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Bid Receiving - PWGSC / Réception des soumissions -  
TPSGC

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K1A 0S5

Bid Fax: (819) 997-9776

## Revision to a Request for Supply Arrangement - Révision à une demande pour un arrangement en matière d'approvisionnement

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

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

## Comments - Commentaires

## Vendor/Firm Name and Address

Raison sociale et adresse du  
fournisseur/de l'entrepreneur

## Issuing Office - Bureau de distribution

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

<b>Title - Sujet</b> Audio Visual Production Services	
<b>Solicitation No. - N° de l'invitation</b> EN578-190376/B	<b>Date</b> 2019-07-17
<b>Client Reference No. - N° de référence du client</b> EN578-19-0376	<b>Amendment No. - N° modif.</b> 002
<b>File No. - N° de dossier</b> cx001.EN578-190376	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-001-77374	
<b>Date of Original Request for Supply Arrangement</b> 2019-06-27 <b>Date de demande pour un arrangement en matière d'app. originale</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>Address Enquiries to: - Adresser toutes questions à:</b> MPACE(CX), MIACE	<b>Buyer Id - Id de l'acheteur</b> cx001
<b>Telephone No. - N° de téléphone</b> ( ) - ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Delivery Required - Livraison exigée</b>	
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	
<b>Security - Sécurité</b> This revision does not change the security requirements of the solicitation. Cette révision ne change pas les besoins en matière de sécurité de l'invitation.	

Instructions: See Herein

Instructions: Voir aux présentes

<b>Acknowledgement copy required</b> <b>Accusé de réception requis</b>	<b>Yes - Oui</b> <input type="checkbox"/>	<b>No - Non</b> <input type="checkbox"/>
<b>The Offeror hereby acknowledges this revision to its Offer.</b> <b>Le proposant constate, par la présente, cette révision à son offre.</b>		
<b>Signature</b>	<b>Date</b>	
Name and title of person authorized to sign on behalf of offeror. (type or print) Nom et titre de la personne autorisée à signer au nom du proposant. (taper ou écrire en caractères d'imprimerie)		
<b>For the Minister - Pour le Ministre</b>		

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## **AMENDMENT 002**

**This amendment is issued to:**

**Respond to questions from Bidders**

### **QUESTIONS AND ANSWERS**

**Question 1:**

**Under “ANNEX D – EVALUATION GRIDS”, section 2. POINT RATED TECHNICAL CRITERIA, for Point Rated Technical Criteria R1.1 and R1.2 and R1.3:**

The evaluation grids show that EACH of the 4 samples will be evaluated SEPARATELY (each of the 4 samples will be evaluated separately out of 15 points for R1.1 and R1.2 and R1.3, rather than evaluating the 4 COMBINED samples as a “whole” out of 60 points for R1.1 and R1.2 and R1.3).

R.1.1: If Sample #1 is entirely animated/motion-graphic, then it will not achieve any points in R1.1 for cinematography, camera-angles and lighting. However, if Sample #2 demonstrates cinematography, camera-angles and lighting, will this be sufficient to demonstrate these criteria? Or in other words, will we lose points because Sample#1 doesn't have cinematography, camera-angles and lighting?

R1.2: Item #7: “messages **both** in narration and use of other techniques to get the message across.”: If Sample #1 doesn't include narration but Sample #2 does include narration – will we lose points in R1.2 because Sample #1 doesn't include narration?

**Answer 1:**

Our evaluation team will be looking at each samples individually and always look at all samples provided as a whole.

**Question 2:**

**Under “PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION”, section 4.1.1.1 MANDATORY TECHNICAL CRITERIA, sub-section M.3 EXPERIENCE OF THE FIRM, point (4.)** Please note what MUST be demonstrated in this section in order to demonstrate the supplier's ability to work in both official languages. Would that be actors in both official languages, spoken interviews, background French, what MUST be there? The section notes what cannot be used (see below).

It states: *‘Productions that have voice-overs, are fully narrated, are purely text based or are*

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*subtitled/closed captioned are not acceptable to demonstrate...'*

**Answer 2:**

As indicated **Under “PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION”, section 4.1.1.1 MANDATORY TECHNICAL CRITERIA, sub-section M.3 EXPERIENCE OF THE FIRM**, the criteria states the following;

At least one (1) of the video production samples **MUST** demonstrate the Supplier's ability to work in both official languages (English and French). To demonstrate the Supplier's ability to work in both official languages (English and French) the submitted sample **MUST** be either of the following:

I. a production where both the English and French are equally and substantively represented in the same production; or

II. a unilingual production (in its original language) that demonstrates the official language not demonstrated in the other submitted samples.

Productions that have voice-overs, are fully narrated, are purely text based, or are subtitled/closed captioned are not acceptable to demonstrate the Supplier's ability to work in both official languages.

The production would be one that uses both English and French equally in any manner except by voice over, and subtitles / close captioning. It could also be a fully French production. A production with actors would be appropriate.

**Question 3:**

**Under “PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION”, section 4.1.1.1 MANDATORY TECHNICAL CRITERIA, sub-section M.3 EXPERIENCE OF THE FIRM:**

The minimum dollar value of at least one (1) of the sample projects must be \$25,000.00. For the purposes of the evaluation of mandatory criterion M.3, "sample projects" is defined as a contract for the provision of video production services.

If a contract included production of a number of videos and totalled significantly more than \$25,000. but each video in the overall project was budgeted at a cost below \$25,000., would that contract meet the mandatory requirement?

**Answer 3:**

The Contract that a firm held, would have to have been a value of \$25K or more. We do not evaluate how many videos are in the one contract.

**Question 4:**

**Under “PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION”, section 4.1.1.2 POINT RATED TECHNICAL CRITERIA, sub-section R.1 EXPERIENCE AND QUALITY OF PRODUCTION SAMPLES PROVIDED, point R.1.3 Production samples demonstrate a wide variety of visual and dramatic devices:**

Regarding the evaluation of samples, what is the difference between 2. Typography and 3. On-screen text? Does on-screen text refer to closed captions or sub-titles, or something else?

What is the difference between 1. Graphic animation sequences and 4. Motion graphics and animation?

**Answer 4:**

For the purpose of the evaluation for **point R.1.3 Production samples demonstrate a wide variety of visual and dramatic devices** the following elements are defined as follows:

Typography and On-Screen Text refer to the same. Various fonts of text visible Text or graphics used on screen, it could also be text used as sub-titles (that's always smaller fonts at the lower third of the screen).

Graphic animation sequence could be moving faces, people, boxes and objects to depict something. Cartoon characters for example, animated vehicle...

Motion graphics and animation is moving texts or texts in boxes or something to animate the words on screen.

Closed captioning is for the hearing impaired and they have a device to decode that information.

Open captioning or sub-titles is directly on screen and everyone can see it.

**Question 5:**

**Under “PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION”, section 4.1.1.2 POINT RATED TECHNICAL CRITERIA, sub-section R.3 ENVIRONMENTAL CONSIDERATIONS**

The evaluation criteria seem to be more favourable for companies that own their own buildings, allotting 10 of the 35 available points to these companies

Sufficient (10): A plan for energy sourcing (measures taken to improve energy efficiency, intended use of alternative fuel/power sources if the Bidder's premises is owned);

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This does not seem fair to other companies submitting proposals. We work out of leased premises where our landlord does all of the energy sourcing. We do not because our premises are provided with electricity, heating and conditioning paid for by our landlord. What can we do to qualify for the award of those points?

**Answer 5:**

Evaluation criteria **R.3 ENVIRONMENTAL CONSIDERATIONS** requests that energy sourcing improve efficiency, and the example given is if owned. Energy sourcing plan can include items for improving efficiency in the commodity, could also relate to policies of turning off equipment overnight, to teleworking, to active recycling or reusing, to having low emission vehicles, or shared spaces.

**Question 6:**

**Under “PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION”, section 4.1.1.1 MANDATORY TECHNICAL CRITERIA, sub-section M.3 EXPERIENCE OF THE FIRM:**

*The supplier MUST demonstrate its experience by submitting at least four (4) different video productions produced and publicly published within the last five (5) years from the closing date of this RFSA.*

What if the video produced is not 'publicly available' because it's being shown selectively to government departments, or only used 'in house', but not posted publicly? Can we provide a confidential link to the video?

Also, the time frame noted for the video is 5 years from the closing date of this RFSA. That cuts off videos that were published in March of 2014, when many Federal projects culminate (March 31). Can this time frame be adjusted to be 'calendar years 2014 to 2019'?

**Answer 6:**

Government of Canada cannot use links that are developed only for Government of Canada departments, nor only available from the vendor's site or through their portal. This is why the criteria asked for work which has been publicly posted. If the department's link is assessable on their exterior facing web site, we should have access.

Other than providing videos which are publicly posted, a solution would be to publicly post on a public domain web site and provide us the pathway and access code. Alternatively, the Supplier could ask the Clients permission to share their link with us, but the submitter would have to ensure it works prior to including it.

The time frame period will not be altered, as five years includes 4 year ends periods, and we wish to evaluate recent work.

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**Question 7:**

**Under “ANNEX A – STATEMENT OF WORK FOR VIDEO PRODUCTION SERVICES, section A.7.1.5 Deliverables,** do you have examples where the "o" and "p" points could be applied?

**Answer 7:**

As indicated in the Request for Supply Arrangement (RFSA), below section A.7.1.5: The following are examples of the deliverables that may be required, however, specific deliverables will be detailed for each requirement and resulting contracts.

**Question 8:**

**Under “APPENDIX 2 PROPOSED EVALUATION CRITERIA FOR FUTURE REQUESTS FOR PROPOSALS WHEN USING THE NEW SUPPLY ARRANGEMENT (SARFP),** For point **R.1 creative approach and technical methodology**, since there is no video requested in the invitation to tender, what should the proposal be made of ?

**Answer 8:**

**Please note that APPENDIX 2** is only a document that Proposes evaluation criteria for future Requests for Proposals when using the new Supply Arrangement (SARFP) as indicated in the title.

It is not intended to evaluate Bidders at this stage of the Request for Supply Arrangement (RFSA).

Please refer to **“PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION”**, to identify what should be in your proposal.

**Question 9:**

Must **ANNEX C - SUPPLY ARRANGEMENT REPORTING REQUIREMENTS** be completed by the Bidder or the Client?

**Answer 9:**

**Under “PART 6 – SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES, section 6.3.2 Supply arrangement reporting it states:**

The Supplier must compile and maintain records on its provision of goods, services or both to the federal government under contracts resulting from the Supply Arrangement.

The Supplier must provide this data in accordance with the reporting requirements detailed in Annex C, Annex C; Quarterly report. If some data is not available, the reason must be indicated. If no goods or services are provided during a given period, the supplier must nevertheless provide a "NIL" report. Data must be submitted quarterly to the Supply Arrangement Authority.

**Question 10:**

**Under “ANNEX A – STATEMENT OF WORK FOR VIDEO PRODUCTION SERVICES, section A.7.1.3 Post-Development,** Does this require us to develop computer programming or is this for testing of the video content and the instructions on how to use video content?

**Answer 10:**

Please note the following **ANNEX A – STATEMENT OF WORK FOR VIDEO PRODUCTION SERVICES**, provides various elements and examples of work that may be required but is not limited to. However, specific Scope of work will be detailed for each requirement and resulting contract.

These could be deliverables on future requirement, it could be a type of post development to a created video.

**Question 11:**

**Under “ANNEX A – STATEMENT OF WORK FOR VIDEO PRODUCTION SERVICES, section A.7.1.1 Pre-Development,** What do you mean by instructional design/multimedia design plan/project plan/landing page design, will we do more than video?

**Answer 11:**

This Request for Supply Arrangement (RFSA) covers all types of video and multimedia work, which may be requested by the crown after suppliers qualify for the Supply Arrangement.

**ALL OTHER TERMS AND CONDITIONS OF THE SUBMISSION REQUEST REMAIN THE SAME.**