to describe where and how such experience was obtained will result in the experience not being included for evaluation purposes.

##### Definitions for the purposes of evaluation:

**“External client(s)”** means clients exterior to the Bidder’s own legal entity (or joint venture partnership) and excludes the parent, subsidiaries or other affiliates of the Bidder.

**“Internal client(s)”** means clients within the Bidder’s own legal entity (or joint venture partnership) and includes the parent, subsidiaries and other affiliates of the Bidder.

**“Series”:** Means a group of videos that have a common theme or treatment.

**“Creative and compelling content”** means content that is unique, original, remarkable, challenges assumptions, inspires, motivates, promotes connections between people and makes them feel good about the world.

Evaluation Criteria	Met	Not Met
<b>M.1 – FINANCIAL OFFER</b>		
The Bidder MUST provide costing information strictly in accordance with the Basis of Payment in ANNEX “B”. Any deviation from the pricing schedule will render your offer non-responsive.		
<b>COMMENTS</b>		

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Evaluation Criteria	Met	Not Met
<b>M.2 – EXPERIENCE OF THE FIRM</b>		
<p>The Bidder must demonstrate that they have at least produced three (3) videos in the last four (4) years (between April 2014 and November 2018) with experience filming and producing professional videos for external clients.</p> <p>To demonstrate its experience, the Bidder must provide the following:</p> <p>a) List of three (3) video projects for external clients produced in the last four (4) years (between April 2014 and November 2018)</p> <p>b) a description of each video for external clients:</p> <ul style="list-style-type: none"><li>a. date</li><li>b. project title</li><li>c. name of client organization</li><li>d. tasks performed that must include<ul style="list-style-type: none"><li>• shooting script or animation script</li><li>• shot list or use of graphics</li><li>• pre-production storyboards,</li><li>• shooting or animation</li><li>• editing,</li><li>• final product</li></ul></li></ul>		
<b>COMMENTS</b>		

Evaluation Criteria	Met	Not Met
<b>M.3 – VIDEO PRODUCTION SAMPLES</b>		
<p>The Bidder MUST provide a DVD or USB format demo containing three (3) samples from previous productions (demos) to demonstrate the Bidder's experience and ability to produce quality videos that are similar in nature and complexity to the requirements as described in the RFP. The video samples must be submitted in a file format compatible with Windows Media Player.</p> <p>The total running time of the three (3) demo(s) MUST not exceed ten (10) minutes. Ideally they should be between two (2) to three (3) minutes each.</p> <p>Sample can be submitted in the language of your choice either in English or French or bilingual (English and French).</p> <p>At least one (1) of the three (3) samples must be a live action video.</p> <p>At least one (1) of the three (3) samples must be an animated video.</p> <p>All productions must have been completed by the Bidder in their entirety under a contract with the public sector or private industry, and have been completed and delivered after January 1, 2015.</p> <p><b>Each live action video sample must demonstrate:</b></p> <ol style="list-style-type: none"> <li>1. use of lighting,</li> <li>2. camera angles,</li> <li>3. graphics,</li> <li>4. sound,</li> <li>5. music,</li> <li>6. effective use of treatment,</li> <li>7. script,</li> <li>8. language (both body and spoken), and</li> <li>9. editing techniques.</li> </ol> <p><b>Each animated video sample must demonstrate:</b></p> <ol style="list-style-type: none"> <li>1. use of compositing/digitizing,</li> <li>2. animation effects,</li> <li>3. graphics,</li> <li>4. sound,</li> <li>5. music,</li> <li>6. effective use of treatment,</li> <li>7. script,</li> <li>8. language (spoken and written), and</li> <li>9. editing techniques</li> </ol> <p>The video production samples provided in accordance with M.3 will be used as the basis for evaluation in R.2 Quality of Video Production Sample Provided.</p>		
<b>COMMENTS</b>		

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

### POINT RATED TECHNICAL CRITERIA

Only those proposals which first meet the Mandatory Requirements will be considered in the second stage of the evaluation, the Point Rated Technical Evaluation.

To be considered compliant, Bidders must obtain a minimum passing mark of **200** overall for the point rated criteria of the Technical Evaluation. The rating is performed on a scale of **400 points**. Proposals scoring less than **200** points overall for the point rated criteria of the Technical Evaluation will not be given further consideration.

Bidders are instructed to address each requirement in sufficient depth to permit a complete analysis and assessment by the Evaluation Team.

Proposals will be evaluated on the completeness and level of detail by which they address the rated requirements. For example, if a description of a process or procedure is requested, the various steps which the Bidder will perform in order to complete the requirement, as detailed in the Annex "A" Statement of Work (SOW), should be described.

General statements should be avoided. These do not provide details which can be compared to the description of the requirement and therefore evaluated as to their relevancy in fulfilling the requirement, as detailed in the SOW.

Rated Technical Criteria	Minimum Points	Maximum Points
R.1 Project Management Approach	50	100
R.2 Quality of Video Production Sample Provided	150	300
<b>TOTAL:</b>	<b>200</b>	<b>400</b>

#### R.1: Project Management Approach (Maximum: 100 points - Minimum: 50 points)

The Bidder should propose a preliminary project management approach that provides flexibility and considers client needs. It should reflect how the Bidder proposes to work in collaboration with the Project Manager and Project Team and outline the key areas that require input from the client. It should illustrate how the Bidder will ensure that performance, quality, and scheduled goals are achieved.

The Bidder should provide a detailed description of:

1. their proposed project management approach and procedures,
2. schedule controls,
3. possible challenges and risks,
4. risk mitigation,
5. the tools and techniques that would be used to plan, organize, direct and control the project.
6. The project management approach should also outline how the Bidder proposes to work in collaboration with the Project Authority to ensure sufficient time for review and Government approval process.

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**Points factors utilized is as follows:**

**Not acceptable (0):** The information provided was unsuitable or insufficient. Criterion may be addressed, but not enough information provided and/or technically not acceptable.

**Acceptable (50):** This is the established minimum. Details provided to describe the Bidder's approach and procedures; schedule controls and planning tools and techniques. Demonstrates techniques to be put in place and used to plan, organize, direct and control projects. Identifies some potential challenges and proposes mitigation strategies. Demonstrates client involvement in the approach.

**Superior (75):** Details provided to describe the Bidder's approach and procedures; schedule controls and planning tools and techniques are complete. Demonstrates established techniques to be put in place and used to plan, organize, direct and control projects. Identifies some potential risks and challenges relevant to video production projects and mitigation strategies. Demonstrates client involvement in the approach and outlines key areas that require their input. Approach for working with Project Authorities is addressed but not fully elaborated on.

**Outstanding (100):** Details provided to describe the Bidder's approach and procedures; schedule controls and planning tools and techniques are clear and complete. The Bidder demonstrates very effective, appropriate and innovative techniques to be put in place and used to plan, organize, direct and control projects. Identifies and clearly describes the potential risks and challenges relevant to video production projects and provides detailed mitigation strategies for each risk. Demonstrates excellent client involvement in the approach and outlines key areas that require their input. Approach for working with Project Authority is well defined and includes all aspects, appropriate and flexible.

## **R.2 Quality of Video Production Sample Provided (Maximum: 300 points – Minimum: 150 points)**

The Bidder will be assessed against the video production samples provided in accordance with M.3 and the Video Demo Fact Sheet at Appendix 1.

Should the total combined running time of the three (3) submitted samples exceed ten (10) minutes in length, only the first ten (10) minutes will be evaluated.

**The video production samples will be evaluated on the following rated criteria:**

### **R.2.1 Per Video Sample – Client Objectives, Purpose of the Production and Creative Approach (Maximum 100 points – minimum 50 points)**

For each video sample described in Appendix 1 Video Demo Fact Sheet; the video samples submitted should demonstrate the client's objectives, the purpose of the production and the creative approach used by the Bidder.

The following elements will be evaluated for each **live action video samples** provided in response to M.3:

1. use of lighting
2. camera angles
3. graphics
4. sound
5. music
6. treatment
7. script
8. language (both body and spoken), and
9. editing techniques

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The following elements will be evaluated for each **animated video samples** provided in response to M.3:

1. use of compositing/digitizing,
2. animation effects,
3. graphics,
4. sound,
5. music,
6. effective use of treatment,
7. script,
8. language (spoken and written), and
9. editing techniques.

For evaluation purposes, "very good" is defined as: very innovative, creative, effective, excellent quality and appropriate approach.

**Point factors utilized for each video production sample:**

**Not Acceptable (0):** The video sample does not allow the viewer to accurately understand the client objectives, purpose of the production and creative approach described in Appendix 1. One (1) or more video elements was of poor quality or detracted from the video objective or the message was not being conveyed.

**Acceptable (50 points):** The video sample allows the viewer to accurately understand the client objectives, purpose of the production and creative approach described in Appendix 1. A minimum of 4 criteria are addressed well.

**Superior (75 points):** The video sample not only allows the viewer to accurately understand the client objectives, purpose of the production and creative approach described in Appendix 1 but also demonstrates very creativity. A minimum of 6 criteria are addressed well.

**Outstanding (100 points):** The video sample not only allows the viewer to accurately understand the client objectives, purpose of the production and creative approach described in Appendix 1 but also demonstrates very creativity and innovation. All the criteria have been addressed well and fully.

## C.5 APPENDIX 1 TO ANNEX “C” – EVALUATION GRID VIDEO DEMO FACT SHEET

### APPENDIX 1 TO ANNEX “C”

#### EVALUATION GRID VIDEO DEMO FACT SHEET

*(Will be evaluated in accordance with R.2)*

VIDEO NO. \_\_\_\_ TITLE \_\_\_\_\_

- a) Client (department/organization); \_\_\_\_\_
- b) Client contact; \_\_\_\_\_
- c) Date of video production; \_\_\_\_\_
- d) Client's objective: Description and purpose of production; Describe your client's business requirement, challenge, or opportunity of what your firm was hired to do. Include a description of the product/service/social issue at the heart of the video message, the market(s), and the target audience(s);
- e) Creative approach: Describe the strategic thinking behind the creative approach that you developed to respond to your client's objectives; Describe the creative approach developed by your firm to meet the Client's objectives for the purpose of the production:

The description should provide details to describe how the quality of images and the quality of the cinematography were used to meet the Client's objectives for the purpose of the production;

The description should also provide details to describe how the following elements were used by your firm to meet the Client's objectives for the purpose of the production:

- 1. The use of graphics/typography/on-screen text and still imagery (excluding option captions);
  - 2. The use of graphic animation sequences and/or motion graphics and/or animations;
  - 3. The use of camera angles
  - 4. The use of lighting
  - 5. The use of music and/or the use of sound
- f) Description of the techniques used in the video production to communicate the theme and the message:

The description should provide details to describe how the treatment (storyline), script and language (both body and spoken) were used to meet the Client's objectives for the purpose of the production.

The description should also provide details to describe how the following elements were used by your firm as applicable to communicate the message and to meet the Client's objectives for the purpose of the production:

- 1. visual techniques
- 2. the use of actors to communicate the themes and messages
- 3. use of other techniques to convey the message such as closed captioning, voice-overs, etc.
- 4. typography/on-screen text (excluding option captions);
- 5. off-camera and on-camera narration

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- g) Results: Summarize the results. Describe the outcome of the project. The description should provide details to describe the audience response to the video (if applicable) and the level of client satisfaction. The Bidder should also include a written confirmation from the Client confirming the level Client satisfaction with the video.

**\*\* ALL OTHER TERMS AND CONDITIONS OF THE SOLICITATION REMAIN UNCHANGED \*\***