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**Bid Receiving - PWGSC / Réception des  
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**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 Services	
<b>Solicitation No. - N° de l'invitation</b> 35035-182821/B	<b>Date</b> 2019-05-13
<b>Client Reference No. - N° de référence du client</b> 35035-18-2821	
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-010-77075	
<b>File No. - N° de dossier</b> cx010.35035-182821	<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 2019-05-30</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> Specified Herein - Précisé dans les présentes <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input checked="" type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Lavitt, Marie	<b>Buyer Id - Id de l'acheteur</b> cx010
<b>Telephone No. - N° de téléphone</b> (613) 990-6842 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> See Herein	

**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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35035-182821//B  
Client Ref. No. - N° de réf. du client  
35035-182821

Amd. No. - N° de la modif.  
File No. - N° du dossier  
cx010.35035-182821

Buyer ID - Id de l'acheteur  
cx010  
CCC No./N° CCC - FMS No./N° VME

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## **PART 1 - GENERAL INFORMATION**

### **1.1 Security Requirements**

There is no security requirement associated with this bid solicitation.

### **1.2 Statement of Work**

The Work to be performed is detailed under Article 6.2 of the resulting contract clauses.

### **1.3 Comprehensive Land Claims Agreement(s)**

This procurement is not subject to any Comprehensive Land Claims Agreement(s).

### **1.4 Debriefings**

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

### **1.5 Trade Agreements**

The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA).

### **1.6 Canadian Content**

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

### **1.7 epost Connect service**

This bid solicitation allows bidders to use the epost Connect service provided by Canada Post Corporation to transmit their bid electronically. Bidders must refer to Part 2 entitled Bidder Instructions, and Part 3 entitled Bid Preparation Instructions, of the bid solicitation, for further information. "

## PART 2 - BIDDER INSTRUCTIONS

### 2.1 Standard Instructions, Clauses and Conditions

The 2003 standard instructions is amended as follows:

- Section 08, entitled Transmission by facsimile or by epost Connect, is amended as follows:  
Subsection 2. is deleted entirely and replaced with the following:

#### 2. epost Connect

- a. Unless specified otherwise in the bid solicitation, bids may be submitted by using the [epost Connect service](#) provided by Canada Post Corporation.
  - i. PWGSC, National Capital Region: The only acceptable email address to use with epost Connect for responses to bid solicitations issued by PWGSC headquarters is:

[tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca](mailto:tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca)

or, if applicable, the email address identified in the bid solicitation.

- ii. PWGSC regional offices: The only acceptable email address to use with epost Connect for responses to bid solicitations issued by PWGSC regional offices is identified in the bid solicitation.
- b. To submit a bid using epost Connect service, the Bidder must either:
    - i. send directly its bid only to the specified PWGSC Bid Receiving Unit, using its own licensing agreement for epost Connect provided by Canada Post Corporation; or
    - ii. send as early as possible, and in any case, at least six business days prior to the solicitation closing date and time, (in order to ensure a response), an email that includes the bid solicitation number to the specified PWGSC Bid Receiving Unit requesting to open an epost Connect conversation. Requests to open an epost Connect conversation received after that time may not be answered.
  - c. If the Bidder sends an email requesting epost Connect service to the specified Bid Receiving Unit in the bid solicitation, an officer of the Bid Receiving Unit will then initiate an epost Connect conversation. The epost Connect conversation will create an email notification from Canada Post Corporation prompting the Bidder to access and action the message within the conversation. The Bidder will then be able to transmit its bid afterward at any time prior to the solicitation closing date and time.
  - d. If the Bidder is using its own licensing agreement to send its bid, the Bidder must keep the epost Connect conversation open until at least 30 business days after the solicitation closing date and time.
  - e. The bid solicitation number should be identified in the epost Connect message field of all electronic transfers.
  - f. It should be noted that the use of epost Connect service requires a Canadian mailing address. Should a bidder not have a Canadian mailing address, they may use the Bid Receiving Unit address specified in the solicitation in order to register for the epost Connect service.
  - g. For bids transmitted by epost Connect service, Canada will not be responsible for any failure attributable to the transmission or receipt of the bid including, but not limited to, the following:

- 
- i. receipt of a garbled, corrupted or incomplete bid;
  - ii. availability or condition of the epost Connect service;
  - iii. incompatibility between the sending and receiving equipment;
  - iv. delay in transmission or receipt of the bid;
  - v. failure of the Bidder to properly identify the bid;
  - vi. illegibility of the bid;
  - vii. security of bid data; or,
  - viii. inability to create an electronic conversation through the epost Connect service.
  - h. The Bid Receiving Unit will send an acknowledgement of the receipt of bid document(s) via the epost Connect conversation, regardless of whether the conversation was initiated by the supplier using its own license or the Bid Receiving Unit. This acknowledgement will confirm only the receipt of bid document(s) and will not confirm if the attachments may be opened nor if the content is readable.
  - i. Bidders must ensure that they are using the correct email address for the Bid Receiving Unit when initiating a conversation in epost Connect or communicating with the Bid Receiving Unit and should not rely on the accuracy of copying and pasting the email address into the epost Connect system.
  - j. A bid transmitted by epost Connect service constitutes the formal bid of the Bidder and must be submitted in accordance with section 05.

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](#) (2018-05-22) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

## 2.2 Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated in the bid solicitation.

Note: For bidders choosing to submit using epost Connect for bids closing at the Bid Receiving Unit in the National Capital Region (NCR) the email address is:

[tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca](mailto:tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca)

Note: Bids will not be accepted if emailed directly to this email address. This email address is to be used to open an epost Connect conversation, as detailed in Standard Instructions [2003](#), or to send bids through an epost Connect message if the bidder is using its own licensing agreement for epost Connect.

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

## 2.3 Former Public Servant

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

### Definitions

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

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

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

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

### Former Public Servant in Receipt of a Pension

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

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

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

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

### Work Force Adjustment Directive

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

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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 two (2) calendar days before the bid closing date. Enquiries received after that time may not be answered.

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

## **2.5 Applicable Laws**

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

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidders.



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## **PART 3 - BID PREPARATION INSTRUCTIONS**

### **3.1 Bid Preparation Instructions**

This requirement includes two (2) separate streams based on the language of the leaders debate.  
Stream A – French Leaders debate (detail provided in the Annex “A” Statement of Work)  
Stream B – English Leaders debate (detail provided in the Annex “A” Statement of Work)

Bidders may submit a bid for either Stream A or Stream B or for both Streams A and B.

Each stream will be evaluated separately. Bidders bidding on this Request for Proposal are to clearly identify if they are bidding on Stream A or Stream B or bidding on both Stream A and Stream B. This requirement may result in the award of two (2) separate contracts, one (1) for Stream A and one (1) for Stream B.

#### **Stream A - French Leaders debate and Stream B - English Leaders debate:**

- Canada requests that the Bidder submits its bid in accordance with section 08 of the 2003 standard instructions. The epost Connect system has a limit of 1GB per single message posted and a limit of 20GB per conversation.

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 copies of its bid using multiple acceptable delivery methods, and if there is a discrepancy between the wording of any of these copies and the electronic copy provided through epost Connect service, the wording of the electronic copy provided through epost Connect service will have priority over the wording of the other copies.

\*The certifications are the same for both Stream A and Stream B.

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) format;
- (b) use a numbering system that corresponds to the bid solicitation.

## **Section I: Technical Bid (Mandatory Criteria for Stream A and Mandatory Criteria for Stream B)**

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 (for Stream A and for Stream B)**

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

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

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

If Annex “C” Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

## **Section III: Certifications (certifications are the same for Stream A and Stream B)**

Bidders must submit the certifications and additional information required under Part 5.

## **PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION**

### **4.1 Evaluation Procedures for Stream A – French Leaders Debate and for Stream B – English Leaders Debate**

- (a) Bids submitted for Stream A and Stream B will be evaluated separately.
- (b) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical evaluation criteria for Stream A and/or Stream B.
- (c) An evaluation team composed of representatives of Canada will evaluate the bids.

#### **4.1.1 Technical Evaluation**

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 experience requirement described herein, the Bidder must provide sufficient evidence of work. 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 information to describe where and how such experience was obtained will result in the experience not being evaluated and may render the bid non-compliant.

##### **4.1.1.1 – Mandatory Technical Criterion – Stream A – French Leaders Debate:**

The Mandatory requirements are:

#### **M.1 EXPERIENCE OF THE BIDDER - Stream A – French Leaders Debate and Stream B English Leaders Debate**

The Bidder should provide three examples of previous projects similar in scope and complexity to work described in Annex “A” – Statement of Work, which demonstrate the technical and financial capability as well as the experience of the Bidder in promotion, production and distribution.

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.

**M.1.1** The Bidder must provide examples of (3) three projects where it is demonstrated they have successfully delivered projects of similar complexity. For each project description, the Bidder must provide a description of the services that the Bidder was responsible for providing, including but not limited to:

**M.1.2** The type, dates, duration and physical location of the event;

**M.1.3** Target Audience and what the event was for;

**M.1.4** Its dollar value equivalent (in cash or in kind); and

**M.1.5** Sources of funding.

## **M.2 EXPERIENCE OF THE PROPOSED PERSONNEL - Stream A – French Leaders Debate and Stream B English Leaders Debate**

The Bidder must provide the curricula vitae (CV) for the Executive Producer and Moderator. The CVs must clearly show that all personnel have a minimum of five (5) years demonstrated experience in their area of specialization, on projects of similar complexity. The Bidder must outline their role in the proposal, and their language skills. If a proposal contains multiple moderators, Bidders must provide CVs for each moderator.

**M.2.1** The Bidder has provided a list of proposed Executive Producer and Moderator; their roles for the Leaders' Debates, and the languages that they speak & comprehend.

**M.2.2** The Bidder has provided a copy of the CV for each of the personnel listed in M.1 (Executive Producer and Moderator).

## **PROPOSALS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE CONSIDERED NON-RESPONSIVE AND GIVEN NO FURTHER CONSIDERATION**

### **4.1.1. Point Rated Technical Criteria - Stream A – French Leaders Debate and Stream B English Leaders Debate**

#### **R.1 Capability and Experience (maximum 15 points, minimum 9 points)**

The Bidder should provide three examples of previous projects similar in scope and complexity to work described in Annex "A" – Statement of Work, which demonstrate the technical and financial capability as well as the experience of the Bidder in promotion, production and distribution.

Specifically the Bidder should provide a brief description of each project, the type, dates, duration and physical location of the event, who and what the event was for, who the client/pool partners were (if applicable), its dollar value equivalent (in cash or in kind) and source of funding.

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.

<b>R.1 Points</b>	0 points	3 points per project that meets this definition	5 points per project that meets this definition
	Information not provided or Description does not demonstrate the Bidder's capability to promote, produce and distribute leaders' debates.	Information unclear, incomplete or Not an example of similar scope and complexity or Does not clearly demonstrate that previous projects were similar in scope and complexity to work described in Annex "A" Statement of Work	Information clear and complete.  Clearly demonstrates the Bidder's capability to meet requirements described in Annex "A" – Statement of Work.  Examples are sufficiently recent and involve a range of physical locations or venues.

Ratings per project	Score	Page reference in Bid	Notes
<b>Project 1</b>			
<b>Project 2</b>			
<b>Project 3</b>			

## R.2 Proposed Senior Personnel (maximum 25 points, minimum 13 points)

The bidder should demonstrate the project teams' qualifications and demonstrate that its proposed senior personnel have the track record to deliver leaders' debates to a very high level of quality as follows:

R.2.1 Points	0 points	3 points	5 points
<b>Rating per criterion – Executive Producer</b>	Information not provided or Does not demonstrate the capability of the proposed executive producer and moderator to deliver on leaders' debate requirements.	Information unclear, incomplete or Demonstrates some relevant experience with events of some scope and complexity.	Information clear and complete.  Clearly demonstrates capability across a range of events of similar scope and complexity
<b>R.2.1 Criterion</b>	Score	Page reference in bid	Notes
<b>R.2.1</b> The Bidder should identify the proposed Executive Producer of the debate and provide a description of why this person has the qualifications and experience to produce a high quality leaders debate			
R.2.2 Points	0 points	10 points	20 points
<b>Rating per criterion - Moderator</b>	Information not provided or Does not demonstrate the capability of the proposed executive producer and moderator to deliver on leaders' debate requirements.	Information unclear, incomplete or Demonstrates some relevant experience with events of some scope and complexity.	Information clear and complete.  Clearly demonstrates capability across a range of events of similar scope and complexity
<b>R.2.2 Criterion</b>	Score	Page reference in bid	Notes
<b>R.2.2</b> The Bidder should identify the proposed moderator of the debate and provide a description of why this person has the public profile, qualifications and experience to moderate a high quality national leaders debate.			

If a proposal contains multiple moderators, Bidders must provide a description for each moderator.			
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### R.3 Approach & Methodology (maximum 60 points, minimum 43 points)

Drawing on Annex "A" – Statement of Work, the Bidder will provide a proposed approach and methodology to the promotion, production and distribution of the leaders' debate, including specifics on how the work will be carried out.

R.3.1 Points	0 points	3 points	5 points
	Information not provided or Limited response to stated requirements; limited means for Canadians to become aware of the debate; and limited encouragement to Canadians to watch and listen to the debate live and after the fact.	Information unclear, incomplete or Shows evidence of some adequate elements but with inconsistent planning effort across traditional, digital and social media, and with few new elements to distinguish from the promotion of past leaders' debates.	Information clear and complete.  Provides comprehensive planning across traditional, digital and social media, with elements equal to or exceeding regularly promoted programming and stronger elements as compared to past leaders' debates.
R.3.1 Criterion	Score	Page reference in Bid	Notes
<b>R.3.1 Promotion</b> The Bidder will provide a promotion plan for traditional, digital and social media as described in A.5.10 "Marketing" of Annex "A" – Statement of Work			
R.3.2 Points	10 points	20 points	30 points
	Information not provided or Limited response to stated requirements; limited production and journalistic standards; limited adherence to Commission principles.	Information unclear, incomplete or Shows some strong design and planning elements but with weaknesses in certain areas of venue, format or production planning.	Information clear and complete.  Consistent, strong and innovative approaches to venue, format and production planning. Strong evidence of high journalistic standards and adherence to Commission principles. Including a detailed description of how

			the work will be carried out.
<b>R.3.2 Criterion</b>	Score	Page referenced in Bid	Notes
<b>R.3.2 Production</b> The Bidder will provide a design and production plan, including proposed venue, format, security and other production requirements, as set out in A.5.2 "Responsibilities", A.5.4 "Broadcast Quality", A.5.5 "Journalistic Standards", A.5.6 "Venue & On-site Support", A.5.7 "Languages & Accessibility", and A.5.8 "Production" of Annex "A" - Statement of Work.			
<b>R.3.3 Points</b>	10 points	20 points	25 points
	Information not provided or Limited response to stated requirements.	Information unclear, incomplete or Some significant omissions or weaknesses in responding to stated requirements.	Information clear and complete.  Clear evidence of the Bidder's capability and willingness to meet or exceed stated requirements and details on how they will do so.
<b>R.3.3 Criterion</b>	Score	Page referenced	Notes
<b>R.3.3 Distribution</b> The Bidder will propose how to address requirements set out A.5.9 "Broadcast Distribution and Reach", A.5.11 "Post-Production" and A.5.12 "Data and Metrics" and A.5.13 "Security and Cybersecurity" of Annex "A" – Statement of Work			

#### 4.1.2 Financial Evaluation for Stream A – French Leaders Debate and for Stream B – English Leaders Debate

The Financial Evaluation will only be utilized in the event there is a Tie (matching scores) between the highest rated bidders. Bidders **MUST** complete the following table - Bid Evaluation Budget. The percentages can be in ranges for example 2 – 10%, or a fixed percentage for example 32%. Average percentages of the business, or estimated percentages for the work such as explained in the Statement of work may be utilized. .

The Bid Evaluation Budget is requested only for the purpose of evaluation in the event of the tie. It will not form a binding document of the contract, nor in any negotiation nor the Basis of Payment.

Failure to provide a percentage in any of the categories of service included in Table would result in a bid being declared non-responsive in a Tie situation.

The breakdown for the categories of service must equal one hundred percent (100%).

BID EVALUATION BUDGET PERCENTAGES	Percentage Range of the estimated Bid Evaluation Budget
1) Administration	
2) Production including talent (moderator, and executive producer )	
3) Distribution	
4) Promotion	
TOTAL OF PERCENTAGE RANGES	100%

#### 4.2 Basis of Selection for Stream A – French Leaders Debate and for Stream B – English Leaders Debate

##### 4.2.1 Basis of Selection – Highest Technical Rating

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 the technical evaluation criteria which are subject to point rating."
2. Bids not meeting (a) or (b) or (c) will be declared non responsive. The responsive bid with the highest number of points will be recommended for award of a contract for this requirement.



4.2.2 This requirement may result in the award of two (2) separate contracts, one (1) for Stream A and one (1) for Stream B, or a single contract for both. Canada reserve the right to not award any contract should there be deemed to not be a submission which completely fulfills the requirement.

#### 4.2.3 Tiebreaker Determination

##### Step 1

In the event, following a successful technical and financial evaluation, one or more (1) bids have an equal total amount of points, the Contracting Authority will select the bid with the highest points under criteria for: R.3.2 Production, as the winning bid.

##### Step 2

In the event that a tie still exists after Step 1, the Contracting Authority will select the bid with the highest points under criteria for: R.3.3 Distribution, as the winning bid.

##### Step 3

In the event that a tie still exists after Step 2, the Contracting Authority will select the bid with the highest points under criteria for: R.1 Capability and Experience, as the winning bid.

##### Step 4

In the event that a tie still exists after Step 3, the Contracting Authority will select the bid with the highest points under criteria for: R 2.2. Moderators the winning bid.

##### Step 5

In the event a tie still exists after Step 4, the Contracting Authority will review the financial proposals, and select the bid with the highest percentage for production.

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## PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

### 5.1 Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

#### 5.1.1 Integrity Provisions - Declaration of Convicted Offences

In accordance with the Integrity Provisions of the Standard Instructions, all bidders must provide with their bid, **if applicable**, the declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), to be given further consideration in the procurement process.

### 5.2 Certifications Precedent to Contract Award and Additional Information

The certifications and additional information listed below should be submitted with the bid, but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame provided will render the bid non-responsive.

#### 5.2.1 Integrity Provisions – Required Documentation

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real procurement agreement of the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

#### 5.2.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's](https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#) website (<https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#>).

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

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

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

### **5.2.3 Additional Certifications Precedent to Contract Award**

#### **5.2.3.1 Canadian Content Certification**

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

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](#).

Bidders should submit this certification completed with their bid. If the certification is not completed and submitted with the bid, the Contracting Authority will so inform the Bidder and provide the Bidder with a time frame within which to submit this completed certification. Failure to comply with the request of the Contracting Authority and submit the completed certification will render the bid non-responsive.

#### **5.2.3.2 Status and Availability of Resources**

##### **5.2.3.2.1 SACC Manual clause [A3005T](#) (2010-08-16) Status and Availability of Resources**

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

##### **5.2.3.3.1 SACC Manual clause [A3010T](#) (2010-0816) Education and Experience**

## **PART 6 - RESULTING CONTRACT CLAUSES**

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

### **6.1 Security Requirements**

**6.1.1** There is no security requirement applicable to the Contract.

### **6.2 Statement of Work**

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

### **6.3 Standard Clauses and Conditions**

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

#### **6.3.1 General Conditions**

[2010B](#) (2018-06-21), General Conditions - Professional Services (Medium Complexity) apply to and form part of the Contract.

### **6.4 Term of Contract**

#### **6.4.1 Period of the Contract**

The period of the Contract is from date of Contract to December 31, 2019 inclusive

#### **6.4.2 Comprehensive Land Claims Agreement(s)**

The Contract is not subject to the Comprehensive Land Claims Agreements.

### **6.5 Authorities**

#### **6.5.1 Contracting Authority**

The Contracting Authority for the Contract is:

Name: Marie Lavitt or CPD Delegate  
Title: Manager  
Public Works and Government Services Canada  
Acquisitions Branch  
Communication Procurement Directorate

Telephone: (613) 990-6842

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.

### 6.5.2 Project Authority

*(to be inserted upon contract award)*

The Project Authority for the Contract is:

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

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

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority, however the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

### 6.5.3 Contractor's Representative

*(to be inserted upon contract award)*

## 6.6 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.

## 6.7 Payment

### 6.7.1 Basis of Payment – Event Management Services

The Contractor will be paid for its costs reasonably and properly incurred in the performance of the Work, in accordance with the Basis of payment in Annex B, to a limitation of expenditure of as agreed to and indicated at contract award. Customs duties are included and Applicable Taxes are extra.

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

### 6.7.2 SACC Manual Clauses

SACC Manual clause A9117C (2007-11-30) T1204 – Direct Request by Customer Department  
SACC Manual clause [H1001C](#) (2008-05-12) Multiple Payments

### 6.7.3 Electronic Payment of Invoices – Contract

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

*(to be inserted upon contract award)*

- a. Direct Deposit (Domestic and International);

## **6.8 Invoicing Instructions**

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.
2. Invoices must be distributed as follows:
  - a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
  - b. One (1) electronic copy must be forwarded by email to [TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca](mailto:TPSGC.padgamiace-appbmpace.PWGSC@tpsgc-pwgsc.gc.ca)

## **6.9 Certifications and Additional Information**

### **6.9.1 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.

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

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

### **6.9.3 SACC Manual Clauses**

SACC Manual clause A3050T (2018-12-06) Canadian Content Definition

## **6.10 Applicable Laws**

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

#### **6.11 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 general conditions 2010B (2016-04-04), General Conditions - Professional Services (Medium Complexity);
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) the Contractor's bid dated *(to be inserted upon contract award)*

#### **6.12 Insurance - No Specific Requirement**

SACC Manual clause G1005C (2016-01-28) Insurance

## **ANNEX "A"**

### **STATEMENT OF WORK**

#### **STREAM A – FRENCH LEADERS DEBATES AND STREAM B – ENGLISH LEADERS DEBATES**

##### **A.1. Background**

The Leaders' Debates Commission ("the Commission"), established by Order in Council (OIC) 2018-1322, has been mandated to organize two leaders' debates for the 2019 federal general election – one in each official language. The Commission is guided by the pursuit of public interest and by the principles of independence, impartiality, credibility, democratic citizenship, civic education, inclusion and cost effectiveness.

The Commission will work to make debates a more predictable, reliable and stable element of federal election campaigns. The Commission will ensure debates are accessible and will engage in public outreach with Canadians about why debates matter, and to inform them on where, when and how they can watch/listen to the debates.

The Commission will prepare a report to Parliament, following the 2019 debates, outlining findings, lessons learned and recommendations.

##### **A.2. Objectives**

Leaders' debates that reach all Canadians, including those with disabilities, those living in remote areas and those living in official language minority communities.

Leaders' debates that are effective, informative and compelling and benefit from the participation of the leaders who have the greatest likelihood of becoming Prime Minister or whose political parties have the greatest likelihood of winning seats in Parliament.

Leaders' debates that are organized in a clear, open and transparent manner, with a format and moderator that encourages civil discourse and discussion.

Leaders' Debates that encourage participation and engagement from a broad range of Canadians and make innovative use of social and new media, in an effort to reach as many Canadians as possible, on as many platforms as possible, and to be open, accessible, diverse, informative, compelling and engaging.

##### **A.3. Purpose**

The purpose of this solicitation is to contract the promotion, production and distribution of two debates for the 2019 federal election: one in French and one in English.

Contractors are welcome to bid on either the English debate, the French debate, or both. If a debates producer bids on both the English and French debate, they are welcome to propose different approaches for each debate.

The solicitation is open to sole entities or to joint ventures (organizations may, and are encouraged, to work together as a consortium or joint venture).

Definitions: "debates producer" – this is a generic term which will be used throughout the Statement of Work (SOW) to denote a company or joint venture as the key contractor for all services.



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#### A.4. Dates and Location

The English and French debates shall be held in close proximity approximately two weeks before election day.

Bidders are welcome to suggest any venue and location. In an effort to simplify the scope of work for the debates producer, the Commission has arranged for the National Arts Centre's Southam Hall in Ottawa, Ontario to be available to host both debates (currently "on hold" for October 7<sup>th</sup> & 8<sup>th</sup>, 2019). The bidder's suggested location and dates should accommodate the logistical and timing considerations of having the debates in close proximity.

The Commission expect bidders to suggest whether or not they wish to engage a live audience as part of their proposal. If the winning bid includes a live audience, the Commission will work in consultation with the debates producer to determine who is responsible for co-ordination of the audience. The responsibility of the audience co-ordination will depend on the location, venue and type of audience proposed.

#### A.5. Scope of Work

Within the parameters of the contract, the debates producer must promote, produce and distribute one English and/or one French debate, in a comprehensive and cost-effective manner. The debates producer will be responsible for, but not limited to, providing the following:

- In consultation with the Commission, co-ordination of participation with political parties that – according to participation criteria included in [OIC 2018-1322](#) - the Debates Commissioner has deemed eligible for participation in the leaders' debates;
- Development and creation of debate format;
- The designation of debate moderator;
- Distribution of the debate, free of charge;
- Promotion;
- Live production;
- Transmission services;
- Live broadcast online, social media, on demand services;
- Audio, visual and digital production for broadcast;
- Set design and lighting;
- Creation of a brand neutral visual identity;
- Photographic services including storage platforms;
- All personal and technical equipment required for the performance of this contract;
- Creating a recording of each debate, and delivering to the Commission, in a format capable of being played on all mediums;
- Adhering to accessibility standards and implementation; and
- Physical and IT security.

In order to achieve this scope of work, the Commission encourages respondents to consider the potential inclusion of multiple organizations, to provide comprehensive distribution and promotion, and engage a wide range of editorial views.

##### A.5.2 Responsibilities

The debates producer will be responsible for the following:

- Providing the Commission with a production plan and timeline for execution of the contract;
- Co-ordinating with political parties - in consultation with the Commission - over location, time, format;

- Providing regular updates to the Commission about ongoing consultations with stakeholders and political parties on debate production;
- Co-ordinating and negotiating contracts with the venue on staffing, crew calls, room requirements, load in and load out, etc.
- Ensuring the venue has all of the necessary requirements (see section A.5.6)
- All payments to staff and subcontractors including per diems, accommodation, travel and honoraria;
- Handling media inquiries and issues management that relate to the debate promotion, production, and distribution;
- Marketing (see section A.5.10)
- Production (see section A.5.8)
- Broadcast and distribution (see section A.5.9):

The Commission will be responsible for the following:

- Providing a contact person to be the liaison with the debates producer for the duration of the contract;
- Consultation, advice and guidance throughout the contract;
- Handling media inquiries and issues management in consultation with the debates producer;
- Ensuring the timely and transparent communication of debate consultations and negotiations to the public;
- Determining – using the participation criteria outlined in the Order in Council – which party leaders are eligible for participation in the leaders' debates; and
- Working with the debates producer to co-ordinate with the political parties. The Commission does not expect to be involved in negotiations with parties, but will take a more active role should the need arise.
- The expectation is that majority of the costs associated with producing, distributing and promoting the debates will be absorbed by the contractor. However, In select circumstances, the Commission will be prepared to provide modest, incremental funding for services not generally provided by such organizations, for a debate broadcast (such as the obligation by the producer to distribute the signal freely, or the cost of cyber security measures).

### **A.5.3 Team meetings**

Kick-off planning session with the Commission: the debates producer must organize a mutually agreeable date and time for an in-person meeting either at the Commission's office in Ottawa or at the debates producers' headquarters, within two weeks of contract being awarded.

After the kick-off planning session, the debates producer must organize regular status update meetings either in person, or via audio, video or web conferencing platforms:

- From contract awarded, until 8 weeks before debates: bi-weekly (every two weeks)
- 8 weeks before debates: weekly
- 10 days in advance of debates: daily

### **A.5.4 Broadcast Quality**

The debates producer must provide coverage of the highest professional quality using the HD 1080i standard, and using technical equipment and production values consistent with national broadcast standards. The debates producer's audio-visual feed must be made available on request to broadcasters and others who wish to connect to the HD signal.

The debates producer must offer a HD-SDI (NTSC) signal with embedded audio as the standard output, and must also make the live coverage available on digital media services, providing live streaming and content for social media channels such as but not limited to YouTube, Facebook, Instagram and Twitter.

#### **A.5.5 Journalistic Standards**

The debates producer must reflect high production and journalistic standards while ensuring impartiality, non-partisanship and brand neutrality. The Commission doesn't expect to play an active role in the development of questions.

It is expected that bidders specify how their proposed format encourages:

- Leaders to have a meaningful, thoughtful discussion with each other, with the debate moderator, and for the benefit of Canadians watching/listening to the debate;
- Moderator to intervene when required to keep the debate on track;
- Follow up questions and challenge function from the moderator;
- The use of plain, accessible language in the questions;
- Fact checking, on a separate platform or as part of the set, without disruption of the debate;
- Participation from, and interaction with Canadians – in advance of the debates, during the debates, and after the debates (before the election);
- Innovative and unique ways of connecting to, and engaging with Canadians before, during and after the debates (before the election);
- Issues and topics that consider the geographic and demographic representation of Canada;
- Consideration of Canadian diversity in audience participation, (if applicable); and
- Innovative ideas about how to best use social media platforms, before, during and after the debate (before the election).

Bidders must specify who will be the moderator of the debates, and how the moderator will:

- Seek to uphold the values of the Commission, outlined above;
- Develop questions and topics with the help of a diversity of editorial sources;
- Keep the focus and attention on the leaders; and
- Keep questions short, and easily understandable.

#### **A.5.6 Venue & On-site Support**

It is expected that the debates producer will:

- Suggest a venue, dates and location that accommodate the logistical and timing considerations of having the debates in close proximity;
- Ensure the venue has all of the necessary requirements, including but not limited to:
  - Technical requirements;
  - Staff;
  - Security;
  - Internet capability and cellular network capacity for staff, parties, media, etc. including back up connectivity;
  - Separate dressing rooms for each party leader;
  - Separate work spaces for each party;
  - Media areas including scrum space, and separate areas for pre and post- debate broadcasts;
  - Space for production (control rooms, moderator dressing room, studio, production offices etc.);
  - Space for interpreters;
  - Space and provisions (water, sufficient power, etc.) for catering, hair & make up;

- Space and considerations for media, parties and Commission secretariat, etc.;
  - Sufficient parking, power and loading docks for broadcast trucks, campaign buses, staff, media etc.;
  - All required power for production, broadcast and media;
- Liaise and negotiate contracts with the venue, create floor plans, book all venue staff, and develop installation and tear-out schedules;
- In consultation with the Commission, ensure venue is accessible;
- Provide media access and facilities at the venue;
- Arrange and provide for support services such as a business service centre (copier, fax, printer, shredder) – monitors with RF/cable service, internet, etc.);
- Provide bandwidth at venue for live streaming, social media, and on-site connectivity;
- In consultation with the Commission, ensure venue requirements (logistics, space, security, etc.) meet the needs of political parties other stakeholders;
- Ensure parking is available for political parties, staff, media etc.;
- Ensure the provision of onsite security services;
- Provide immediate access to comprehensive medical services, including fully trained staff to deal with medical emergencies; and
- Provide a detailed risk management plan for natural and man-made disasters during the early planning stages of the debates, overseeing and modifying the plan as necessary during events, and updating the plan as required throughout the duration of the project.

#### **A.5.7 Languages & Accessibility**

The debates producer must provide and make available:

- Simultaneous interpretation of both debates in both official languages;
- Live sign language interpretation (for broadcast) in both Langue des signes québécoise (LSQ) and American Sign Language (ASL), using certified ASL/LSQ interpreters, and separate interpreters for each leader and moderator;
- Live closed captioning in both official languages;
- A closed captioned copy of the debate, available in both official languages post-debate, re-captioned; and
- Live described video in both official languages.

The debates producer must consult with the Commission to ensure that the provision of alternate formats listed in this section take into consideration proposed accessibility legislation, such as the proposed Accessible Canada Act, and the associated potential development of accessibility standards.

#### **A.5.8 Production**

The debates producer will be responsible for all production, including but not limited to:

- Developing format, and choosing topics and questions that consider the values and mandate of the Commission;
- Designating moderator;
- Set and lighting design: materials for set and lighting design, rentals as required, construction, storage and shipping, installation and focus, live lighting direction, construction and load in/load out;
- Wardrobe, hair & make up for moderator (leaders are responsible for their own wardrobe, hair & make up);
- Photographer;
- All required IT for production and distribution, as well as on-site production;

- Visual identity, look and feel of the debates and all associated products (i.e.: accreditation badges, signage etc.);
- Discussions and consultations with the Commission on how to reference and involve the Commission during the broadcast;
- Interpretation, translation, transcription services;
- Onsite liaison with parties, management of leader arrivals;
- Audience (if applicable, see above); and
- Hospitality, as required;

#### **A.5.9 Broadcast, Distribution and Reach**

The debates producer must:

- Distribute the debate, and provide a live feed of the debates to all interested distributors, free of charge, across Canada;
- Provide photography services, and make photo database available on the web, free of charge;
- Provide all equipment required for distribution;
- Distribute signal of the debate unbranded, un-editorialized, unedited (with no commentary during the live debates) and commercial free;
- Ensure back up connectivity; and
- Ensure IT security.

Bidders should specify how they will:

- Reach the greatest number of Canadians, reach Canadians living in rural and remote areas of Canada, reach Indigenous communities, and reach minority communities via radio and/or television broadcasts, in addition to the internet;
- Reach Canadians whose mother tongue is neither French nor English;
- Reach Indigenous Canadians in Indigenous languages;
- Ensure that the leaders' debates are broadcast in a manner available in an accessible way to persons with disabilities;
- Ensure that those who receive the signal know that their distribution of the live debate must be unbranded, un-editorialized, unedited (no live commentary during the debates) and commercial free; and
- Live stream the debate on debates producer's website, and social media channels including, but not limited to, Twitter, Facebook, and Instagram;

#### **A.5.10 Marketing**

The debates producer must promote the debates in both official languages (at a minimum) to Canadians, both in advance of the debates (to encourage Canadians to watch and listen live) and after-the-fact (to encourage Canadians who weren't able to engage live, to watch and listen to the stored video or links after the debates, before the election). The debates producer should also communicate the accessibility features that will be provided for the debate broadcast.

It is expected that bidders will submit a comprehensive marketing plan for traditional, new and social media. Including:

- Terrestrial radio
  - Promos or commercials in regular rotation, equal to or exceeding regularly promoted programming; and

- Promotion of debates in advance of live airing, and of content available to watch/listen to after the debates
- Terrestrial television
  - Promos or commercials in regular rotation, equal to or exceeding regularly promoted programming;
  - Promotion of debates in advance of live airing, and of content available to watch/listen to after the debates; and
  - Public Service Announcements (PSA), ready to air at the discretion of programmers
- Online
  - Debate producer's website
  - Direct marketing (i.e.: email newsletters)
- Social media
  - Twitter: Regular tweets and promotions leading up to the debates, during the debates, and after the debates (in advance of the election); and "Tweet to remind"
  - Facebook/Instagram: Regular posts and promotions leading up to the debates, during the debates, and after the debates in advance of the election)
  - Google (YouTube placement, ensuring searchable key words and markers in place in Google search);
  - Regular promotions leading up to the debates, during the debates and after the debates (in advance of the election).

#### **A.5.11 Post-production**

After the debates, in advance of the election, the debates producer must provide, in consultation with the Commission, the following:

- A full, unedited, un-editorialized debate video available to stream on debates producer's platforms within 8 hours of the end of the debate, and available up to and including election day;
- A full, unedited, un-editorialized, unbranded debate video delivered to the Commission in a format suitable for distribution on all types of media, within 8 hours of the end of the debate;
- A full, unedited, un-editorialized, debate video available to stream on YouTube, Twitter, Facebook and any other social media platforms where the debates producer is active, within 8 hours of the end of the debate, and be available up-to and including election day;
- An un-editorialized, edited version of the debate - question-by-question – available to stream on debates producer's platforms, up to and including Election Day. For further clarity: this is the entire debate, edited into shorter videos of each question and answer.
- An un-editorialized, edited, unbranded version of the debate - question-by-question –available to the Commission within 8 hours of the end the debate. For further clarity: this is the entire debate, edited into shorter videos – each question and answer;
- An un-editorialized, edited version of the debate - question-by-question – available to stream on YouTube, Twitter, Facebook and any other social media platforms where the debates producer is active within 8 hours of the end of the debate, and be available up-to and including election day; and
- All post-production material must be made available in accessible formats, and should be re-captioned.

#### **A.5.12 Data and Metrics**

In an effort to inform future debates, and to help the Commission prepare its report to Parliament, the debates producer must measure and share data on reach, and suggest ideas of how to measure the *impact* of the debates.

The bidder must:

- Share all audience data with the Commission, before December 1<sup>st</sup>, 2019. Including but not limited to:
  - Live television and radio broadcast ratings (AMA, share, rank, reach, etc.)
  - Podcast statistics (ratings, location, etc.)
  - Live stream data (ratings, location, etc.)
  - YouTube data
  - Social media data (likes, engagement data, watches etc.)
  - Reasonable efforts to break down all data by age range, geography and other available categories; and
- In their bid, bidders should suggest innovative ways to measure *impact* of the debates, as well as reach.

#### **A.5.13 Security & Cybersecurity**

It is expected that the debates producer will:

- Work with the Commission and security and intelligence agencies on ensuring the integrity and cyber security of the debates, the broadcasts and distribution and incorporate advice of security and intelligence agencies on best practices, including but not limited to:
  - Ensure – to a high degree of certainty – that the original and any copies of the material are safeguarded, and be able to demonstrate to a high degree of certainty that the original recordings are not adulterated after broadcast;
  - Demonstrate minimum availability during the debate broadcast (e.g., 99.999% uptime) for example, by hiring a professional anti-DDOS firm;
  - Provide a mechanism to be able to prove the authenticity of distributed recordings;
  - Ensure that the physical security of the broadcast and file distribution infrastructure is maintained to a commercially sensitive standard;
  - If using cloud-based infrastructure, using security standards as per advice of the Commission;
  - Have dedicated IT security personnel who will be responsible for overseeing cybersecurity of debate infrastructure;
  - Ability to patch and monitor servers and cybersecurity infrastructure;
  - Provide an overall threat risk assessment (covering aspects of physical and cyber security);
  - Capture all system, application, netflow and DNS logs and ensure these logs are preserved in a non-Internet connected system and protected against unauthorized access and/or modification; and
  - Be responsible for providing a secure method of log transfer and work with the Commission to implement this capability.

## ANNEX "B"

### BASIS OF PAYMENT

#### STREAM A – FRENCH LEADERS DEBATES AND STREAM B – ENGLISH LEADERS DEBATES

Annex B reflects the negotiated values and conditions between the commission and contractor. In select circumstances the commission will be prepared to provide modest, incremental funding for services not generally provided or services that are above and beyond the traditional expectations of a debates producer ( such as the obligation to signal freely. alternative formats for accessibility or the cost of cyber security measures).

#### B.1 Milestone Payments

Canada will make milestone payments in accordance with the Schedule of Milestones detailed in the Contract and the payment provisions of the Contract if:

- a. an accurate and complete claim for payment using [PWGSC-TPSGC 1111](#), Claim for Progress Payment, and any other document required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all the certificates appearing on form [PWGSC-TPSGC 1111](#) have been signed by the respective authorized representatives;
- c. all work associated with the milestone and as applicable any deliverable required has been completed and accepted by Canada.

Table 1: B.1 – Milestones Schedule

Milestone	Rates
Upon acceptance by the Project Authority, of the Production Plan and timeline	50% of the negotiated value of the contract
Upon completion and acceptance by the Project Authority of the work as specified in Annex A	The balance of the approved costs attributable for the work under the contract.

#### B.2 Direct and Subcontracted Expenses

##### B.2.1 Direct Expenses

Direct expenses include any expenses directly incurred by the Contractor during the performance of the Work or for the purpose of the project, relating to the purchase or rental of materials, equipment, supplies, or other required items. Direct expenses may include, but are not limited to, the following: badges; equipment rental; audio visual equipment and services; commercial transportation; requirement-specific insurance coverage (at the request of the Project Authority); and any project-specific communication charges, parking costs, and other related fees.



All expenses, general and administrative, normally incurred in providing the services are to be included in the prices for services identified in the contract, and will not be permitted as reimbursable direct expenses under the Contract.

### **B.2.2 Subcontracting**

Subcontracted items include any expenses incurred during the performance of the Work or for the purpose of the project for which a separate contract exists between the Contractor and the person or firm providing the goods / services.

All subcontracted requirements will be provided within the cost negotiated for the fulfillment of the requirement. Invoices from second-tier subcontractors (the subcontractors of the Contractor's subcontractors) are not required under the Contract.

### **B.3 Travel and Living Expenses**

The Contractor will be responsible for all travel and living expenses incurred in the performance of the Work.

The Contractor is not an employee of Canada and as such, is not eligible for any Government of Canada employee benefits.

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## **ANNEX “C” to PART 3 OF THE BID SOLICITATION**

### **ELECTRONIC PAYMENT INSTRUMENTS**

The Bidder accepts any of the following Electronic Payment Instrument(s):

( ) Direct Deposit (Domestic and International);

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**ANNEX "D" to PART 5 OF THE BID SOLICITATION**

**FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY - CERTIFICATION**

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

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

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

Complete both A and B.

A. Check only one of the following:

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

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

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

**OR**

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

B. Check only one of the following:

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

**OR**

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

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## ANNEX "E"

### EVALUATION GRID - STREAM A – French Language Debates, or STREAM B – English Language Debates

#### REQUEST FOR PROPOSAL: 35035-182821/B

Please complete columns where a page reference is requested

#### PROPOSAL TITLE:

BIDDER: \_\_\_\_\_

EVALUATION SUMMARY		
MANDATORY REQUIREMENTS	MET	NOT MET

#### POINT-RATED CRITERIA

#### SUMMARY TABLE

POINT-RATED CRITERIA	Maximum Points	Minimum Points	SCORE ACHIEVED
R.1 Capability and Experience	15	9	
R.2 Proposed Senior Personnel	25	13	
R.3 Approach & Methodology	60	43	

## MANDATORY EVALUATION 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.

The Bidder must provide sufficient evidence or assurance that requirements will be met.

To meet the experience requirement described herein, the Bidder must provide sufficient evidence of work. 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 information to describe where and how such experience was obtained will result in the experience not being evaluated and may render the bid non-compliant.

### PROPOSALS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE CONSIDERED NON-RESPONSIVE AND GIVEN NO FURTHER CONSIDERATION.

#### M.1 EXPERIENCE OF THE BIDDER

M.1 Experience of the Bidder	Compliant Yes	Compliant No
M.2.1 The Bidder must provide (3) three projects where it is demonstrated they have successfully delivered projects of similar complexity.		

#### M.2 EXPERIENCE OF THE PROPOSED PERSONNEL

The Bidder must provide the curricula vitae (CV) for the Executive Producer and Moderator. The CVs must clearly show that all personnel have a minimum of five (5) years demonstrated experience in their area of specialization, on projects of similar complexity. The Bidder must outline their role in the proposal, and their language skills. If a proposal contains multiple moderators, Bidders must provide CVs for each moderator.

M.2 Experience of the Proposed Personnel	Compliant Yes	Compliant No
M.2.1 The Bidder has provided a list of proposed Executive Producer and Moderator; their roles for the Leaders' Debates, and the languages that they speak & comprehend.		
M.2.2 The Bidder has provided a copy of the CV for each of the personnel listed in M.1 (Executive Producer and Moderator).		

### PROPOSALS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE CONSIDERED NON-RESPONSIVE AND GIVEN NO FURTHER CONSIDERATION

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section.

### R.1 Capability and Experience (maximum 15 points, minimum 9 points)

The Bidder should provide three examples of previous projects similar in scope and complexity to work described in Annex "A" – Statement of Work, which demonstrate the capability and experience of the Bidder in promotion, production and distribution.

Specifically the Bidder should provide a brief description of each project, the type, dates, duration and physical location of the event, who and what the event was for, who the client/pool partners were (if applicable), and its dollar value equivalent (in cash or in kind).

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.

R.1 Points	0 points	3 points per project that meets this definition	5 points per project that meets this definition
	Information not provided or Description does not demonstrate the Bidder's capability to promote, produce and distribute leaders' debates.	Information unclear, incomplete or Not an example of similar scope and complexity or Does not clearly demonstrate that previous projects were similar in scope and complexity to work described in Annex "A" Statement of Work	Information clear and complete.  Clearly demonstrates the Bidder's capability to meet requirements described in Annex "A" – Statement of Work.  Examples are sufficiently recent (last 5 years) and involve a range of physical locations or venues.
Ratings per project	Score	Page reference in Bid	Notes
Project 1			
Project 2			
Project 3			

## R.2 Proposed Senior Personnel (maximum 25 points, minimum 13 points)

The bidder should demonstrate the project teams' qualifications and demonstrate that its proposed senior personnel have the track record to deliver leaders' debates to a very high level of quality as follows:

<b>R.2.1 Points</b>	<b>0 points</b>	<b>3 points</b>	<b>5 points</b>
<b>Rating per criterion – Executive Producer</b>	Information not provided or Does not demonstrate the capability of the proposed executive producer and moderator to deliver on leaders' debate requirements.	Information unclear, incomplete or Demonstrates some relevant experience with events of some scope and complexity.	Information clear and complete.  Clearly demonstrates capability across a range of events of similar scope and complexity
<b>R.2.1 Criterion</b>	<b>Score</b>	<b>Page reference in bid</b>	<b>Notes</b>
<b>R.2.1</b> The Bidder should identify the proposed Executive Producer of the debate and provide a description of why this person has the qualifications and experience to produce a high quality leaders debate			
<b>R.2.2 Points</b>	<b>0 points</b>	<b>10 points</b>	<b>20 points</b>
<b>Rating per criterion - Moderator</b>	Information not provided or Does not demonstrate the capability of the proposed executive producer and moderator to deliver on leaders' debate requirements.	Information unclear, incomplete or Demonstrates some relevant experience with events of some scope and complexity.	Information clear and complete.  Clearly demonstrates capability across a range of events of similar scope and complexity
<b>R.2.2 Criterion</b>	<b>Score</b>	<b>Page reference in bid</b>	<b>Notes</b>
<b>R.2.2</b> The Bidder should identify the proposed moderator of the debate and provide a description of why this person has the public profile, qualifications and experience to moderate a high quality national leaders debate.  If a proposal contains multiple moderators, Bidders must provide a description for each moderator.			

### R.3 Approach & Methodology (maximum 60 points, minimum 43 points)

Drawing on Annex "A" – Statement of Work, the Bidder will provide a proposed approach and methodology to the promotion, production and distribution of the leaders' debate, including specifics on how the work will be carried out.

R.3.1 Points	0 points	3 points	5 points
	<p>Information not provided</p> <p>or</p> <p>Limited response to stated requirements; limited means for Canadians to become aware of the debate; and limited encouragement to Canadians to watch and listen to the debate live and after the fact.</p>	<p>Information unclear, incomplete</p> <p>or</p> <p>Shows evidence of some adequate elements but with inconsistent planning effort across traditional, digital and social media, and with few new elements to distinguish from the promotion of past leaders' debates.</p>	<p>Information clear and complete.</p> <p>Provides comprehensive planning across traditional, digital and social media, with elements equal to or exceeding regularly promoted programming and stronger elements as compared to past leaders' debates.</p>
R.3.1 Criterion	Score	Page reference in Bid	Notes
<p><b>R.3.1 Promotion</b></p> <p>The Bidder will provide a promotion plan for traditional, digital and social media as described in A.5.10 "Marketing" of Annex "A" – Statement of Work</p>			



<b>R.3.2 Points</b>	10 points	20 points	30 points
	<p>Information not provided</p> <p>or</p> <p>Limited response to stated requirements; limited production and journalistic standards; limited adherence to Commission principles.</p>	<p>Information unclear, incomplete</p> <p>or</p> <p>Shows some strong design and planning elements but with weaknesses in certain areas of venue, format or production planning.</p>	<p>Information clear and complete.</p> <p>Consistent, strong and innovative approaches to venue, format and production planning. Strong evidence of high journalistic standards and adherence to Commission principles. Including a detailed description of how the work will be carried out.</p>
<b>R.3.2 Criterion</b>	Score	Page referenced in Bid	Notes
<p><b>R.3.2 Production</b></p> <p>The Bidder will provide a design and production plan, including proposed venue, format, security and other production requirements, as set out in A.5.2 "Responsibilities", A.5.4 "Broadcast Quality", A.5.5 "Journalistic Standards", A.5.6 "Venue &amp; On-site Support", A.5.7 "Languages &amp; Accessibility", and A.5.8 "Production" of Annex "A" - Statement of Work.</p>			

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<b>R.3.3 Points</b>	10 points	20 points	25 points
	Information not provided  or Limited response to stated requirements.	Information unclear, incomplete  or Some significant omissions or weaknesses in responding to stated requirements.	Information clear and complete.  Clear evidence of the Bidder's capability and willingness to meet or exceed stated requirements and details on how they will do so.
<b>R.3.3 Criterion</b>	Score	Page referenced	Notes
<b>R.3.3 Distribution</b>  The Bidder will propose how to address requirements set out A.5.9 "Broadcast Distribution and Reach", A.5.11 "Post-Production" and A.5.12 "Data and Metrics" and A.5.13 "Security and Cybersecurity" of Annex "A" – Statement of Work			