



Procurement and Contracting Services
30 Victoria Street
Gatineau, Quebec K1A 0M6

REQUEST FOR PROPOSAL AMENDMENT

The Request for Proposal is hereby amended; unless otherwise indicated, all other terms and conditions of the Request for Proposal remain the same.

RFP Amendment No. 2	RFP Amendment Date: September 29, 2021
Office of the Chief Electoral Officer File No. ECGZ-RFP-2021-0065	
Title: Creative Development and Multimedia Production Services	
Request for Proposal Closing Date: October 12, 2021 at 2:00PM (Gatineau time)	
ENQUIRIES – address enquiries to the Contracting Authority: Office of the Chief Electoral Officer of Canada Procurement and Contracting Services 30 Victoria Street Gatineau, Quebec K1A 0M6 proposition-proposal@elections.ca	
Attention: Tiffany Denny	Tel No. 873-416-1259

Part 1. Interpretation

- 1.1** Elections Canada hereby amends in accordance with this amendment the Request for Proposal for Creative Development and Multimedia Production Services bearing number ECGZ-RFP-2021-0065 and dated August 27, 2021 (the “RFP”). This amendment hereby forms part of the RFP.
- 1.2** Unless defined herein or unless the context otherwise requires, all of the words and phrases defined in the RFP and used in this amendment shall have the same meanings assigned to them in the RFP.

Part 2. Questions and Answers

The following question(s) have been asked in response to the Request for Proposal and Elections Canada hereby answers as follows:

2.1 Question No. 8

Question:

Can you clarify the difference between VIC and VIC#1?

Answer:

As per Annex A – Statement of Work, “VIC” means Voter Information Campaign; “VIC #1” means the development of a renewed creative approach for the first EC national multimedia advertising campaign that will be developed by the Contractor and implemented for a General Election. It can also be used and adapted for Other Electoral Events after it is launched. The timeframe for this exercise has not been determined. Project is also subject to budget and CEO’s approval.

2.2 Question No. 9

Question:

Can you share some of the creative assets from the most recent EC campaign, so that we can use it as a benchmark for pricing creative/production elements?

Answer:

The advertising campaign for the 44th General Election can be found here:

<https://www.elections.ca/content2.aspx?section=sec&document=index&lang=e>

These ads can be used as a reference, but as stated in the RFP, a brand-new campaign is expected to be developed for the next general election, including all advertising assets.

2.3 Question No. 10

Question:

Can you tell us more about your digital-first approach?

Answer:

In recent years, Elections Canada has adopted a digital-first approach based on the media consumption of Canadians. The purpose is to create a strong online presence using different sizes, messages to target specific audiences online and on social media channels.

2.4 Question No. 11

Question:

Can you tell us more about what you've done to reach your secondary audiences – what has worked best? (Indigenous electors, Electors with disabilities, New Canadians, Canadians living abroad, circumstantial non-voters)

Answer:

For more information please visit this section of the Elections Canada website:

www.elections.ca/content.aspx?section=vot&dir=out&document=index&lang=e

We are looking to the expertise of the agencies who are submitting bids.

2.5 Question No. 12

Question:

What are the biggest challenges that you have yet to overcome?

Answer:

Elections Canada is always looking to improve and to deliver our mandate. Please visit our website for more information. The following link provides information on target audiences:

[Outreach to Electors – Elections Canada](#)

43rd General Election Evaluations:

www.elections.ca/content.aspx?section=res&dir=rec/eval/pes2019&document=index&lang=e

2.6 Question No.13

Question:

Please confirm that pricing should cover the entire duration of the contract vs. an annual fee.

Answer:

The amount quoted in Part 9, Annex A Table A: Management fees, Item 1 will only apply to the campaign, which will occur within the period from date of contract award to March 31, 2024. Any subsequent management fees for an electoral event will be calculated by applying the percentage quoted in Part 9, Annex A Table 1, Item 2 to the actual labour hours billed.

The amount quoted in Part 9, Annex A Table B: Ceiling price, covers the Campaign which will occur within the period from date of contract award to March 31, 2024.

The amount quoted in Part 9, Annex A Table C: Production Services, covers the campaign which will occur within the period from date of contract award to March 31, 2024.

The amounts quoted in Part 9, Annex A Table D: Fixed Hourly Rates are to cover the period identified in each respect column.

2.7 Question No.14

Question:

Section 6.03.01: Is this fees only or fees and third party expenses?

Answer:

This information is not required at this time, and will only be inserted as part of the resulting contract.

2.8 Question No.15

Question:

Annex B Table D: For the Management fee pricing, are you looking for hourly rates based on role (Group Account Director, Account Director, Copywriter, Strategist, Producer) or is it by department (Creative, Account Management, Strategy). How do you classify "Category"?

Answer:

Please refer to Part 9 – Financial Evaluation Criteria, Section 5.0 Table D Fixed Hourly rates. It is incumbent upon the bidder to ensure that all categories of personnel indicated in the bidder's Project Team – corporate structure and resource allocation (submitted in response to rated criteria M3 and in Annex C and D to this Part 9) are included in the list of personnel categories submitted. The category of personal is based on the role within your corporate structure.

2.9 Question No.16

Question:

Does our pricing need to include all talent usage costs?

Answer:

Elections Canada confirms that pricing does not need to include talent usage costs, as the approach and requirements have not been determined for the campaign.

2.10 Question No.17

Question:

Section 8 in Scope of Work: “Other Services to Support EC’s Corporate Programs and Initiatives” on page 72 - How are we supposed to price this given there is no quantity or detail provided?

Answer:

The costs for work related to Section 8 will be covered in Annex B, Table A, Item 3, (firm percentage for management fees) and Annex B, Table D – Fixed Hourly Rates. Therefore, no details or quantities need to be provided for the work associated with Section 8.

2.11 Question No.18

Question:

Is Appendix A to Annex A “Scope of Work” (page 78 and 79) just included for reference? It does not need to be included, correct?

Answer:

Correct, Appendix A to Annex A does not need to be filled out by bidders or submitted with the bids.

2.12 Question No.19

Question:

Can you provide more parameters/scope for the Elections website so that all bidders are working off of the same assumptions? Should we base it on the current site? Does it include deliver of PSD files or actual build?

Answer:

The contractor will not be building the website, but rather the look and feel of the approved campaign will be applied to the general election website. The current general election website and advertising campaign may be used as reference.

(www.elections.ca)

2.13 Question No.20

Question:

With regards to the Fair Price Certificate Annex G, page 124, we have a contract that was signed several years ago will be coming up for renewal in the next 12 months that will be adjusted for inflation at the next renewal. As a result, they are currently at a lower price we will be setting going forward as we negotiate an updated contract – but if we are required to use their current rate as our benchmark, that will not accurately reflect our go-forward rate card. How should we address this with regards to the Fair Price Certificate?

Answer:

See answer to question 21. The Fair Price Certificate is not required at this time as it only forms a part of the resulting contract. The resulting contract is awarded to the highest ranked bidder following the evaluation phases.

2.14 Question No.21

Question:

Do we need to submit Annex G – Fair Price Certificate – with our submission?

Answer:

No, Annex G – Fair Price Certificate will only need to be submitted in the event that there is only one responsive bidder.

2.15 Question No.22

Question:

Do we need to submit the detail in Annexes C and to Part 9 – completed as part of our financial submission?

Answer:

Yes, the bidder must complete Phase 1 CPRF template (Part II: Costs Breakdown) attached as Annex C to Part 9 – Financial Evaluation Criteria as per the instructions that form part of Part 9 – Financial Evaluation Criteria

2.16 Question No.23

Question:

What is the anticipated effective date?

Answer:

The award date of the contract varies depending on a number of factors, including the number of bids received, which would impact the amount of time needed to complete

all evaluations. However, Elections Canada anticipates to award the contract within 60 days of the RFP closing date.

2.17 Question No.24

Question:

Section 6.9.1: Can you provide an opinion on what this provision actually prohibits? For example, does it prohibit an individual donating time or money to a candidate outside the scope of their employment?

Answer:

As per Article 20 - Avoidance of Political Partisanship" in Annex A - Statement of Work:

The Contractor warrants that:

- (a) he/she or its officers and employees who will be responsible of the performance of the Work or supervising the carrying out of the Work, is/are not presently, or will not become engaged during the Term of the Contract, in politically partisan activities at the federal, provincial or territorial level. Politically partisan activities include actively or publicly supporting or opposing the election of any federal, provincial or territorial political party or candidate for federal, provincial or territorial elective office, or any federal, provincial or territorial referendum committee

Political activities such as volunteering, fundraising or sending donations for a candidate or a political party are prohibited under this provision, as such activities may impair one's ability to perform their duties in a politically impartial manner.

2.18 Question No.25

Question:

For R4 – Bidder's Proposed Work Plan – can you explain the difference between what is being assigned up to 10 points for “applicability of the designated tasks set out in the work plan” versus the 25 points available for “the completeness of the proposed task list set out in the work plan”?

Answer:

This question will be answered in a subsequent amendment.

2.19 Question No.26

Question:

For R5 – Is it ok if the submitted cases are from other agencies where they worked previous to joining our team?

Answer:

Yes, so long as it can be demonstrated that the proposed resource has the experience required to fulfill the criterion.

2.20 Question No.27

Question:

For R5.1 – Account Management – Resource Work Experience: It says The bidder should describe up to three advertising campaigns to demonstrate the proposed resource’s experience as an account manager for a major advertising account. Will we be evaluated based on how many we submit?

Answer:

The bidders are being evaluated on the years of experience not on the number of projects. Bidders may use anywhere up to 3 projects to demonstrate experience so long as the number of projects does not exceed 3 projects. If the bidder can demonstrate experience using 1 or 2 project(s), this is sufficient.

2.21 Question No.28

Question:

For R5.2 The Production Services Manager – this role is actually split into two functions at our agency. May we submit two people?

Answer:

As per the instructions in R5.2, only one (1) resource will be evaluated for the position of the Production Services Manager and you may not submit more than one (1) resource.

2.22 Question No.29

Question:

Given the variety of deliverables required for the technical response (forms, completed annexes, certifications, etc), it would be very helpful if you could provide a summary checklist for everything that needs to be submitted with the technical response by Sept 28? Is that possible?

Answer:

Bidders are requested to provide the following in separate documents as follows:

Section I: Technical Proposal

- a) Part 8 – Technical Evaluation Criteria
- b) Annex A to Part 8: Phase 1 CPRF Template (Part I)

Section II: Financial Proposal

- c) Annex A to Part 9 – Financial Proposal Pricing Table Template
- d) Annex C to Part 9: Phase 1 CPRF Template (Part II: Costs Breakdown)
- e) Annex D to Part 9: Phase 2 CPRF Template (Production Cost Breakdown)

Part 9 – Certificates

- f) Annex A – Proposal Submission Form
- g) Annex B Federal Contractor’s Program for Employment Equity – Certification

Please note that the closing date of this solicitation is now October 12, 2021.

2.23 Question No. 30

Question:

Do you have a location preference or are you open to an east coast agency?

Answer:

The proposed resource must be available between the hours of 7:00 a.m. to 5:00 p.m. Gatineau Time Monday to Friday for up to five days per week, as and when requested. In addition, the Contractor must be available to participate in conference calls, virtual meetings or meetings to be held at EC’s offices located in Gatineau. EC shall provide five calendar days’ advance written notice of such calls or meetings.

2.24 Question No. 31

Question:

Traditionally what are the fees billed or budgets for this type of contract?

Answer: Elections Canada cannot disclose the specific pricing details, fee’s billed or budgets. Included in Tender Notice is the amount of the current incumbent contract.

2.25 Question No. 32

Question:

For the Management Fees identified in Annex B, Table A, you are looking for a firm price per year or for VIC and VIC #1?

Answer:

As per Part 9 - Financial Evaluation Criteria, for the Management Fees identified in Annex B, Table A, the bidder must provide a firm lot price for the Management Services rendered in connection with the delivery of the VIC #1.