



Request for Information
For
Official Languages Consulting Services

Request for Information No.: **2019-CD-02**

Issued: **July 26, 2019**

Submission Deadline: **August 16, 2019**

1. Introduction

This Request for Information (“RFI”) is issued by the Canadian Tourism Commission, doing business as Destination Canada (the “CTC”), for the purposes of gathering information about the marketplace in order to assist in the determination of future purchasing options or requirements. Respondents are asked to respond to the CTC and provide the information requested below.

The CTC is a federal Crown corporation with a mandate for international tourism marketing. It does not offer direct front-line services to the general Canadian public. With a workforce of approximately 100, the CTC is headquartered in Vancouver, British Columbia with a small satellite office in Ottawa, Ontario. Additionally, the organization employs staff and general sales agents in its targeted 10 international markets.

For further information, please visit: www.destinationcanada.com.

2. RFI Timetable

Issue Date of RFI	July 26, 2019
Deadline for Questions	August 6, 2019
Deadline for Addenda	August 9, 2019
Submission Deadline	August 16, 2019

The RFI timetable is tentative. It may be changed by the CTC at any time, and the CTC may choose to waive or extend the Deadline for Questions, Deadline for Addenda and/or the Submission Deadline.

3. Background

Annually, the CTC undergoes a federal assessment of compliance with CTC obligations under the *Official Languages Act*. Upon reviewing the latest report card received from the Office of the Commissioner of Official Languages, the CTC have identified areas needing improvement along with other steps that can be taken to improve compliance and modernize governance.

As part of the CTC’s efforts to ensure compliance with the language reporting requirements, it has recently refreshed its official languages action plan. The plan includes the promotion of linguistic duality, helping to advance the development of official language minority communities and enhancing communications with the public.

4. Requirements

The CTC requires a Contractor from approximately September 2019 to November 2019 to:

- Identify CTC specific obligations under the *Official Languages Act*, including activities related to internal communications, staffing and other Human Resource considerations, within the context of its organizational circumstances (i.e. federal Crown Corporation, headquartered in unilingual region, one office located in a bilingual region with no public access, no direct services to the Canadian public).
The associated deliverable will be a report or guidance document.
- Refresh the CTC’s internal Official Languages Policy, taking into account changes in applicable legislation, federal priorities and the business environment.
The associated deliverables will be an updated CTC Official Languages Policy and an accompanying document outlining the changes and the rationale for each change.

- Assess the CTC's progress at meeting the obligation to develop official language minority communities in Canada, as per Part VII of the *Official Languages Act*.
The associated deliverable will be to recommend courses of action to pursue over the next one (1) – three (3) years to improve progress and/or better convey through legislative reporting how the CTC is meeting this obligation.
- Provide general training to select CTC staff on the organization's official languages obligations.
The associated deliverable will be three (3), possibly four (4), different training sessions:
 - One (1) specifically for executive staff.
 - One (1) regarding communications to and with the public tailored to individuals occupying roles in public-facing communications channels (i.e. media relations, research inquiries).
 - One (1) specifically for administrators responsible for ensuring that official languages obligations are met which covers roles and responsibilities, best practices and available tool and resources.

5. Information Requested

Respondents are to include the following information in their submissions:

- A. Corporate overview of your organization. Please include a brief company history, years in business, company structure, etc.
- B. Qualifications and experience of personnel that would be assigned to work on this project.
- C. Approach you would take to meet the *Requirements* set out in Section 4.
- D. Estimated cost to complete the work, including a detailed breakdown and any applicable discounts.

6. Submission Instructions

Respondents are asked to submit their information and signed Respondent Submission Form by **August 16, 2019** to the following address and to the attention of the following RFI Contact:

Christine Duguay
Procurement Advisor
E : procurement@destinationcanada.com

Submissions are to be in PDF format and the email subject line should reference the RFI title and number (see RFI cover). Electronic submissions must not exceed 8 MB including email signature. Respondents should divide their responses into appropriate sized (smaller than 8 MB) numbered files. In the email the respondent should provide the details of each attachment and how many emails they will send.

Submissions should include a completed and signed Respondent Submission Form (Appendix A) that acknowledges, among other things, that this RFI and any respondent submissions will not create a legal relationship or obligation regarding the procurement of any good or service.

Respondents should direct any questions on this RFI process to the RFI Contact identified above.

APPENDIX A – RESPONDENT SUBMISSION FORM

1. Respondent Information

Please fill out the following form, naming one person to be the respondent's contact for the RFI process and for any clarifications or communication that might be necessary.	
Full Legal Name of Respondent:	
Any Other Relevant Name under which Respondent Carries on Business:	
Street Address:	
City, Province/State:	
Postal Code:	
Phone Number:	
Fax Number:	
Company Website (if any):	
Respondent Contact Name and Title:	
Respondent Contact Phone:	
Respondent Contact Fax:	
Respondent Contact Email:	

2. Terms of Reference

In responding to this RFI, the respondent acknowledges its acceptance of the following RFI Terms of Reference:

a. Request for Information Not a Formal Competitive Bidding Process

This RFI is issued for information-gathering purposes and is not intended to be a formal legally binding "Contract A" bidding process. Without limiting the generality of the foregoing, this RFI will not necessarily result in any subsequent negotiations, direct contract award, invitational tendering process or open tendering process, and does not constitute a commitment by the CTC to procure any goods or services.

b. RFI Not to Limit the CTC's Pre-existing Rights

This RFI will not limit any of the CTC's pre-existing rights. Without limiting the generality of the foregoing, the CTC expressly reserves the right, at its discretion, to:

- (i) seek subsequent information or initiate discussions with any potential supplier, including potentials suppliers that did not respond to this RFI;
- (ii) initiate direct negotiations for the procurement of any good or service with any potential

supplier or suppliers, regardless of whether the potential supplier or suppliers responded to this RFI;

- (iii) contact a limited number of potential suppliers, which may include only those that responded to this RFI or may include potential suppliers that did not respond to this RFI, for the purpose of a competitive process for the procurement of any good or service;
- (iv) elect to proceed by way of open tender call where all potential respondents, including those that did not respond to this RFI, are eligible to compete for the award of a contract for the supply of any good or service; and
- (v) elect not to procure the good or service that is the subject of this RFI.

These expressly reserved rights are in addition to any and all other rights of the CTC that existed prior to the issuance of this RFI.

c. Pricing Information for General Information Purposes Only

Any pricing information provided by respondents is for general information purposes and is not intended to be binding on respondents. Any legally binding pricing or purchasing commitments will be established only where specified by the express terms of a subsequent tender call process or where established through the execution of a written agreement.

d. Information in RFI Only an Estimate

The CTC and its advisers make no representation, warranty or guarantee as to the accuracy of the information contained in the RFI or issued by way of addenda. Any quantities shown or data contained in this RFI, or provided by way of addenda, are estimates provided only as general background information.

e. Parties to Bear Their Own Costs

The CTC will not be liable for any expenses incurred by a respondent, including the expenses associated with the cost of preparing responses to this RFI. The parties will bear their own costs associated with or incurred through this RFI process, including any costs arising out of, or incurred in, (i) the preparation and issuance of this RFI; (ii) the preparation and making of a submission; or (iii) any other activities related to this RFI process.

f. Accuracy of Responses

The respondent acknowledges that the information provided is, to the best of its knowledge, complete and accurate.

g. Submissions Will Not Be Returned

Except where set out to the contrary in this RFI or expressly requested in the respondent's submission, the submission and any accompanying documentation provided by a respondent will not be returned.

h. Confidential Information of the CTC

All information provided by or obtained from the CTC in any form in connection with this RFI either

before or after the issuance of this RFI (i) is the sole property of the CTC and must be treated as confidential; (ii) is not to be used for any purpose other than replying to this RFI; (iii) must not be disclosed without prior written authorization from the CTC; and (iv) must be returned by the respondent to the CTC immediately upon the request of the CTC.

The respondent may not at any time directly or indirectly communicate with the media in relation to this RFI without first obtaining the written permission of the CTC.

i. Confidential Information of Respondent

Respondents are advised that the CTC is governed by the *Federal Access to Information Act* and *Privacy Act* and information submitted to the CTC in response to this RFQ may be subject to disclosure. Respondents should not include information in their submission that is proprietary or confidential and the respondent hereby acknowledges that any information provided in this submission, even if it is identified as being supplied in confidence, may be disclosed by the CTC. Respondents are advised that their submissions will, as necessary, be disclosed, on a confidential basis, to advisers retained by the CTC to advise or assist with the RFI process, including the review of submissions. Respondents are further advised that the CTC may make public the names of any or all respondents.

j. Governing Law

This RFI process will be governed by and construed in accordance with the laws of the province of British Columbia and the federal laws of Canada applicable therein.

Signature of Witness

Signature of Respondent Representative

Name of Witness

Name of Respondent Representative

Title of Respondent Representative

Date