



**RETURN BIDS TO:  
RETOURNER LES SOUMISSIONS À:**

**Bid Receiving - PWGSC / Réception des  
soumissions - TPSGC**

**11 Laurier St. / 11, rue Laurier**

**Place du Portage, Phase III**

**Core 0B2 / Noyau 0B2**

**Gatineau**

**Québec**

**K1A 0S5**

**Bid Fax: (819) 997-9776**

**REQUEST FOR PROPOSAL  
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government  
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services  
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

**Comments - Commentaires**

<b>Title - Sujet</b> Public Safety Canada - Advertising	
<b>Solicitation No. - N° de l'invitation</b> 0D160-200886/A	<b>Date</b> 2019-06-28
<b>Client Reference No. - N° de référence du client</b> 0D160-20-0886	
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CZ-002-77388	
<b>File No. - N° de dossier</b> cz002.0D160-200886	<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 2019-07-31</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Ivany, Chris	<b>Buyer Id - Id de l'acheteur</b> cz002
<b>Telephone No. - N° de téléphone</b> (613) 993-0048 ( )	<b>FAX No. - N° de FAX</b> (613) 949-1281
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> PUBLIC SAFETY AND EMERGENCY PREPAREDNESS CANADA 269 LAURIER AVE. W OTTAWA Ontario K1A0P8 Canada	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

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

## TABLE OF CONTENTS

### **PART 1 – GENERAL INFORMATION**

- 1.1 Introduction
- 1.2 Summary
- 1.3 Debriefings

### **PART 2 – BIDDER INSTRUCTIONS**

- 2.1 Standard Instructions, Clauses and Conditions
- 2.2 Submission of Bids
- 2.3 Former Public Servant
- 2.4 Enquiries – Bid Solicitation
- 2.5 Applicable Laws
- 2.6 Improvement of Requirement During Solicitation Period
- 2.7 Basis for Canada’s Ownership of Intellectual Property
- 2.8 Anticipated Migration to an e-Procurement Solution (EPS)

### **PART 3 – BID PREPARATION INSTRUCTIONS**

- 3.1 Bid Preparation Instructions

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

- 4.1 Evaluation Procedures
- 4.2 Basis of Selection

### **PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION**

- 5.1 Certifications Precedent to Contract Award
- 5.2 Additional Certifications Precedent to Contract Award

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

- 6.1 Financial Capability

### **PART 7 – RESULTING CONTRACT CLAUSES**

- 7.1 Statement of Work
- 7.2 Standard Clauses and Conditions
- 7.3 Security Requirements
- 7.4 Term of Contract
- 7.5 Authorities
- 7.6 Proactive Disclosure of Contracts with Former Public Servants
- 7.7 Payment
- 7.8 Exchange Rate Fluctuation Adjustment
- 7.9 Invoicing
- 7.10 Certifications and Additional Information
- 7.11 Applicable Laws
- 7.12 Priority of Documents
- 7.13 Foreign Nationals
- 7.14 Insurance
- 7.15 Conflicting Interest
- 7.16 Transition to an e-Procurement Solution

**Solicitation Number**  
OD160-200886/A

**AMD**

**Buyer ID**  
CZ 002

**LIST OF ANNEXES**

Annex "A" Statement of Work

Annex "B" Basis of Payment

Annex "C" Federal Contractor's Program for Employment Equity – Certification

Annex "D" Technical and Financial Evaluation

Annex "E" Task Authorization Form

## **PART 1 - GENERAL INFORMATION**

### **1.1 Introduction**

The bid solicitation is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides Bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications and Additional Information: includes the certifications and additional information to be provided;
- Part 6 Security, Financial and Other Requirements: includes specific requirements that must be addressed by Bidders; and
- Part 7 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, the Federal Contractors Program for Employment Equity – Certification, the Technical Evaluation, the Financial Evaluation and the Task Authorization Form.

### **1.2 Summary**

Public Safety Canada (PS) is seeking a lead advertising and creative agency to provide a full range of creative development and advertising-related services for PS social marketing campaigns. The agency will be responsible for developing and implementing the overall marketing and advertising campaign strategies and the development of creative assets.

Campaign topics will vary over the course of the contract based on PS's mandate and priorities, focusing on safety issues. Examples of topics could include, but are not limited to, online child sexual exploitation, cyberbullying, emergency preparedness, etc.

The period of contract will be for one (1) year with the possibility of three (3) additional one (1) year irrevocable option periods. The services must be carried out as described in Annex "A", Statement of Work.

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

The requirement is limited to Canadian services.

There is a Federal Contractors Program (FCP) for employment equity requirement associated with this procurement; see Part 5 - Certifications, Part 7 - Resulting Contract Clauses and the annex named Federal Contractors Program for Employment Equity - Certification.

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.

### 1.3 Debriefings

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

## PART 2 - BIDDER INSTRUCTIONS

### 2.1 Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) 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 (2019-03-04) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

The 2003 standard instructions is amended as follows:

- Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days  
Insert: 360 days

- 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 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.

## 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.

**IMPORTANT:** For bidders submitting a bid using epost Connect, please pay special attention to Standard Instructions [2003-08 Transmission by facsimile or by epost Connect](#).

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:

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

## 2.3 Former Public Servant

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

### Definitions

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

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

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

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

Allowances Act, R.S. 1985, c. M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c. C-8.

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

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

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

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

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

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

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

If so, the Bidder must provide the following information:

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

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

#### **2.4 Enquiries - Bid Solicitation**

All enquiries must be submitted in writing to the Contracting Authority no later than eight (8) 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.

## 2.6 Improvement of Requirement During Solicitation Period

Should bidders consider that the specifications or Statement of Work contained in the bid solicitation could be improved technically or technologically, bidders are invited to make suggestions, in writing, to the Contracting Authority named in the bid solicitation. Bidders must clearly outline the suggested improvement as well as the reason for the suggestion. Suggestions that do not restrict the level of competition nor favour a particular bidder will be given consideration provided they are submitted to the Contracting Authority at least 20 days before the bid closing date. Canada will have the right to accept or reject any or all suggestions.

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

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

## 2.8 Anticipated migration to an e-Procurement Solution (EPS)

Canada is currently developing an online EPS for faster and more convenient ordering of goods and services. In support of the anticipated transition to this system and how it may impact any resulting Contract and any subsequent Task Authorizations or other approved administrative instruments, refer to 7.21 Transition to an e-Procurement Solution (EPS).

The Government of Canada's [press release](#) provides additional information.

## PART 3 - BID PREPARATION INSTRUCTIONS

### 3.1 Bid Preparation Instructions

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

- Section I: Technical Bid (5 hard copies and 1 soft copy on USB key)
- Section II: Financial Bid (1 hard copy and 1 soft copy on USB key)
- Section III: Certifications (1 hard copy and 1 soft copy on USB key)

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

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.

### **Section I: Technical Bid**

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that Bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, Bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

### **Section II: Financial Bid**

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

#### **3.1.1 Exchange Rate Fluctuation Risk Mitigation**

C3010T (2014-11-27) Exchange Rate Fluctuation Risk Mitigation

### **Section III: Certifications**

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

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

### **4.1 Evaluation Procedures**

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

#### **4.1.1 Technical Evaluation**

Mandatory and point rated technical evaluation criteria are included in Annex "D".

#### **4.1.2 Financial Evaluation**

Financial evaluation criteria are included in Annex "E".

### **4.2 Basis of Selection**

1. To be declared responsive, a bid must:

- (a) comply with all the requirements of the bid solicitation;
- (b) meet all mandatory criteria; and
- (c) obtain the required minimum points specified for each criterion for the technical evaluation;

The rating is performed on a scale of 300 points.

Bids not meeting (a), (b) or (c) will be declared non-responsive.

2. The evaluation will be based on the highest responsive combined rating of technical merit and price. The ratio will be 80% for the technical merit and 20% for the price.
3. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 80%.
4. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 20%.
5. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.

Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

## **PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION**

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

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

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

### **5.1 Certifications Precedent to Contract Award**

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

#### **5.1.1 Integrity Provisions – Required Documentation**

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

#### **5.1.2 Federal Contractors Program for Employment Equity - Bid Certification**

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list available at the bottom of the page of the [Employment and Social Development Canada \(ESDC\) - Labour's](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed) website ([http://www.esdc.gc.ca/en/jobs/workplace/human\\_rights/employment\\_equity/federal\\_contractor\\_program.page?&\\_ga=1.229006812.1158694905.1413548969#afed](http://www.esdc.gc.ca/en/jobs/workplace/human_rights/employment_equity/federal_contractor_program.page?&_ga=1.229006812.1158694905.1413548969#afed)).

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 "C", "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 Additional Certifications Precedent to Contract Award

### 5.2.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

( ) the services offered are Canadian services as defined in in paragraph 2 and 4 of clause [A3050T](#).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

5.2.1.1 *SACC Manual* clause [A3050T](#) (2018-12-06) Canadian Content Definition

### 5.2.2 Status and Availability of Resources

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

### 5.2.3 Education and Experience

5.2.3.1 *SACC Manual* clause [A3010T](#) (2010-08-16) Education and Experience

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### 5.2.4 Capability of Resources

The Bidder or Joint Venture entity certifies that it has in-house resources, capable of meeting roles and responsibilities (as outlined in Annex "A") of the following key categories of service:

- Account Management and Coordination Services – Resource(s) must have minimum 3 years in the key category of service
- Strategic Services – Resource(s) must have minimum 3 years in the key category of service
- Creative and Production Services – Resource(s) must have minimum 3 years in the key category of service

( ) YES ( ) NO

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **PART 6 - SECURITY, FINANCIAL AND OTHER REQUIREMENTS**

### **6.1 Financial Capability**

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

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

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

### **7.1 Statement of Work**

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

#### **7.1.2 Task Authorization**

The Work or a portion of the Work to be performed under the Contract will be on an "as and when requested basis" using a Task Authorization (TA). The Work described in the TA must be in accordance with the scope of the Contract.

##### **7.1.2.1 Task Authorization Process**

1. The Project Authority will provide the Contractor with a description of the task using the "Task Authorization" form specified in Annex F.
2. The Task Authorization (TA) will contain the details of the activities to be performed, a description of the deliverables, and a schedule indicating completion dates for the major activities or submission dates for the deliverables. The TA will also include the applicable basis (bases) and methods of payment as specified in the Contract.
3. The Contractor must provide the Project Authority, within three (3) calendar days of its receipt, the proposed total estimated cost for performing the task and a breakdown of that cost, established in accordance with the Basis of Payment specified in the Contract.
4. The Contractor must not commence work until a TA authorized by the Project Authority has been received by the Contractor. The Contractor acknowledges that any work performed before a TA has been received will be done at the Contractor's own risk.

##### **7.1.2.2 Task Authorization Limit**

The Project Authority may authorize individual task authorizations up to a limit of \$250,000.00, Applicable Taxes included, inclusive of any revisions.

Any task authorization to be issued in excess of that limit must be authorized by the Project Authority and Contracting Authority before issuance.

### **7.1.2.3 Minimum Work Guarantee - All the Work - Task Authorizations**

1. In this clause, "Maximum Contract Value" means the amount specified in the "Limitation of Expenditure" clause set out in the Contract; and "Minimum Contract Value" means \$15,000.00.
2. Canada's obligation under the Contract is to request Work in the amount of the Minimum Contract Value or, at Canada's option, to pay the Contractor at the end of the Contract in accordance with paragraph 3. In consideration of such obligation, the Contractor agrees to stand in readiness throughout the Contract period to perform the Work described in the Contract. Canada's maximum liability for work performed under the Contract must not exceed the Maximum Contract Value, unless an increase is authorized in writing by the Contracting Authority.
3. In the event that Canada does not request work in the amount of the Minimum Contract Value during the period of the Contract, Canada must pay the Contractor the difference between the Minimum Contract Value and the total cost of the Work requested.
4. Canada will have no obligation to the Contractor under this clause if Canada terminates the Contract in whole or in part for default.

## **7.2 Standard Clauses and Conditions**

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

### **7.2.1 General Conditions**

**2035** (2018-06-21), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

## **7.3 Security Requirements**

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

## **7.4 Term of Contract**

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

The period of the Contract is from date of Contract to March 31, 2020.

### **7.4.2 Option to Extend the Contract**

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to three (3) additional one (1) year period(s) under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least fifteen (15) calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

## **7.5 Authorities**

### **7.5.1 Contracting Authority**

The Contracting Authority for the Contract is:

Name: Chris Ivany  
Supply Specialist  
Public Works and Government Services Canada  
Acquisitions Branch  
Communications Procurement Directorate  
Address: 360 Albert Street, 12th Floor, Ottawa ON, K1A 0S5

Telephone: 613-993-0048

E-mail address: [christopher.ivany@pwgsc-tpsgc.gc.ca](mailto:christopher.ivany@pwgsc-tpsgc.gc.ca)

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

### 7.5.2 Project Authority

The Project Authority is the representative of the department or agency for whom the Work is being carried out under individual TAs issued against the Contract and is responsible for all matters concerning the technical content of the Work under that TA. Technical matters relating to Work under a TA 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 TA amendment issued by the Contracting Authority.

### 7.5.3 Contractor's Representative

The Contractor's Representative for the Contract is:

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

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_-\_\_\_\_-\_\_\_\_\_

E-mail address: \_\_\_\_\_

The Contractor's Representative must liaise with the Contracting Authority, the Program Authority, as applicable, and will be the first point of contact in terms of:

- a) managing any business issues with the Program Authority, as applicable, and any Contract issues with the Contracting Authority and, in particular, providing guidance, support and coordination relative to requests; and
- b) meeting, as required, with Canada on issues relating to this Contract.

### 7.6 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a Public Service Superannuation Act (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2012-2 of the Treasury Board Secretariat of Canada.

## **7.7 Payment**

### **7.7.1 Basis of Payment**

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work specified in the authorized Task Authorization (TA), as determined in accordance with the Basis of Payment Annex B, to the limitation of expenditure specified in the authorized TA.

Canada's liability to the Contractor under the authorized TA must not exceed the limitation of expenditure specified in the authorized TA. Customs duties are excluded and Applicable Taxes are extra.

No increase in the liability of Canada or in the price of the Work specified in the authorized TA resulting from any design changes, modifications or interpretations of the Work will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been authorized, in writing, by the Contracting Authority before their incorporation into the Work.

### **7.7.2 Limitation of Expenditure - Cumulative Total of all Task Authorizations**

1. Canada's total liability to the Contractor under the Contract for all authorized Task Authorizations (TAs), inclusive of any revisions, must not exceed the sum of \$ \_\_\_\_\_ (to be inserted at Contract Award). Customs duties are excluded and Applicable Taxes are extra.
2. No increase in the total liability of Canada will be authorized or paid to the Contractor unless an increase has been approved, in writing, by the Contracting Authority.
3. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
  - (a) when it is 75 percent committed, or
  - (b) four (4) months before the contract expiry date, or
  - (c) as soon as the Contractor considers that the sum is inadequate for the completion of the Work required in all authorized TAs, inclusive of any revisions,whichever comes first.
4. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority, a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

### **7.7.3 Method of Payment**

#### **7.7.3.1 Monthly Payment**

SACC Manual Clause H1008C (2008-05-12) Monthly Payment

#### **7.7.4 T1204 - Direct Request by Customer Department**

SACC Manual Clause A9117C (2007-11-30) - T1204 - Direct Request by Customer Department

#### **7.7.5 Discretionary Audit**

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

#### **7.7.6 Time Verification**

SACC Manual Clause C0711C (2008-05-12) - Time Verification

## **7.8 Exchange Rate Fluctuation Adjustment**

SACC Manual Clause C3015C (2017-08-17) - Exchange rate fluctuation adjustment

## 7.9 Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Each invoice must be supported by:

- (a) category of services and names of resources, number of hours per category and hourly rates;
  - (b) a copy of time sheets to support the time claimed;
  - (c) a copy of the release document and any other documents as specified in the Contract;
  - (d) a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
  - (e) a copy of the monthly progress report
2. Invoices must be distributed as follows:
    - (a) The original and one (1) copy must be forwarded to the Project Authority identified under the section entitled "Authorities" of the Contract.
    - (b) One (1) **electronic** copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

## 7.10 Certifications and Additional Information

### 7.10.1 Compliance

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

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

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

### 7.10.3 SAAC Manual Clauses

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

## 7.11 Applicable Laws

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

## 7.12 Priority of Documents

If there is a discrepancy between the wordings 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 2035 (2018-06-21);
- (c) Annex "A", Statement of Work;
- (d) Annex "B", Basis of Payment;

- (e) Annex "C", Federal Contractors Program for Employment Equity - Certification (if applicable);
- (f) Annex "D", Technical Evaluation
- (g) Annex "E", Financial Evaluation
- (h) Annex "F", Task Authorization Form
- (i) signed Task Authorizations (including all its annexes, if any) ;

and;

- (j) the Contractor's bid dated \_\_\_\_\_.

### **7.13 Foreign Nationals (Canadian Contractor)**

SACC Manual Clause A2000C (2006-06-16) - Foreign Nationals (Canadian Contractor)

### **7.14 Insurance**

SACC Manual clause G1005C (2016-01-28) Insurance – No Specific Requirement

### **7.15 Conflicting Interest**

"CONFLICT OF INTEREST" means, in addition to the provisions of General Conditions 2035-34, any direct or indirect personal or financial interest, relationship, activity, situation or circumstance as a result of which the Contractor is unable or may appear unable to provide impartial and objective assistance, advice or services to Canada.

1. Subject to subsection (2), the Contractor represents, warrants and must ensure that, to its knowledge, the services to be provided pursuant to this Contract (the "Work") are not, and will not, during the course of the period of the contract, be in conflict with competing or opposing interests of other clients of the Contractor.
2. Where the Contractor is aware that the Work is or may be in conflict with interests of other clients of the Contractor, the Contractor must identify the potentially competing services and interests involved, and forward an explanation setting out the reasons why the situation would not represent a conflict of interest.
3. Where Canada becomes aware that the Work is or may be in conflict with interests of other clients of the Contractor, Canada will inform the Contractor of this situation, requesting an explanation setting out the reasons why the situation would not represent a conflict of interest.
4. Following a review of the Contractor's explanation, Canada may accept or reject the explanation, at the sole discretion of Canada. Canada will deliver its decision in writing. The Contractor will have a ten (10) working days, from the date of receipt of Canada's decision, to submit either a supplementary or an alternate explanation. Following a review of the Contractor's supplementary explanation, if any, Canada may either accept or agree with this supplementary explanation, or, at the sole discretion of Canada, proceed to the measures set out in subsection 5.
5. Where Canada rejects the Contractor's initial explanation (or supplementary explanation, if any) referred to in subsection (4), Canada may terminate the contract in accordance with subsection (6).
6. The Contractor agrees that Canada relies upon subsection (1) to authorise the Contract and any breach of subsection (1) will entitle Canada to terminate this contract for default.

### **7.16 Transition to an e-Procurement Solution (EPS)**

During the period of the Contract, Canada may transition to an EPS for more efficient processing and management of individual authorizations for any or all of the Contract's applicable goods and services. Canada reserves the right, at its sole discretion, to make the use of the new e-procurement solution mandatory.

**Solicitation Number**  
OD160-200886/A

**AMD**

**Buyer ID**  
CZ 002

Canada agrees to provide the Contractor with at least a three-month notice to allow for any measures necessary for the integration of the Contract into the EPS. The notice will include a detailed information package indicating the requirements, as well as any applicable guidance and support.

If the Contractor chooses not to offer their goods or services through the EPS, the Contract may be set aside by Canada.

## ANNEX "A" STATEMENT OF WORK

### 1. INTRODUCTION

Public Safety Canada (PS) is seeking a lead advertising and creative agency to provide a full range of creative development and advertising-related services for PS social marketing campaigns. The agency will be responsible for developing and implementing the overall marketing and advertising campaign strategies and the development of creative assets.

Campaign topics will vary over the course of the contract based on PS's mandate and priorities, focusing on safety issues. Examples of topics could include, but are not limited to, online child sexual exploitation, cyberbullying, emergency preparedness, etc.

It is expected that the Contractor will develop immediate and long-term tactics to support PS activities. The Contractor must be able to provide a full range of marketing and advertising activity planning, development and implementation which can include, but are not limited to:

- digital, mobile and social media
- collateral and educational resources
- animated graphics
- event-based marketing
- public relations
- partnerships
- advertising

The services of the Contractor are required from the date of the contract award until March 31, 2020, with three (3) possible extensions of one (1) year, up to March 31, 2023.

### 2. BACKGROUND

PS's mission is to keep Canadians safe from a range of risks such as natural disasters, crime and terrorism. Our mission is to build a safe and resilient Canada. Our priorities include improving Canada's ability to prepare for and respond to emergencies and natural disasters, protecting vulnerable Canadians from violence and exploitation including protecting children from sexual exploitation online and cyberbullying acts, as well as combatting human trafficking.

For example, Budget 2017 announced funding to establish a strategy to prevent and address Gender-Based Violence (GBV). In response to funds announced, the Minister of Status of Women launched: It's Time: Canada's Strategy to Prevent and Address Gender-Based Violence. The GBV Strategy's activities are organized across three pillars: Preventing GBV; Supporting Survivors and their Families; and Promoting Responsive Legal and Justice Systems. Public Safety's cyberbullying campaign will take place under the first pillar, Preventing GBV and will focus on changing the attitudes and values that underpin GBV, in relation with cyberbullying.

The last national awareness campaign on this topic led by PS was called *Stop Hating Online* and ran in 2014-2015, targeting parents with youth between the ages of 9-17 years old. The campaign featured an interactive YouTube video called "Words Hurt", which was a first for the Government of Canada. Additionally, there were two television ads titled "Consequences" and "Pass it on" and a website ([Canada.ca/StopHatingOnline](http://Canada.ca/StopHatingOnline)). Follow-up surveys conducted on behalf of Public Safety showed that "Stop Hating Online" ranked first out of all Government of Canada campaigns in overall recall for both

the general population and its particular target audience. Furthermore, the *Stop Hating Online* website had approximately 590,000 visitors during the time of the campaign. Once the campaign ended, the “Stop Hating Online” web content was integrated to Getcybersafe.ca and remains available as a useful online resource that includes information, advice and tools needed to identify, prevent and stop cyberbullying.

The cyberbullying social marketing campaign will focus on changing behaviours and attitudes of parents, youth (with a focus on girls and those who identify as LGBTQ2) and educators with regards to cyberbullying. To achieve this, we have conducted public opinion research in March 2019, and are now ready to develop behaviour-changing tools on the harms and consequences of cyberbullying. The campaign will be national and delivered in English and French with other languages as required. PS is aiming to launch the cyberbullying campaign in December 2019.

Public Safety also intends to address child sexual exploitation (CSE) online, one of the most pressing and severe public safety issues in Canada, and internationally. This crime is on the rise and continues to increase significantly because of new technological advances. These technological advances—combined with low cost and anonymity—are contributing factors to this growing problem, allowing child sex offenders to easily recruit (luring and grooming) and coerce (sextortion) innocent children. As such, Budget 2019 included funding to support efforts to combat child sexual exploitation online.

PSC has led the National Strategy for the *Protection of Children from Sexual Exploitation on the Internet* (the National Strategy) since 2004. The National Strategy was launched to provide a focal point for federal efforts to combat this crime. The focus was put on law enforcement capacity, research, prevention and education activities, as well as support for Cybertip.ca, Canada’s national tip line for reporting CSE and abuse of children.

The CSE campaign will be national and delivered in English and French with other languages as required. PS is aiming to launch the online child sexual exploitation campaign in January 2020.

### **3. OBJECTIVES AND PURPOSE**

Most PS’s marketing and advertising campaigns will focus on changing behaviours and attitudes regarding a range of safety issues, which could include but are not limited to cyberbullying, online child sexual exploitation, emergency preparedness and human trafficking. In most instances, PS will want to raise awareness of a safety issue, provide educational resources to its target audiences, reduce the incidence of harmful acts across Canada and empower Canadians to take action in order to build safer communities.

For example, PS’s cyberbullying campaign will focus on changing behaviours and attitudes of parents, youth and educators with regards to cyberbullying. In the short term, PS is looking to provide resources to young people to help them learn how to protect themselves and others from cyberbullying. In the long term, PS will aim to reduce the incidence of cyberbullying in Canada by empowering young Canadians to find help and take a stand against perpetrators.

In addition, PS’s online child sexual exploitation campaign will aim to protect young vulnerable Canadians against sexual crimes online. It will focus on increasing our target audience’s knowledge about child sexual exploitation online, as well as help them avoid dangerous situations that could lead to such crimes. The campaign will also inform our target audiences of how and where they can seek help.

Specific objectives will be identified for each campaign.

#### **4. EXPECTED RESULTS**

Most of PS's campaign will aim to see an increase in awareness within our target audience, in addition to a change in set behaviors. Before each campaign, Public Safety will conduct public opinion research to establish a benchmark of such attitudes, and measure the results of all marketing and advertising efforts against it.

For example, PS's cyberbullying campaign will aim to create an increase in the percentage of youth who report incidences of cyberbullying to a parent, teacher or friend as well as an increase in the percentage of caregivers who speak to children about cyberbullying. In addition, PS wishes to observe an increase of youth and caregivers who know where to find help to stop cyberbullying. At last, PS will aim to see an increase in the percentage of youth and caregivers who believe their actions have the power to stop cyberbullying.

As for PS's online child sexual exploitation campaign, PS's ultimate goal will be to protect young vulnerable Canadians against sexual crimes committed online. PS will aim to see an increase in general awareness of sexual crimes committed online and targeting youth, as well as an increase in the knowledge of where to seek help amongst our target audiences.

Specific expected results will be identified for each campaign.

#### **5. KEY CAMPAIGN MESSAGES\***

Message themes may include:

- Providing Canadians with the information they need to seek help for safety-related issues such as emergency preparedness, cyberbullying, child sexual exploitation online, etc.
- Providing information to induce positive behaviours that result in improved safety for our target audiences.
- Providing Canadians with timely and relevant information on how to stay safe with quick and easy, actionable tips.

**\*NOTE:** Tailored messages for each PS priority file will be developed as part of any task authorization established within this contract.

#### **6. TARGET AUDIENCES**

Target audiences will be determined with each marketing activity, and may change based on POR results for each campaign. Current known campaigns such as PS's cyberbullying and online child exploitation campaigns will target youth with a focus on vulnerable/at-risk segments, as well as parents and influencers of youth as a secondary target audience.

#### **7. ENVIRONMENTAL CONSIDERATIONS**

- Environmental scans conducted for public safety issues have shown that many awareness efforts are currently ongoing and led by different stakeholders in Canada to address these issues. PS needs to be strategic when developing its strategies in order to complement these efforts without duplicating information and while addressing current gaps in the system. The environmental scans will be distributed to the selected creative agency.

- The campaigns will require engagement with different stakeholders, including provinces, territories, Indigenous communities, advisory groups and other government departments. Partnerships will need to be established to inform the messaging, support public awareness efforts and amplify our reach.
- In the past decade, PS has led awareness campaigns in regards to emergency preparedness and cyberbullying. PS will need to look at tapping into these past campaigns and reusing past assets and segments of information, while tailoring the message to our new target audiences.
- The campaigns have an important focus on youth. PS will need to communicate with these audiences in an appealing way, on platforms and through formats that are popular to this group of Canadians.
- Information must be made available to Canadians in a way that is user friendly and useful to them. Visitors to the website should be able to search for information that is relevant to their needs, and have the flexibility to receive that information in a way that suits them. Social media efforts should be focused on targeting key audiences where they are online, providing them with shareable content and identifying other social media influencers that should also be reached to expand reach and impact of messages.
- Tailoring of campaign messages to reach specific target audiences may require a wide variety of platforms and methods (for example, it's not one-size-fits-all).

## 8. CAMPAIGN EVALUATION

The campaigns evaluation will focus on:

- Web metrics and analytics (i.e. page views, visits, time spent, bounce rates, etc.)
- Advertising reach: Agency of Record (AOR) reports on media advertising (for reach, frequency, impressions, click-through rates and cost-per-click information)
- Uptake of printed and online materials
- Tracking of media coverage
- Downloads of mobile apps
- Social media analytics
  - Facebook (likes, shares, comments on posts)
  - Twitter (re-tweets, likes, replies)
  - YouTube (video views, likes)
  - LinkedIn (open rates, click-through rates)
  - Other social media channels as appropriate to reach key target audiences
- Others as deemed appropriate

The Contractor must provide information and materials to other contractors of the GC, if requested, to test creative concepts as well as evaluate audience impact using PS's pre-and-post-campaign surveys.

**NOTE:** Public opinion research (POR), including the Advertising Campaign Evaluation Tool (ACET), does not form part of this requirement and will be contracted separately by PS, if required. It is the responsibility of PS, in collaboration with Public Services and Procurement Canada (PSPC), to undertake POR and use resources selected by PS.

## 9. WORK and CONTRACT CONSTRAINTS

Suppliers should be aware of the following constraints that will affect how the work must be done:

### 9.1 Government of Canada Advertising

Government of Canada advertising is defined as any message conveyed in Canada or abroad and paid for by the government for placement in media, including but not limited to newspapers, television, radio, cinema, billboards and other out-of-home media, mobile devices, the Internet, and any other digital medium.

GC advertising is coordinated centrally by the Privy Council Office (PCO) and Public Services and Procurement Canada (PSPC). Departments implement advertising initiatives in collaboration with these organizations.

GC advertising allocations are approved annually. PS will advise the Contractor if/when funding confirmation is received. The Contractor cannot initiate any advertising deliverables until then.

The GC uses the services of a single Agency of Record (AOR), Cossette Communications Inc., to plan and purchase media for government advertising, as well as an Advertising Technology Provider (ATP), Technologies Adgear Inc., to support digital activities. The Contractor must review the AOR and ATP manuals, provided by the Project Authority, which outline the GC's media planning and buying procedures and ad serving information. It is the responsibility of the Contractor to refer to these documents.

The Contractor must not place any GC advertisement in any advertising medium. The Contractor will be responsible for some media trafficking in collaboration with the AOR, however, materials must not be forwarded to media outlets prior to receiving the AOR's email acknowledgement of receipt of the work authorization (WA) and list of media outlets purchased, as applicable.

Upon request from the Project Authority, the Contractor will be required to participate in meetings with the AOR and/or ATP to discuss campaign requirements, procedures, and roles and responsibilities to ensure integrated and seamless campaign planning and execution.

The Contractor should refer to the [Mandatory Procedures for Advertising](#) to fully understand GC advertising requirements.

### 9.2 Policies, Acts and Standards

To ensure the integrity and efficacy of the campaigns, the Contractor must provide services and produce materials in compliance with the administrative policies of the GC issued by the Treasury Board (TBS), including, but not exclusive to, the following:

- The *Policy on Communications and Federal Identity* to ensure that communications across the GC are well coordinated, effectively managed and responsive to the diverse information needs of the public and that the GC is visible and recognizable to the public;
- The *Contracting Policy* to ensure the quality and value of the work they contract out;
- The *Official Languages Act* (Sections 11, 30 and 41) and the *Policy on Official Languages* to ensure compliance in all communications. Moreover, institutions must respect the GC's commitment stated in Part VII of the Act to enhance the vitality of official language minority communities;
- The *Privacy Act* to ensure proper privacy practices are incorporated and respected in the handling of personal information; and
- The *Standard on Web Accessibility* to ensure conformance with *Web Content Accessibility Guidelines* (WCAG) 2.0.

All the relevant standards can be found at <https://www.canada.ca/en/treasury-board-secretariat/topics/government-communications.html>

The Contractor must maintain financial records in support of PS responsibilities under the *Financial Administration Act* and provide information in support of PS's responsibilities under the *Access to Information Act*. As well, the Contractor will ensure compliance with the relevant legislation of all Canadian jurisdictions where the campaign materials will be used.

### 9.3 Approvals Process

The Project Authority (PA) will be a representative from PS's Marketing and Creative Services Division (MCSD). The PA identified within the contract will be responsible for providing the Contractor with the AOR and ATP manuals, seeking all necessary approvals, providing written approvals of all work, receiving all final deliverable material, and verifying that value for money has been obtained.

The Contractor will work with the PA to set a timeline for delivery and presentation of work including campaign briefs, campaign strategies, creative concepts, and post-campaign reports.

The Project Authority will work with the Contractor to define and refine the message and the development and design of materials to be applied to the campaign prior to getting approval from internal Program colleagues and senior management. PS will apply an approval process to messaging, draft and final versions of all deliverables, including ads. Final approval cannot be obtained until PS's MCSD signs off by email. Once this occurs, the Project Authority will communicate approval to the Contractor. It is the Project Authority's responsibility to seek approvals from GC central organizations as well as from relevant groups, both internal and external to PS, and senior management within PS. The Contractor may be asked to provide presentation materials and / or to make presentations for this purpose.

Development of advertising and related materials requires significant internal communications. PS Strategic Communications, specific Program authorities as well as Deputy Ministers', Minister's Offices and the Privy Council Office (PCO) must be involved throughout this process. In addition, there are significant stakeholder groups that will be informed of the approach being taken. These additional levels of approval may result in longer timeframes for approval prior to proceeding with specific projects. The Contractor should build in a two-week period for client approvals on each major milestone/deliverable in the campaign development process.

### 9.4 Reporting Requirements

The contractor will prepare weekly project status reports and provide details of the work done during the previous month. Monthly budget reports outlining the overall budget and how the project is tracking against it will be required.

At the minimum the work may include:

- Project status updates to be provided via email
- Cost reports on a monthly basis, including breakdown by personnel, resources, travel and rates; the agency will track time separately for separate components of the campaign when presenting monthly costing reports
- The contractor and project authority will develop a process for documenting activities and direct costs. In particular, it must furnish the level of effort (time and resources) it expended to provide the services required by the department

- Financial reporting on a bi-weekly basis, including short-term estimations on upcoming work, and cost overviews of previous work done during the two week period
- Face-to-face meetings will occur as needed, with contact reports provided to PS after the conclusion of the meeting via email

### 9.5 Project Management Control Procedures

PS will assign a dedicated Project Manager to each campaign, and will:

- Provide access to the Project Authority or the dedicated Project Manager, who will be responsible for coordinating the overall project, providing as-required direction and guidance to the Contractor, and accepting and approving the contractor deliverables on behalf of PS
- Screen and review material and work with the contractor to revise and enhance the material according to the agreed upon processes and timelines
- Monitor progress, give required direction and provide timely feedback
- Obtain approvals from PS management, internal clients and the GC central agencies - PCO, PSPC and Treasury Board Secretariat (TBS), as required
- Provide access to relevant materials (if needed):
  - Research results
  - Web and print products as applicable
  - Existing content, in both official languages
  - Other background material as deemed relevant by the Project Authority

### 9.6 Creative Content Constraints

The Contractor will ensure creatives reflect the diversity of Canada's population (i.e. visible minorities, people with physical disabilities and limitations, etc.). The Contractor must ensure that creative approaches show sensitivity to cultural differences.

Specifically, deliverables must be:

- Credible, relevant and motivational
- Effective in both English and French

Creative material must comply with the Policy on Communications and Federal Identity and include the GC or institution's signature with the Canada Wordmark. Official GC symbols cannot be reproduced. PS will provide the Contractor with the approved electronic master files.

Unless directed otherwise, audio advertisements end with the narration: "A message from the Government of Canada", in the language of the advertisement, followed by the approved musical signature (first four notes of "O Canada", lasting 1.5 seconds). FIP requirements for video advertisements, including television, cinema, digital or other, vary depending on the length of the advertisement. PS will provide the Contractor with the specifications for each length category.

Advertisements should identify the website and/or applicable contact information.

The Contractor might likewise be required to take into account other partners' logos as their participation in the campaign arises. This includes the potential use of provincial government logos, non-governmental organization logos and/or private sector company logos, where applicable.

The Contractor must refer to the FIP Technical Specifications website for additional information – [www.tbs-sct.gc.ca/fip-pcim/spec-eng.asp](http://www.tbs-sct.gc.ca/fip-pcim/spec-eng.asp)

**Internet Display:**

Please refer to Appendix A for Web Requirements for Creatives Placed on Government of Canada Digital Networks

Please refer to Appendix B for Web Requirements for Creatives Placed on Non-Government of Canada Digital Properties

**Web Videos:**

Please refer to Appendix C for Web Video Requirements for Deliverables

Internet development must comply with Web Standards for the GC.

Other creative constraints may arise throughout the development of the campaigns. To obtain further information on these mandatory requirements, contact the Project Authority.

**Social Media:**

All the relevant standards can be found at <https://www.canada.ca/en/treasury-board-secretariat/topics/government-communications.html>

**9.7 Green Procurement**

All projects should be delivered in an environmentally responsible manner, to the fullest extent possible. Clients and suppliers will be encouraged to transmit work requests electronically.

- All non-electronic correspondence and deliverables should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible.
- Double-sided photocopying will be the default unless otherwise (i.e. creative samples) specified by the Project Authority.
- Photocopied documents are to be in black and white format, unless otherwise specified.
- The Contractor will be encouraged to provide proofs for client review and approval on-screen or by e-mail, electronic file transfer service, CD, DVD or zip file\*, wherever possible.

**9.8 Technological Constraints**

Some software, websites, FTP and file transfer services are inaccessible to PS and the staff. The Contractor is required to find appropriate solutions for staff to review and share draft working and final materials.

At a minimum, and unless specified otherwise, the Contractor should be proficient with Adobe (including Adobe Illustrator, Adobe Photoshop, Adobe PremierePro, Adobe FireWorks, and Adobe Flash) for the various material that it is required to produce. As well, the Contractor must be able to provide all required deliverables in electronic format compliant with PS's software suite:

- PC-based for day-to-day operations: Microsoft Suite 2010, Adobe Reader v8 (or higher), Microsoft Outlook, MS Media Player v10 (or higher), Internet Explorer v11
- Creative Cloud 2018 on PC or Mac for graphic design files
- Web: Adobe Dreamweaver, FTP client, web browsers, Adobe Photoshop

In addition, the Contractor must have the ability to upgrade/change their software in response to PS's changes to their standard software throughout the period of the contract.

## 10. SERVICES REQUIRED

PS has determined the following service categories to be requisite for the provision of Marketing Services in relation to this requirement:

### 10.1 Account Management and Coordination Services

The Contractor is required to provide account services that may include, but are not limited to:

- Ensure that all procedures have been followed and that the contract, and any amendments, are received from the Communication Procurement Directorate (CPD) of PSPC prior to the commencement of work;
- Oversee the life of the project to ensure the quality of work and the adherence to timelines, budgets, and staff resources;
- Attend client briefings and meetings; provide status reports detailing budgets and timelines; produce estimates for approval; advise of budget variances; and facilitate the production process;
- Work closely with the AOR if applicable to ensure an integrated campaign and seamless execution.
- Ensure that all creative elements have the Project Authority's signed approval prior to production;
- Provide cost reports on a monthly basis including breakdown by personnel, resources, travel and rates; and
- Deliver all requested components as detailed in this Statement of Work (SOW).
- Issue project invoices, in accordance with the invoicing instructions, and each task authorization
- Provide estimates as requested by the Project Authority and as per each task authorization
- Provide for a process to ensure that at the end of a contract, all deliverables are delivered to the Crown (within 30 days of the expiry of the contract or within timelines set-out by the Project Authority in a task authorization) and in final workable formats. This process, to occur in the final year of the contract, must be developed and approved in consultation with the PA.

### 10.2 Strategic Services

#### 10.2.1 Strategic Planning and Development Services

The Contractor is required to implement an overarching strategy for each campaign that will explain how the campaign objectives will be met. This should include, but is not limited to:

- Offer strategic insight and advice for the development of media briefs for AOR Media Planning Services
- Develop creative strategies and work closely and collaboratively with the AOR's Media Planning Services to ensure integrated creative and media strategies/plans
- Adapt, update and/or build on any existing creative strategy for marketing and advertising services, as proposed by a previous advertising Contractor or PS's Marketing Division (as required)
- Provide secondary research and analysis data (if necessary), and review past campaign performance (e.g., ACET, Google Analytics reports, AOR reports, survey results) and PS-supplied research, on which to base the overall strategic marketing and advertising direction and strategy. The initial plan will provide the PA as well as the Contractor with strategic advice on best approaches to reach the campaign objectives. The Contractor may be expected to provide a plan with the following areas, if necessary:
  - Marketing and advertising objectives
  - Target audience
  - Key Messages
  - Creative Strategy and Creative compositions
  - Measurable objectives
  - Budget

- Timelines
- Deliverables
- Indicated action and next steps
- Evaluation process
- Offer a description of the creative idea, the central message(s), and a rationale of why the idea will resonate with the audience(s), including a summary of the insights that support the strategic recommendation(s).

As well, the Contractor will be required to liaise with the AOR, if and when applicable, to ensure that the creative and media strategies are aligned.

### 10.2.2 Web and Interactive Strategic Services

Roles and Responsibilities:

- Provide a creative web interactive strategy plan, which involves translating the client's objectives into a high-level "action plans approach" that will detail the strategies involved in meeting these objectives, as well as effective evaluation
- Ensure the plan has signed authorization by the Project Authority prior to implementation and that it is compliant with governmental guidelines. The contractor will ensure the plan includes, at a minimum, the following:
  - Creative web and interactive strategy and creative compositions
  - Tactics
  - Target audiences
  - Timelines
  - Budget
  - Creative concepts
  - Deliverables
  - Indicated action and next steps
  - Measurable objectives
  - Strong evaluation (including benchmarks against industry and other standards)
  - Signed authorization by the Project Authority prior to implementation
  - Actionability with validated support and ideas that are aligned with the marketing strategy

### 10.3 Creative and Production Services

The Contractor will be required to produce a branding strategy / guidelines in the first year of the contract.

Generally per campaign, the Contractor is required to present three distinct colour design concepts (or more as identified by the Project Authority), adapted for the various tactics in the marketing plan, for review and approval by the Project Authority.

For all creative, as applicable to each campaign and tactic, the contractor is required to:

- Oversee, provide direction, ensure quality control and produce (and/or adapt existing) all creative elements, concepts, development, and production of all advertising products as well as any marketing/collateral/partnership materials developed in support of the advertising products and marketing campaign-related products which may include, but are not limited to:
  - Print production
    - Ads in newspapers, magazines/journals, out-of-home (transit, billboards, etc)
    - Direct mail piece

- Collateral such as brochures, pamphlets, posters
    - Signs and banners
  - Broadcast production
    - TV, radio, cinema and other audiovisual
  - Electronic production
    - Web design and graphics, interactive features, banners and buttons
    - Social media visuals
    - Infographics
    - Search engine marketing
    - Online video
    - Mobile
    - Other digital media, if applicable
  - Others as required
    - Illustrations and images
    - Motion graphics
    - Animation, including development in HTML5
    - Custom photography
- Produce creative concepts in the form of mock-ups, story boards, treatments, or scripts;
- Provide creative material for focus testing in both official languages, and other languages, if required;
- Revise and finalize the creative concept based on focus testing results and/ or Project Authority's recommendations; as well as changes that can arise throughout the approval process;
- Write and edit text, including copy, for all drafts through to final materials;
- Provide copy-editing and proofreading services;
- Translate/adapt to the other official language and non-official language(s) all text for drafts through to final materials;
- Manage the regional adaptation of national campaign components;
- Produce graphics, photographs and design layouts through to pre-press for all printed materials;
- Script, shoot, and post-produce through to final edit for broadcast, video, and cinema materials;
- Design, program and test through to final release for new media and Internet materials;
- Print, resize or duplicate copies (including quality assurance) for distribution to media outlets;
- Acquire all copyrights (for pictures and artwork) and negotiate talent fees following appropriate Canadian unions (e.g. Alliance of Canadian Cinema, Television and Radio Artists (ACTRA), Union des Artistes (UDA));
- Distribute (traffic) materials to media outlets for non-digital creative and to the AOR for digital creative;
- Deliver a CD, DVD, or –etransfer of the master copy of final “ready-to-use” artwork/materials (including all working files e.g., layered or native files, text files, graphics, images, etc.) to the Project Authority; and
- Manage and ensure quality control of sub-contractors' work.
- Coordinate creative direction and production to address media recommendations made by the AOR as part of its services

All "studio" services including items such as file retrieval, burning CDs, upload to extranet, mounting and mock-ups, etc. to support the development of advertising materials are to be included within the production services category as identified above.

#### **10.4 Public Relations**

- Develop public relations strategies

- Lead the implementation of the strategy, including, but not limited to the development of relevant communication and outreach materials for different audiences, managing media events and public relations, developing web content
- Engage relevant parties (organizations, stakeholders, media, etc.) on behalf of PS

#### **10.5 Event-based Marketing**

- Develop, execute and manage marketing events in relevant locations (i.e. sporting events, concerts, retail outlets, college and university campuses, restaurants etc.)

#### **11. DELIVERABLES**

The Contractor must provide strategic, creative, production, account management and administrative services to support PS's campaigns within two (2) distinct phases of the contract:

- i. Initial contract period: Contract award date to March 31, 2020
- ii. Up to two (3) one (1) year option periods for additional work from April 1, 2020 until March 31, 2023

The Contractor is required to fulfill the following requirements:

**Initial Contract Period** - Contract award date to March 31, 2020

Refer to Section 10 (Services Required) for specific details of the Contractor's responsibility areas.

#### **Up to two (3) option years**

1. April 1, 2020 to March 31, 2021
2. April 1, 2021 to March 31, 2022
3. April 1, 2022 to March 31, 2023

For the option years, if exercised, the Contractor will be required to provide services in support of the planning, creative development and implementation of marketing activities and tactics for PS related initiatives. Topics may emerge as the year develops.

#### **12. ASSISTANCE SUPPLIED BY DEPARTMENT**

The Project Authority will be responsible for the following activities:

- Providing a creative brief to the agency
- Providing existing creative and evaluations of relevant past campaigns
- Providing a Project Manager (Marketing Advisor) dedicated to agency liaison
- Providing relevant Public Opinion Research
- Providing background information for content of fulfillment pieces (graphical elements, campaign tag line and Web address to be added by the Contractor)
- Obtaining and providing approvals from PS management and the GC agencies as required

For each campaign, one marketing advisor from PS's team will be dedicated to being the liaison with the Contractor and will be available to the Contractor Monday to Friday to provide relevant research (working with POR and internal Program contacts), marketing plans and any other necessary documents required by the Contractor.

#### **13. MEETINGS**

The Contractor may be asked to participate in meetings with PS in Ottawa in person and as requested,

by phone with various audiences. Many of the meetings will involve examination, assessment and refinement of marketing materials that can only be accomplished by in-person collaboration.

If and when applicable, for each campaign, the Contractor is expected to participate in initial briefings with the AOR, by phone or in person (to be identified by the PA), to discuss the Campaign Brief documents, as well as participate in meetings (schedule to be identified by the PA) to ensure campaign integration between the creative and media strategies.

#### **14. TRAVEL**

PS will pay reasonable travel expenses for the Contractor's representative(s) in accordance with the Treasury Board Travel Guidelines (available at the following web site: [www.tbs-sct.gc.ca/psm-fpfm/pay-remuneration/travel-deplacements/menu-travel-voyage-eng.asp](http://www.tbs-sct.gc.ca/psm-fpfm/pay-remuneration/travel-deplacements/menu-travel-voyage-eng.asp)) at the time of travel to attend in person these meetings and when requested for marketing discussions that necessitate in person collaboration. Where travel is deemed necessary, the Contractor will submit a cost estimate to the Project Authority for authorization prior to traveling.

Payment for travel and living expenses must be made in accordance to the terms of payment and the *National Joint Council Travel Directive*.

## APPENDIX A - Web Requirements for Creatives Placed on Government of Canada Digital Networks

### Web accessibility

Images must comply with the Standard on Web Accessibility to ensure conformance with Web Content Accessibility Guidelines (WCAG) 2.0 ([www.w3.org/TR/WCAG20](http://www.w3.org/TR/WCAG20)) – [www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601](http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?section=text&id=23601). This includes, but is not exclusive to the following:

- Titles for images are not included in the jpeg version of the image.
- Colour should not be used to convey information. For example, instead of using a colour-based legend in a chart, different patterns should be used to identify different sets of data.
- Colour contrast will have to meet the [WCAG 2.0 accessibility guidelines](#), and follow any new legislation coming into effect during the contract period.
- Provide an alt text\* and a long description\*\* for each image provided to meet accessibility requirements, with the exception of Carousel banners and Promotional feature banners (since they do not have embedded text). However, if the information from the image can be provided directly within the text (e.g. just below a chart) then a long description is not required.

\*Alt text is the short line of descriptive text that appears when an image is not displayed (either because the user has turned off images in their web browser or is using a screen reader due to a visual impairment).

\*\*A long description provides a detailed description of what the image is displaying, and this description is for visually impaired visitors using screen readers. The long description should not be just a summary or general description of the image; it must provide exactly the same information that is conveyed by the image.

### Image optimization

For photos, graphics and promotional material:

- use the optimized JPEG format,
- ensure the quality setting is between 60% and 70%, and
- strip all image metadata.

To ensure the best image quality: images should be compressed only once from the original uncompressed, full-resolution, native artwork; images should be exported at the intended display size and file type to avoid unnecessary resampling.

### Requirements for specific products:

#### Carousels

- Do not embed any text on the banners.
- Link text should be supplied to describe the call to action. A maximum of 65 characters is allowed.

Image size	Use	MD Col Width	Notes
1170x347	Banner (such as on Flood Ready,	12	* Required size for GC Wide promotion (Example: <a href="https://www.canada.ca/en/news.html">https://www.canada.ca/en/news.html</a> ).

	Don't drive High, and PS Homepage main feature)		
653x194	Carousel	8	Can also be used for video player placeholder image
520x200	Canada.ca homepage Feature	6	Can also be used for video player placeholder image.  * Required size for GC Wide promotion (example: <a href="https://www.canada.ca/en.html">https://www.canada.ca/en.html</a> ).
360x203	Feature	4	* Required size for GC Wide promotion (Example: <a href="https://www.canada.ca/en/news.html">https://www.canada.ca/en/news.html</a> ).

**APPENDIX B - Web Requirements for Creatives Placed on Non-Government of Canada Digital Properties**

**Internet Display**

Ads must use one of Ripple's 3 standard architectures:

- Banner: regular in-page banner
- Expandable: regular banner that can be expanded in the page. In Ripple, this consists of 2 separate files - collapsed (small) and expanded (large).
- Top Layer Ad (TLA): similar to the banner, except that it appears over the page content for a certain amount of time.

Planning/creative agencies must integrate Ripple in rich media creatives so that campaigns are tracked correctly. Ripple can also be integrated in standard banners, but is not mandatory in that case for tracking purposes. Online documentation is available for banner developers at <http://groups.google.ca/group/adcentric-ripple>.

Banner Type	Description
Standard	An image or a Flash file (no video) Animation of 15 seconds maximum before the final frame (no animation in the final frame) Only 1 file called per impression Only 1 click covers the whole banner No interaction tracked (mouseover, etc)
Rich Media (REQUIRES RIPPLE - see below)	One or more of the following: Video Expandable formats Top layer over the site page Catfish Dynamic content based on external data (contact AOR for additional details) Combinations - 2 files talking to each other with a synchronized animation (contact AOR for additional details) Contextual behaviour Multiple files called on each impression Events tracked in the banner triggered either on click, rollover or by time spent

**Additional production notes:**

- Ripple must be installed before building any rich media ad/banner
- Flash development must use AS2 until further notice, as determined by the Interactive Advertising Bureau of Canada (IAB)
- The frame rate must be either 18 or 30 frames per second (fps)
- The production team must contact the AOR in the case of dynamic content based on external data or combinations (several banners talking to each other)
- GC institutions must send creative to ACPD when submitting their request to obtain an ADV

**Solicitation Number**  
OD160-200886/A

**AMD**

**Buyer ID**  
CZ 002

- Allow at least 5 working days for testing and trafficking (programming) of a standard creative and at least 10 working days for a rich media creative
- URL tags can be supplied to the AOR so that they are inputted into the ad server. They can be provided on the media plan template with the site and banner information required

Please refer to Appendix D for Graphic Design Requirements for Final Artwork Files

## APPENDIX C - Web Video Requirements for Deliverables

(Last updated October 2015, version 4)

Public Safety Canada (PS) follows Treasury Board of Canada Secretariat Standards on [Web Accessibility](#) and [Web Usability](#). These require that assets intended for delivery on the internet (such as web videos) meet [WCAG 2.0](#) Level A/AA compliance.

The aim of this document is to help PS contractors understand what materials and formats are required in order for web based videos to be successfully posted on any PS website, *and* popular 3<sup>rd</sup> party locations (e.g. YouTube.)

### Federal Identity Program (FIP) Requirements

Each video posted on PS related websites must comply with FIP Requirements, which can be found here: <https://www.canada.ca/en/treasury-board-secretariat/services/government-communications/federal-identity-program/technical-specifications/communications-products/video.html>.

### Source File Requirements

Each **file** below requires a **French** version and an **English** version. (Note, alternate timed files are considered separate final files e.g. a full and an abridged version of a video counts as two files.) All videos should be produced using the NTSC Standard.

- **Final File** (Full HD resolution, 1920x1080) in MP4 format
- **Final File** (Full HD resolution, 1920x1080) **with Described Video\*** in MP4 format
- **Public Safety web-ready video file** (mp4, 852x480HD)
- **Public Safety web-ready video file with Described Video\*** (mp4, 852x480HD)
- **Closed Captioning** files for Final File in XML (Timed Text Authoring Format -TTAF) format
- **Closed Captioning** files for Final File in SBV format
- **Video title and description** (Microsoft Word - character limit: 60 for title, 1,000 for description)
- **Transcript File** (Word format) for the Final file video that includes narration, dialogue, important actions, sounds, scene changes and on-screen text
- **Key Words** list related to Final file video (used when posting to websites such as YouTube)
- **2-3 Still Frames** from the Final File (to be used as a thumbnail for video gallery page)
- **All Original Project Files:** separate audio tracks for each audio element (music, voice overs, sound effects, etc.), video, animations, photographs or graphics used in the process of making the video (all in full resolution, in their original file formats i.e.: mp3, .aiff, .wav, .mov, .flv, .psd, .jpeg, etc.) including project files (ie: EDL's for Premiere, FCP, Flash, Media 100, After Effects, etc.)

*\*Described Video is a narrated description of a program's main visual elements, such as settings, actions, costumes, or body language. The description is added to enable people to form a mental picture of the video. For people with visual impairments, such as people who are blind or have low vision, described video makes the content more accessible. If current pauses in the video do not allow enough time to add the needed descriptions, additional pauses are to be added. This may affect the overall time of the Described Video version.*

### EXAMPLE

You have created a video for PS. The following 8 video files and 12 supporting files are required:

English

French

- 2 Final Files (video)
  - 2 Final Files with described video (video)
  - 2 Closed Captioning files
  - 1 Title and description file
  - 1 Transcript file
  - 1 Key Words list
  - 1 Folder with All Original Project Files
- 2 Final Files (video)
  - 2 Final Files with described video (video)
  - 2 Closed Captioning files
  - 1 Title and description file
  - 1 Transcript file
  - 1 Key Words list
  - 1 Folder with All Original Project Files

**NOTE**

FIP requirements will be different if the videos are promoted. Further information can be found at the following link: <https://www.canada.ca/en/treasury-board-secretariat/services/government-communications/federal-identity-program/technical-specifications/advertising.html>. PS will provide the Contractor with updated specifications should there be an update.

## APPENDIX D - Graphic Design Requirements for Final Artwork Files

The Contractor will provide final artwork for a wide range of print products and electronic media. The final design product will be supplied to the Project Authority as final electronic artwork on the specified media. Final error-free camera-ready hard copy boards may be required for line illustrations or continuous tone illustrations as specified by the Project Authority.

Final electronic artwork and laser proofs will be produced as follows:

- Artwork will be set according to printer or electronic/web master specifications or as specified by the Project Authority.
- The Contractor will return all completed work and all related files (i.e., layered or native files, text files, electronic files, graphics, images, fonts, etc.) as well as the output proofs. These files will be supplied on current electronic media or as specified by the Project Authority.
- Information sheets containing the proper information on software, versions, fonts, colours, graphics, scanned images, etc., will be supplied with the electronic media.
- Special instructions, including (for example) trapping, spreading, choking information, will be provided with the electronic media.
- Scanned images will be supplied on the specified media as well as all other electronic sources required proceeding.
- All final deliverables destined for Web sites must be created and compiled using industry standard software packages and must be ready for posting to a Web server.
- Sets of files for posting on Web sites must be accompanied with a specifications form that includes a file directory that lists all folders and files included and identifies which file serves as the home page, the development software (including version number) used to create the Web pages and any other information necessary to ensure correct appearance and functionality after posting. (The Contractor must provide at no extra charge the source files used for the creation of text and graphics that appear in the files for posting on Web sites.)
- All illustrations and photographs will be in place in final files.
- Filename extensions must be properly updated in all layouts and must include appropriate extensions (i.e. filename.eps, filename.indd).
- For final files for exhibits/displays created in Illustrator: ensure that files are embedded and saved as an Illustrator-native PDF. Include all fonts used in all vector artwork.
- For final files for exhibits/displays: supply all logos and illustrations as vector graphics (.eps or .svg) and not raster graphics or vector files containing raster graphics.
- Instructions indicating the dominant and secondary colour for any duotones will be indicated on the electronic media or laser proof or resolved in final form within the electronic files.
- A laser proof (output from a laser printer, laser-image setter or equivalent) will be supplied with the electronic media identifying all particulars of production.
- Laser copies produced to indicate position of illustrations will be clearly marked "for position only" or in French "positionnement seulement".
- Colour divisions will be provided and clearly demonstrated on laser proofs and approved by client.
- All sets of files for electronic media must be accompanied by colour laser proofs demonstrating the on-screen appearance of the final product.
- The Contractor may be required to store an electronic version of original materials developed under a contract, and will maintain an inventory of such materials.
- Ownership of the material, and copyright of the materials, will always vest with the department.

**Solicitation Number**  
OD160-200886/A

**AMD**

**Buyer ID**  
CZ 002

- Files submitted to PSC should comply with the [WCAG 2.0 accessibility guidelines](#).
- All licensed assets (e.g.: fonts, third-party IP, etc) should come with a license and be secured on the department's behalf and shared with the department.

**ANNEX "B"**  
**BASIS OF PAYMENT**

**NOTE TO BIDDERS:**

Bidders must submit an hourly rate for each of the three (3) key categories of services and one (1) blended hourly rate (see table below under B.1). The blended hourly rate to be submitted is the rate the Bidder will charge for any services not covered by the key categories such as (but not limited to):

- Graphic Design
- Copy Writing (English or French)
- Copy Editing (English or French)
- Translation and Adaptation
- Proofreading (English and French)
- Production Coordination Services
- Media Distribution (Trafficking)
- Public Relations (Strategy Development and Implementation)
- Event-based marketing (Strategy Development and Implementation)

The Bidder will be paid in accordance with the following Basis of Payment for Work performed pursuant to any TA. Bidders must include all agency charges in their hourly rates as no other agency fee or commission will be payable above these rates. The hourly rates are firm and will be used in the evaluation.

**B.1 FIRM HOURLY RATES**

The Contractor will be paid firm hourly rates as follows, for work performed in accordance with the Contract. They 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. Suppliers are not permitted to charge hourly rates to prepare work estimates or 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.

**NOTE: Bidders must include all agency charges in their hourly rates as no other agency fees or commissions will be payable above these rates.**

Category of Service	Hourly Rate Contract Period	Hourly Rate Option Period 1	Hourly Rate Option Period 2	Hourly Rate Option Period 3
Account Management & Coordination Services	\$ _____	\$ _____	\$ _____	\$ _____
Strategic Services	\$ _____	\$ _____	\$ _____	\$ _____
Creative and Production Services	\$ _____	\$ _____	\$ _____	\$ _____
Blended Rate	\$ _____	\$ _____	\$ _____	\$ _____

## **B.2 PRODUCTION COSTS**

The production costs are costs associated with the production of the ads and marketing/partnership activities and products, excluding the professional fees billed as hourly rate. 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 will 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 Contract against a resulting Contract.

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

The professional fees submitted in B.1 are all inclusive.

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 Contract against a Supply Arrangement. All such direct expenses must have prior authorization of the Project Authority.

## **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/travel-voyage/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.

## **B.4 CONTRACTUAL JOINT VENTURE (IF APPLICABLE)**

The Bidder is a contractual joint venture and the signatories are acting and responsible jointly and severally. The payment of monies under the Contract to the identified lead member, (insert name), shall be deemed a payment to all signatories and furthermore, will act as a release from all parties. In addition, it is agreed that giving notice by Canada to the identified lead member shall be deemed notice to all parties.

**ANNEX "C"**  
**FEDERAL CONTRACTOR'S 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)

## ANNEX "D" TECHNICAL AND FINANCIAL EVALUATION

### 1. TECHNICAL EVALUATION

#### 1.1 DEFINED TERMS for the purpose of this evaluation

**Completed advertising and marketing and advertising campaign** is defined as:

- the creative and production work was completed by the supplier;
- the advertisement and/or marketing material was broadcast or published in the appropriate media;
- the marketing activities were delivered by the supplier; and
- results/evaluation of advertising activities, including social media and digital, are available and measured.

**Integrated multimedia social marketing and/or advertising campaign** is defined as:

- the advertising component of the campaign was a mix of at least three different media (any of the following: TV; print; radio; out-of-home; internet; cinema; social media, etc.). One of these must include digital.
- marketing activities and products were also developed and implemented (any of the following: pamphlet, infographic, poster, video, mobile app, events, etc).
- social marketing is an approach used to develop activities aimed at changing or maintaining people's behaviour for the benefit of individuals and society as a whole.

**National campaign** is defined as:

- delivered in at least four (4) regions of Canada. One of these 4 regions must be Quebec. The regions are: British Columbia, Prairies, Ontario, Quebec, Atlantic and the Territories.

#### 1.2 MANDATORY TECHNICAL CRITERIA

The Bidder must meet all the mandatory requirements of the RFP.

##### M1 EXPERIENCE OF THE BIDDER

The Bidder MUST demonstrate its capability and experience in providing strategy, creative and production execution of marketing and advertising campaigns by providing two (2) different examples of campaigns as outlined below. Each of the two (2) different examples MUST have been produced and completed by the supplier within the last five (5) years from bid closing.

- One (1) completed **national and integrated multimedia social marketing and/or advertising campaign**.
- One (1) completed **safety-related marketing and/or advertising campaign** targeted at Canadian audience(s).

\*Suppliers should provide at least one advertising campaign example.

NOTE: At least one of the two (2) examples submitted MUST either have been originally developed in both official languages or the Supplier MUST adapt the text into the other official language and integrate this adapted text into the original creative layout, to adequately demonstrate the Supplier's ability to provide creative services in both official languages. For video productions, it is acceptable to submit storyboards with the text adapted. For audio, an adapted script is acceptable.

### 1.3 POINT RATED TECHNICAL CRITERIA

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be considered compliant, bidders must obtain the required minimum of 60% of the points for each rated criteria.

Rated Criteria	Minimum Points Required	Maximum Points
Experience of the Bidder	108	180
Understanding of the requirement	72	120
<b>Total</b>	<b>180</b>	<b>300</b>

The following scoring grid will be used to evaluate each of the rated criteria:

Percentage Factor	Percentage of total	Rating Level
0	0%	<b>Insufficient</b> relevant information provided. Unable to evaluate.
1	20%	<b>Unacceptable</b> - Information provided demonstrates that the Bidder's approach or experience does not meet the stated criteria and overall requirement.
2	40%	<b>Poor</b> - Information provided demonstrates that the Bidder's approach or experience only partially meets the stated criteria or is only partially relevant to the overall requirement.
3	60%	<b>Good</b> - Information provided demonstrates that most elements of the Bidder's approach or experience meet the stated criteria and are relevant to the overall requirement.
4	80%	<b>Very Good</b> - Information provided demonstrates that all elements of the Bidder's approach or experience meet the stated criteria and are relevant to the overall requirement.
5	100%	<b>Excellent</b> – Information provided demonstrates that all elements of the Bidder's approach or experience exceed the stated criteria and are highly relevant to the overall requirement.

**EVALUATOR INSTRUCTIONS:**

1. Only the percentage factors indicated in the above table are to be entered into the evaluation grids that follow. In other words, evaluators MUST choose from ONLY the following available percentage factors: 1, 2, 3, 4, 5 and 0. Factors such as 1.75, 2.5, etc. MUST NOT be used.
2. The "points" and "total points" boxes in the grids will be calculated based on the percentage factor(s) assigned. Evaluators MUST NOT select a number for "points" which does not correspond to a percentage factor. For example, 2.5/10 is not an acceptable score as 2.5 is not available.

## 1.4 RATED REQUIREMENTS

### 1.4.1 Experience of the firm - maximum of 180 points.

- One (1) completed **national and integrated multimedia social marketing and/or advertising campaign**.
- One (1) completed **safety-related marketing and/or advertising campaign** targeted at Canadian audience(s).

\*Suppliers should provide at least one advertising campaign example.

#### The following factors will be evaluated:

- A) One (1) completed **national and integrated multimedia social marketing and/or advertising campaign** - Maximum of 100 points.

##### Creativity – maximum of 55 points:

- i. Demonstrates that the creative elements contributed to the achievement of the campaign's communication objectives with English and/or French target audiences – up to 20 points.
- ii. Demonstrates that the creative ideas work effectively across various platforms – up to 20 points.
- iii. Demonstrates clear elements of quality (layout, on-screen talents' performance; voice over; sound; animation; art direction; cinematography; overall technical; and photography) and technically sound execution in all used media – up to 15 points.

##### Strategic Insight – maximum of 30 points:

- i. Demonstrates a clear message, such as: brand is well identified; call to action is well understood - up to 15 points.
- ii. Demonstrates a strategic thinking and comprehensive approach focused on results, from strategy through to execution - up to 15 points.

##### Results – maximum of 15 points:

- i. Demonstrates how results achieved stated campaign objectives – up to 15 points.

- B) One (1) completed **safety-related marketing and/or advertising campaign** targeted at Canadian audience(s) in the context of a social marketing and advertising campaign - Maximum of 80 points.

##### Creativity – maximum of 30 points:

- i. Demonstrates that the creative elements contributed to the achievement of the campaign's communication objectives with English and/or French target audiences – up to 10 points.
- ii. Demonstrates that the creative ideas work effectively across various platforms – up to 10 points.
- iii. Demonstrates clear elements of quality (layout, on-screen talents' performance; voice over; sound; animation; art direction; cinematography; overall technical; and photography) and technically sound execution in all used media – up to 10 points.

##### Strategic Insight – maximum of 40 points:

- i. Demonstrates a strategy and approach that is innovative, original and leverages the latest trends and technologies - up to 10 points.
- ii. Demonstrates a clear message, such as: brand is well identified; call to action is well understood - up to 10 points.
- iii. Demonstrates a strategic thinking and comprehensive approach focused on results, from strategy through to execution - up to 10 points.
- iv. Demonstrates the ability to leverage and foster partnerships with external organizations, such as community networks or non-governmental organizations – up to 10 points

Results - maximum of 10 points:

- i. Demonstrates how results achieved stated campaign objectives – up to 10 points.

**1.4.2 Understanding of the requirement – maximum of 120 points**

Bidders should include in their proposal a comprehensive statement that demonstrates their understanding of the project and the complexity of working on multiple social marketing awareness and education campaigns (different topics/audiences/objectives) and delivering on-time for each campaign, as detailed in the Statement of Work.

The following factors will be evaluated:

**Project Vision – up to 55 points**

- I. Include a comprehensive statement that demonstrates understanding of the marketing opportunities and challenges specific to safety – up to 15 points.
- II. Identification and understanding of target markets (including at-risk populations, parents, youth, seniors, Indigenous populations, LGBTQ community, etc.) – up to 15 points.
- III. Explain the approach and outline process that would be used to develop overall strategy, key insights, creative direction and messaging for PS campaigns – up to 15 points.
- IV. Outline how the Bidder would evaluate on-going success of the strategy/campaign(s) and how it would make any necessary mid-course adjustments – up to 10 points.

**Understanding of the Public Environment – up to 25 points**

- I. Identification and understanding of the current public environment surrounding safety issues such as child sexual exploitation, cyberbullying and emergency preparedness (including review of political, economic, technological and social environment) – up to 25 points.

**Robust Resource Management Systems – up to 20 points**

- I. Describe how the Bidder would assign resources to projects, how they accurately estimate costs (with a view to reduce the number of adjustments to estimates during the project), and control budgets and timelines (considering the potential for delays due to approvals on the client-side) – up to 10 points.
- II. Describe systems and processes that are in place to manage projects that may require the use of the same or multiple resources and their approach to acquiring surge capacity; and include an example of a specific project and how your management systems improved efficiencies and work performance – up to 10 points.

**Quality Assurance Process for Language and Creative Adaptation - 20 points**

Describe the processes that are in place to ensure the quality of creative materials and their translation/adaptation from one of Canada's official languages into the other, and into any other language for various ethno-cultural audiences – up to 20 points.

**2. FINANCIAL EVALUATION**

The figures below are for demonstration purposes only and do not represent current or expected hourly rates for advertising services.

To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 20%.

The financial scores will be calculated as follows:

**Step 1:** For each Bidder, an average hourly rate per category of service will be calculated using the rates submitted for each of the four periods of the contract (initial contract period, and the option periods).

**Example of Step 1:**

**Firm A**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Strategic Services	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Creative and Production Services	\$100.00	\$100.00	\$100.00	\$100.00	\$100.00
Blended Rate	\$75.00	\$75.00	\$75.00	\$75.00	\$75.00

**Firm B**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00
Strategic Services	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00
Creative and Production Services	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00
Blended Rate	\$105.00	\$105.00	\$105.00	\$105.00	\$105.00

**Firm C**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$185.00	\$195.00	\$205.00	\$205.00	\$197.50
Strategic Services	\$235.00	\$245.00	\$255.00	\$255.00	\$247.50
Creative and Production Services	\$235.00	\$245.00	\$255.00	\$255.00	\$247.50
Blended Rate	\$150.00	\$155.00	\$160.00	\$160.00	\$156.25

**Firm D**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$75.00	\$75.00	\$85.00	\$85.00	\$80.00

Strategic Services	\$75.00	\$75.00	\$85.00	\$85.00	\$80.00
Creative and Production Services	\$75.00	\$75.00	\$85.00	\$85.00	\$80.00
Blended Rate	\$50.00	\$50.00	\$50.00	\$50.00	\$50.00

**Firm E**

Category of Service	Hourly Rate Contract Period	Hourly rate Option Period 1	Hourly rate Option Period 2	Hourly rate Option Period 3	Average Rate
Account Management & Coordination Services	\$150.00	\$155.00	\$160.00	\$165.00	\$157.50
Strategic Services	\$150.00	\$155.00	\$160.00	\$165.00	\$157.50
Creative and Production Services	\$150.00	\$155.00	\$160.00	\$165.00	\$157.50
Blended Rate	\$150.00	\$155.00	\$160.00	\$165.00	\$157.50

**Step 2:** The highest and lowest average hourly rate per category of service will be removed prior to calculation the overall average rate per category. If there are three or fewer bidders, no hourly rates will be removed.

**Example of Step 2:**

Bidder	Account Management & Coordination Services	Strategic Services	Creative and Production Services	Blended Rate
FIRM A	\$100.00	\$100.00	\$100.00	\$75.00
FIRM B	\$105.00	\$105.00	\$105.00	\$105.00
FIRM C	\$197.50	\$247.50	\$247.50	\$156.25
FIRM D	\$80.00	\$80.00	\$80.00	\$50.00
FIRM E	\$157.50	\$157.50	\$157.50	\$157.50
<b>OVERALL AVERAGE</b>	<b>\$120.83</b>	<b>\$120.83</b>	<b>120.83</b>	<b>112.08</b>

**Step 3:** If any Bidder's average hourly rate per category is more than 50% below or 100% above the overall average of a category of service, its bid will be considered non-responsive.

**Example of Step 3:**

Bidder	Account Management & Coordination Services	Strategic Services	Creative and Production Services	Blended Rate
FIRM A	\$100.00	\$100.00	\$100.00	\$75.00
FIRM B	\$105.00	\$105.00	\$105.00	\$105.00
FIRM C	\$197.50	\$247.50	\$247.50	\$156.25
FIRM D	\$80.00	\$80.00	\$80.00	\$50.00
FIRM E	\$157.50	\$157.50	\$157.50	\$157.50
<b>OVERALL AVERAGE</b>	<b>\$120.83</b>	<b>\$120.83</b>	<b>\$120.83</b>	<b>\$112.08</b>
<b>Maximum Responsive</b>	<b>\$241.66</b>	<b>\$241.66</b>	<b>\$241.66</b>	<b>\$224.16</b>
<b>Minimum Responsive</b>	<b>\$60.42</b>	<b>\$60.42</b>	<b>\$60.42</b>	<b>\$56.04</b>

The bid from Firm C would be non-responsive as it did not meet the maximum responsive hourly rate for three categories. The bid from Firm D would be non-responsive as it did not meet the minimum responsive hourly rate for the Blended Rate.

**Step 4:** The weighted Financial Score will be determined per category of service

**Example of Step 4:**

$$\frac{\text{Lowest Responsive Hourly Rate}}{\text{Bidder's Hourly rate}} \times 5 = \text{Weighted Financial Score per Category}$$

BIDDER	Account Management & Coordination Services	Weighted Financial Score
FIRM A	\$100.00	5.00
FIRM B	\$105.00	4.76
FIRM E	\$157.50	3.17

BIDDER	Strategic Services	Weighted Financial Score
FIRM A	\$100.00	5.00
FIRM B	\$105.00	4.76
FIRM E	\$157.50	3.17

BIDDER	Creative and Production Services	Weighted Financial Score
FIRM A	\$100.00	5.00
FIRM B	\$105.00	4.76
FIRM E	\$157.50	3.17

BIDDER	Blended Rate	Weighted Financial Score
FIRM A	\$75.00	5.00
FIRM B	\$105.00	3.57
FIRM E	\$157.50	2.38

**Step 5:** The Total Financial Score will be calculated by adding all of the weighted Financial Scores per category.

BIDDER	Account Management & Coordination Services	Strategic Services	Creative and Production Services	Blended Rate	TOTAL FINANCIAL SCORE
FIRM A	5.00	5.00	5.00	5.00	20.00
FIRM B	4.76	4.76	4.76	3.57	17.85
FIRM E	3.17	3.17	3.17	2.38	11.89

**ANNEX "E" - TASK AUTHORIZATION FORM**

All invoices/progress claims must show the reference Contract and Task numbers.		Contract no. • No du contrat
Toutes les factures doivent indiquer les numéros du contrat et de la tâche.		Task no. • No de la tâche
Title of the task, if applicable • Titre de la tâche, s'il y a lieu		Total estimated cost of task (GST/HST extra) • Coût total estimatif de la tâche (TPS/TVH en sus)
TA revision no. • No de révision de l'AT	Increase/decrease • Augmentation/réduction	Previous value • Valeur précédente
To • À	<p><b>TO THE CONTRACTOR</b> You are requested to supply the following services in accordance with the terms of the above reference contract. Only services included in the contract shall be supplied against this task.</p> <p>Please advise the undersigned if the completion date cannot be met. Invoices/progress claims shall be prepared in accordance with the instructions set out in the contract.</p> <p><b>À L'ENTREPRENEUR</b> Vous êtes priés de fournir les services suivants en conformité des termes du contrat mentionné ci-dessus. Seuls les services mentionnés dans le contrat doivent être fournis à l'appui de cette demande.</p> <p>Prière d'aviser le signataire si la livraison ne peut se faire dans les délais prescrits. Les factures doivent être établies selon les instructions énoncées dans le contrat.</p>	
Delivery location • Expédiez à		

**Start of the Work for a TA**

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

**Début des travaux pour l'AT**

Les travaux ne peuvent pas commencer avant que l'AT soit autorisée conformément au contrat.

Task description of the work required • Description de tâche des travaux requis	See attached • Ci-joint <input type="checkbox"/>
Directives	See attached • Ci-joint <input type="checkbox"/>
Deliverables • Produits à livrer	See attached • Ci-joint <input type="checkbox"/>
Completion and submission dates • Dates d'achèvement et dates de livraison	See attached • Ci-joint <input type="checkbox"/>
TA revision description • Description de la révision de l'AT	See attached • Ci-joint <input type="checkbox"/>
Basis and method of payment • Base et méthode de paiement	

**Authorization(s)**

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

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

**Autorisation(s)**

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

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

Name and title of authorized Project Authority • Nom et titre du chargé de projet autorisé à signer	
Signature	Date
PWGSC Contracting Authority • Autorité contractante de TPSGC	
Signature	Date

**Contractor's Signature • Signature de l'entrepreneur**

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

<input type="checkbox"/>	Estimate received from Contractor • Devis reçu de l'entrepreneur	See attached • Ci-joint	<input type="checkbox"/>
Date	Initials • Initiales		

<input type="checkbox"/>	Revised Estimate received from Contractor • Devis révisé reçu de l'entrepreneur	See attached • Ci-joint	<input type="checkbox"/>
Date	Initials • Initiales		