



RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:
Petar.Radovic@pco-bcp.gc.ca

REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION

Proposal To: Privy Council Office

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 thereof.

Proposition aux: Bureau du Conseil Privé
Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées.

Instructions : See Herein
Comments - Commentaires

Vendor/Firm Name and address
Raison sociale et adresse du fournisseur/de l'entrepreneur

Issuing Office – Bureau de distribution

Privy Council Office
85 Sparks St.
Room 301/Piece 301
Ottawa, Ontario K1P 5B4

Title – Sujet Large-scale design research studies	
Solicitation No. – N° de l'invitation 20210982	Date 2022-05-12
Client Reference No. – N° référence du client	
GETS Reference No. – N° de reference de SEAG	
File No. – N° de dossier 20210982	CCC No. / N° CCC - FMS No. / N° VME
Solicitation Closes – L'invitation prend fin at – à 02 :00 PM on – le 2022-06-06	Time Zone Fuseau horaire Eastern Daylight Time (EDT) - Heure avancée de l'Est (HAE)
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Inquiries to : - Adresser toutes questions à: Petar.Radovic@pco-bcp.gc.ca	Buyer Id – Id de l'acheteur
Telephone No. – N° de téléphone :	FAX No. – N° de FAX
Destination – of Goods, Services, and Construction: Destination – des biens, services et construction : See Herein – Privy Council Office / Bureau du Conseil Privé	
Delivery required - Livraison exigée See Herein	Delivered Offered – Livraison proposée
Vendor/firm Name and address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Facsimile No. – N° de télécopieur Telephone No. – N° de téléphone	
Name and title of person authorized to sign on behalf of Vendor/firm (type or print)- Nom et titre de la personne autorisée à signer au nom du fournisseur/de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
_____	_____
Signature	Date

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PART 1 - GENERAL INFORMATION

1.1 Security Requirements

Before award of a contract, the following conditions must be met:

The contractor and/or its employees **MUST NOT** have unescorted access to Privy Council Office premises. The contractor(s) must, at all time, be escorted on the Privy Council Office and/or Prime Minister's Office premises by the project authority or by a suitable replacement appointed by the project authority.

The contractor and/or its employees **MUST NOT** have access to PROTECTED and/or CLASSIFIED information or assets.

The contractor and/or its employees **MUST NOT** remove any PROTECTED and/or CLASSIFIED information or assets from the identified work site(s).

The contractor and/or its employees **MUST NOT** use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data.

Subcontracts which contain security requirements are **NOT** to be awarded without the prior written permission of the Privy Council Office.

The contractor and its employees must comply with the provisions of the:

- a) Security Requirements Check List and security guide (if applicable), attached at Annex B;
- b) Industrial Security Manual (Latest Edition).

1.2 Statement of Work

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

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 fifteen (15) working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.



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) (<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](#) (2020-05-28) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

2.2 Submission of Bids

Bids must be submitted only to petar.radovic@pco-bcp.gc.ca by the date, time and place indicated on page 1 of the bid solicitation with the following wording in the subject line: "Request for Proposal 20210982".

- a) If your bid is transmitted by electronic mail, Canada will not be responsible for late bids received at destination after the closing date and time, even if it was submitted before.
- b) Bids must NOT be sent directly to the Contracting Authority. Bids sent directly to the Contracting Authority will not be considered.
- c) Due to the nature of the bid solicitation, bids transmitted by facsimile will not be accepted

2.3 Former Public Servant

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

Definitions

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



A former public servant may be:

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

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

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

Former Public Servant in Receipt of a Pension

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

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

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

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2019-01 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.



2.4 Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than five (5) 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 Ownership of Intellectual Property Rights in Foreground Information

All Intellectual Property Rights in the Foreground Information belong to the Contractor as soon as they come into existence.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

The bid must be gathered per section and separated as follows:

- Section I: Technical Bid one (1) soft copy via email
- Section II: Financial Bid one (1) soft copy via email
- Section III: Certifications one (1) soft copy via email
- Section IV: Additional Information one (1) soft copy via email

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid. Canada requests that Bidders follow the format instructions described below in the preparation of their bid:

a. use a numbering system that corresponds to the bid solicitation.

Canada's Policy on Green Procurement: The policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process. See the Policy on Green Procurement (<http://www.tpsgc-pwgsc.gc.ca/ecologisation/greening/achatsprocurement/politique-policy-eng.html>).

Submission of Only One Bid: Multiple bids from the same bidder are not permitted in response to this bid solicitation. Each bidder must submit only a single bid. If any bidder submits more than one bid, Canada will choose in its discretion which bid to consider.

Section I: Technical Bid

In their technical bid, Bidders should explain and demonstrate how they propose to meet the requirements and how they will carry 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.

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Substantiation of Technical Compliance: The technical bid must substantiate the compliance of the bidder and its products and services with the specific requirements of Attachment 1 to Part 4, which is the requested format for providing the substantiation. The substantiation must not simply be a repetition of the requirement(s), but must explain and demonstrate how the Bidder will meet the requirements and carry out the required Work. Simply stating that the Bidder or its proposed solution or product complies is not sufficient. Where Canada determines that the substantiation is not complete, the Bidder will be considered non-responsive and disqualified. The substantiation may refer to additional documentation submitted with the bid - this information can be referenced in the "Bidder's Response" Annex E, where Bidders are requested to indicate where in the bid the reference material can be found, including the title of the document, and the page and paragraph numbers; where the reference is not sufficiently precise, Canada may request that the Bidder direct Canada to the appropriate location in the documentation.

Personnel Security: Where there is a personnel security requirement, résumés should state the current level of personnel security held by the proposed individual(s) and their corresponding Canadian Industrial Security Directorate (CISD) file number(s).

Education: Where the education of a proposed individual will be evaluated, Canada will only consider academic credentials obtained from a recognized* Canadian university, college or high school, or the equivalent for credentials obtained outside Canada, as established by a recognized* Canadian academic credentials assessment service. (*The list of recognized organizations can be found under the Canadian Information Centre for International Credentials website, at the following Internet link: <http://www.cicic.ca/2/home.canada>.)

Attachment 1 to Part 4 - Technical Evaluation Criteria, contains additional instructions that bidders should consider when preparing their technical bid.

Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Basis of Payment. The total amount of Applicable Taxes must be shown separately.

All Costs to be Included: The financial bid must include all costs for the requirement described in the bid solicitation for the entire Contract Period, including any option years. The identification of all necessary equipment, software, peripherals, cabling and components required to meet the requirements of the bid solicitation and the associated costs of these items is the sole responsibility of the Bidder.

Blank Prices: Bidders are requested to insert "\$0.00" for any item for which it does not intend to charge or for items that are already included in other prices set out in the tables. If the Bidder leaves any price blank, Canada will treat the price as "\$0.00" for evaluation purposes and may request that the Bidder confirm that the price is, in fact, \$0.00. No bidder will be permitted to add or change a price as part of this confirmation. Any bidder who does not confirm that the price for a blank item is \$0.00 will be declared non-responsive.

Exchange Rate Fluctuation: C3011T (2013-11-06), Exchange Rate Fluctuation

Section III: Certifications

Bidders must submit the certifications required under Part 5.

Section IV: Additional Information

As indicated in Part 1 under Security Requirements, the Bidder must provide the full address(es) of the Bidder's and proposed individual(s) site(s) or premises for which safeguarding measures are required for Work Performance:

Street Number / Street Name, Unit / Suite / Apartment Number
City, Province, Territory / State
Postal Code / Zip Code
Country

The Company Security Officer (CSO) must ensure through the Industrial Security Program (ISP) that the Contractor and individuals hold a valid security clearance at the required level, as indicated in Part 1, clause 1.1, Security Requirements.

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

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.

c. **Extension of Time:** If additional time is required by the Bidder, the Contracting Authority may grant an extension in his or her sole discretion.

d. **Requests for Clarifications:** If Canada seeks clarification or verification from the Bidder about its bid, the Bidder will have two (2) working days (or a longer period if specified in writing by the Contracting Authority) to provide the necessary information to Canada. Failure to meet this deadline will result in the bid being declared non-responsive.

e. **Requests for Interviews:** If Canada wishes to interview the Bidder and/or any or all of the resources proposed by the Bidder to fulfill the requirements of the bid solicitation, the Bidder will have 2 working days (or a longer period if specified in writing by the Contracting Authority) following notice by the Contracting Authority to make any necessary arrangements (at the Bidder's sole cost) for the interview to take place at a location specified by Canada.

f. **Requests for Further Information:** If Canada requires additional information in order to do any of the following pursuant to the Section entitled "Conduct of Evaluation" in 2003, Standard Instructions - Goods or Services - Competitive Requirements:

1. Verify any or all information provided by the Bidder in its bid; or
2. Contact any or all references supplied by the Bidder (e.g., references named in the résumés of individual resources) to verify and validate any information submitted by the Bidder,

The Bidder must provide the information requested by Canada within two (2) working days of a request by the Contracting Authority.

4.1.1.1 Mandatory Technical Criteria

Refer to Attachment 1 to Part 4: Technical Evaluation Criteria.

4.1.1.2 Point Rated Technical Criteria

Refer to Attachment 1 to Part 4: Technical Evaluation Criteria.

If the point-rated technical criteria is not addressed, bidder will be given a score of zero.



4.1.2 Financial Evaluation

The Bidder should complete this pricing schedule In Attachment 2 to Part 4: Pricing Schedule.

Only compliant proposals meeting all of the requirements detailed in Steps 1 and 2 will be considered at this point.

Prices submitted will be evaluated to determine the bid evaluation price as defined in Attachment 2 to Part 4: Financial Evaluation - Pricing Schedule.

Should there be an error in the extended pricing of the Bidder's proposal, the unit pricing and rates shall prevail and the extended pricing shall be corrected in the evaluation. Any errors in quantities of the Bidder's proposal shall be changed to reflect the quantities stated in the Request for Proposal (RFP).

Failure or refusal to provide a price or rate for any item in Attachment 2 to Part 4 : Financial Evaluation - Pricing Schedule shall be considered as failing to meet a mandatory requirement of the RFP and therefore, the Bidder's proposal shall be given no further consideration.

The volumetric data included in the pricing schedule detailed in Attachment 2 to Part 4: Financial Evaluation - Pricing Schedule are provided for bid evaluated price determination purposes only. They are not to be considered as a contract guarantee.

For bid evaluation and contractor(s) selection purposes only, the evaluated price of a bid will be determined in accordance with Attachment 2 to Part 4: Financial Evaluation - Pricing Schedule

SACC Manual Clause [A0220T](#) (2014-06-26), Evaluation of Price-Bid

4.2 Basis of Selection

SACC Manual Clause [A0027T](#) (2012-07-16) Highest Combined Rating of Technical Merit and Price – 70/30

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation; and
 - b. meet all mandatory criteria; and
 - c. obtain the required minimum pass mark proposed for each resource (listed in each table) for the technical evaluation which are subject to point rating.
2. Bids not meeting (a) or (b) or (c) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 70% for the technical merit and 30% for the price.
4. 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 70%.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated aggregate price and the ratio of 30%.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. 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.



EXAMPLE:

		BIDDER 1	BIDDER 2	BIDDER 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000	\$50,000	\$45,000
Calculations	Technical Merit Score	$115/135 \times 70 = 59.63$	$89/135 \times 70 = 46.15$	$92/135 \times 70 = 47.70$
	Pricing Score	$45/55 \times 30 = 24.55$	$45/50 \times 30 = 27$	$45/45 \times 30 = 30$
Combined Rated		84.14	73.15	77.7
Over all Rating		1st	3rd	2nd



ATTACHMENT 1 to PART 4 - TECHNICAL CRITERIA

Mandatory Technical Criteria (M)

The mandatory criteria will be evaluated on a “Met/Not Met” (i.e. compliant/non-compliant) basis. Proposals must demonstrate compliance with all of the following Mandatory requirements and must provide the necessary documentation to support a determination of compliance. Proposals that fail to meet any mandatory requirements will be deemed non-compliant and will be given no further consideration.

Note: Merely stating the experience is not sufficient and the proposal will be deemed non-compliant.

The Contracting Authority reserves the right to request reference(s)* from any of the listed projects to verify and validate the information stated in the proposal. If the reference is unable to verify or validate the information stated in the proposal, the bid will be deemed non-compliant.

The proposal documentation must include a detailed Curriculum Vitae (Resume) of the proposed candidate as part of the bid. Indicate the location in your proposal where the requested information can be found for mandatory requirements.

Criteria	*Project Executives - Mandatory Criteria	Met/ Not Met	Supporting documents found in the bid (Page #, Paragraph #)
M.1	The vendor must demonstrate that they have access to a minimum of 1,000,000 survey participants in Canada.		
M.2	The vendor must demonstrate that within the last five (5) years they have completed 5,000+ survey-based projects with at least 2,000 participants that involve providing research study participants based on pre-selected criteria.		



M.3	The vendor must demonstrate that they have a secure data hosting facility in Canada.		
M.4	The vendor must provide the ability to offer both an online survey solution, which allows clients to autonomously build surveys/studies with advanced research design elements (i.e., experimental and quasi-experimental approaches), as well as research design services to facilitate pushing those studies to participants based on pre-selected criteria.		



Point Rated Technical Criteria (R)

Bids which fail to obtain the required minimum number of points specified will be declared non-responsive. Each point rated technical criterion should be addressed separately.

Attention Bidders:

Bidders should include the tables provided below in their bid submission to indicate the relevant page number(s) in their bid which addresses the requirement identified in each criterion.

Bidders should adopt the following format when demonstrating experience:

- * Project Name
- * Project Duration (MMYY to MMY)
- * Department / Agency / Company etc.
- * Reference Information (Name and Number/email)



Criteria	Point-Rated Criteria	Max Points	Supporting documents found in the bid (Page #, Paragraph #)
R.1	<p>The vendor must demonstrate that they have completed survey-based projects (of at least 2,000 participants) that include providing research study participants based on pre-selected criteria.</p> <p>Provide three, detailed examples of conducted surveys using pre-selected criteria. For each example, include:</p> <ul style="list-style-type: none"> • Client • Project date • Type of sampling/criteria used • Sample size • Respondent number and demographics • Any influence the sampling technique may have had on the results 	<p>Maximum: 10 points</p> <p>The Bidder has provided detailed and clear descriptions of 3 projects, each with at least 2,000 participants, that clearly demonstrate the ability to use/apply pre-selected criteria</p> <p>8 points</p> <p>The Bidder has provided detailed and clear descriptions of 3 projects, of which at least 2 consist of 2,000+ participants, that clearly demonstrate the ability to use/apply pre-selected criteria</p> <p>6 points</p> <p>The Bidder has provided detailed and clear descriptions of 3 projects, none of which consist of 2,000+ participants, that clearly demonstrate the ability to use pre-selected criteria</p> <p>4 points</p> <p>The Bidder has provided descriptions of 3 projects consisting of 2,000+ participants but the type of sampling criteria is not clear or evident</p> <p>2 points</p> <p>The Bidder has provided descriptions of 3 projects that do not consist of at least 2,000 participants and do not use any pre-selection criteria</p>	



<p>R.2</p>	<p>The vendor must demonstrate that they have a proven track record of ensuring the right survey panel composition to reduce bias and ensure consistency and quality across studies, including ensuring high-quality feedback is received.</p> <p>Provide three, detailed, examples for each of the following:</p> <ul style="list-style-type: none"> • Experience ensuring the right survey panel composition to reduce bias and ensure consistency and quality across studies, including • experience in designing research studies based on specific profiles using screener questions, personas and demographics • experience using oversampling approaches to attain a broadly representative samples of harder to reach population segments (e.g., equity deserving populations) <p>For each example, include:</p> <ul style="list-style-type: none"> • Client • Project date • Type of sampling/criteria used • Sample size • Respondent number and demographics • Any influence the sampling technique 	<p>Maximum: 10 points The Bidder has provided detailed and clear descriptions of 3 projects that demonstrate the ability to fulfil each of the 3 components</p> <p>8 points The Bidder has provided clear descriptions of 3 projects that lacks details in 1 of the 3 key components</p> <p>6 points The Bidder has provided descriptions of 3 projects but lacks detail in 2 of the 3 key components</p> <p>4 points The Bidder has provided descriptions of 3 projects but lacks detail in all of the 3 key components</p> <p>2 points The Bidder has provided 3 projects but they do not include the 3 key components</p> <p>0 points The Bidder has provided 1 or 2 projects that lack details in all 3 key components</p>	
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	may have had on the results		
R.3	<p>The vendor must demonstrate that they have experience incorporating rigorous quality controls to combat fraud, including (but not limited to):</p> <ul style="list-style-type: none"> • Straight-lining • Bots/Spam • Duplications • Speeders <p>Provide three, detailed examples of conducted surveys that incorporated rigorous quality controls to combat fraud. For each example, include:</p> <ul style="list-style-type: none"> • Client • Project date • Sampling procedures used • Data cleaning / verification procedures used • Coding and processing procedures used • Sample size • Respondent number and demographics 	<p>Maximum: 10 points The Bidder has provided detailed and clear descriptions of 3 projects that utilize more than 4 forms of fraud detection/prevention</p> <p>8 points The Bidder has provided detailed and clear descriptions of 3 projects that use no more than 4 forms of fraud detection/prevention</p> <p>6 points The Bidder has provided descriptions of 3 projects that utilize 3 forms of fraud detection, but no more</p> <p>4 points The Bidder has provided descriptions of 3 projects that use 2 forms fraud detection</p> <p>2 points The Bidder has provided descriptions of 3 projects that use a single form of fraud detection</p> <p>0 points The Bidder has not provided a description of 3 projects and/or the project provided do not include any forms of fraud detection</p>	
R.4	<p>The vendor must demonstrate that they have experience providing data scrubs to eliminate poor quality respondents, including automatic replacement of</p>	<p>Maximum: 10 points The Bidder has provided detailed and clear descriptions of 3 projects that include more than 3 methods of ensuring high quality responses, and</p>	



	<p>such respondents.</p> <p>Provide three, detailed examples of conducted surveys that incorporated rigorous data cleaning/scrubbing methods. For each example, include:</p> <ul style="list-style-type: none"> • Client • Project date • Sampling procedures used • Data cleaning / verification procedures used • Coding and processing procedures used • Sample size • Respondent number and demographics 	<p>include automatic replacement of those participants</p> <p>8 points The Bidder has provided detailed and clear descriptions of 3 projects that include 3 methods of ensuring high quality responses, and include automatic replacement of those participants</p> <p>6 points The Bidder has provided descriptions of 3 projects that include 2 methods of ensuring high-quality responses, and include automatic replacement of those participants</p> <p>4 points The Bidder has provided descriptions of 3 projects that include 1 method to ensure high-quality responses, and includes automatic replacement of those participants</p> <p>2 points The Bidder has provided descriptions of 3 projects includes 1 method to ensure high-quality responses, but does not automatically replace poor-quality respondents</p> <p>0 points The Bidder is not able to provide descriptions of 3 projects and does not provide any method to ensure high-quality responses</p>	
<p>R.5</p>	<p>The vendor must demonstrate that they are able to construct samples that accurately reflect the population of interest and minimize bias through the use of established sampling techniques (e.g.</p>	<p>Maximum: 10 points The Bidder has provided detailed and clear descriptions of 3 projects that include 3 or more types of sampling methods, including random sampling, which are based on clients' needs</p>	



	<p>stratified sampling, random sampling, clustered sampling, etc.).</p> <p>Provide three, detailed examples of conducted surveys that incorporated best practices in sampling to reduce bias. For each example, include:</p> <ul style="list-style-type: none"> • Client • Project date • Sampling procedures used • Data cleaning / verification procedures used • Coding and processing procedures used • Sample size • Respondent number and demographics 	<p>8 points The Bidder has provided detailed and clear descriptions of 3 projects that include 2 types of sampling methods, including random sampling, which are based on clients' needs</p> <p>6 points The Bidder has provided descriptions of 3 projects that include at 2 types of sampling methods, but neither is random sampling</p> <p>4 points The Bidder has provided descriptions of 3 projects that use random sampling only</p> <p>2 points The Bidder has provided descriptions of 3 projects that include 1 sampling method, but it is not random sampling</p> <p>0 points The Bidder is not able to provide descriptions of 3 projects and/or does not provide any use of sampling methods or techniques.</p>	
<p>R.6</p>	<p>The vendor must demonstrate that they are able to flexibly randomly assign participants to conditions/blocks and/or adjust survey presentation per participant using a variety of techniques (e.g. conjoint analysis block randomization, stratified random assignment) and adjusting survey flow/stimulus presentation based on participant characteristics. They also indicate, across numerous examples, uses of advanced</p>	<p>Maximum: 10 points The Bidder has provided detailed and clear descriptions of 3 projects that demonstrate more than 4 assignment methods that align with the clients's goals</p> <p>8 points The Bidder has provided detailed and clear descriptions of 3 projects that demonstrate 4 assignment methods that align with the clients's goals</p> <p>6 points</p>	



	<p>branching, and skip logic, among other mechanisms that allow the survey to be flexible in its presentation)</p> <p>Provide three, detailed examples of conducted surveys that incorporated flexible survey presentation on the basis of random assignment or other branching methods. For each example, include:</p> <ul style="list-style-type: none"> • Client • Project date • Sampling procedures used • Random assignment or other branching method used • Sample size • Respondent number and demographics 	<p>The Bidder has provided descriptions of 3 projects that include 3 types of assignment methods</p> <p>4 points The Bidder has provided descriptions of 3 projects that include 2 types of assignment methods</p> <p>2 points The Bidder has provided descriptions of 3 projects that include 1 type of assignment method</p> <p>0 points The Bidder is not able to provide descriptions of 3 projects and/or does not provide any use of assignment methods or techniques.</p>	
MAX. AVAILABLE POINTS	60		
MIN. POINTS REQUIRED	30		
POINTS ACHIEVED			



ATTACHMENT 2 to PART 4 – PRICING SCHEDULE

The Bidder should complete this pricing schedule and include it in its financial bid once completed.

The volumetric data included in this pricing schedule are provided for bid evaluated price determination purposes only. They are not to be considered as a contractual guarantee. Their inclusion in this pricing schedule does not represent a commitment by Canada that Canada’s future usage of the services described in the bid solicitation will be consistent with this data.

Under any resulting contract, Canada will not accept travel and living expenses that may need to be incurred by the contractor for any relocation of resources required to satisfy its contractual obligations

Initial Contract Period: From contract award to March 31, 2023.

Incidence Rate (IR)	Rate Per Participant (\$CAD)
81+%	
61-80%	
41-60%	
21-40%	
Evaluated Price (Total Rates Combined)	
Pricing is for adult consumer panels (18+) and excludes additional quotas (outside of Gender, Age, Region), tight geo-targeting, and non-adult populations.	
Incidence Rates are determined by the availability of particular participants based on survey criteria.	

Option Period Year 1: From April 1, 2023 to March 31, 2024.

Incidence Rate (IR)	Rate Per Participant (\$CAD)
81+%	
61-80%	
41-60%	
21-40%	
Evaluated Price (Total Rates Combined)	
Pricing is for adult consumer panels (18+) and excludes additional quotas (outside of Gender, Age, Region), tight geo-targeting, and non-adult populations.	
Incidence Rates are determined by the availability of particular participants based on survey criteria.	



Option Period Year 2: From April 1, 2024 to March 31, 2025.

Incidence Rate (IR)	Rate Per Participant (\$CAD)
81+%	
61-80%	
41-60%	
21-40%	
Evaluated Price (Total Rates Combined)	
Pricing is for adult consumer panels (18+) and excludes additional quotas (outside of Gender, Age, Region), tight geo-targeting, and non-adult populations.	
Incidence Rates are determined by the availability of particular participants based on survey criteria.	

Total Evaluated Extended Price

Evaluated Price: Initial contract period	\$
Evaluated Price: Option Period Year 1	\$
Evaluated Price: Option Period Year 2	\$
Total Evaluated Price (Sum of initial + option 1 + option 2)	\$

PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

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

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

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

5.1 Certifications Required with the Bid

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

5.1.1 Integrity Provisions - Declaration of Convicted Offences

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

5.2 Certifications Precedent to Contract Award and Additional Information

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

5.2.1 Integrity Provisions – Required Documentation

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

5.2.2 Federal Contractors Program for Employment Equity - Bid Certification

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

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



5.2.3 Additional Certifications Precedent to Contract Award

5.2.3.1 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-responsive.

5.2.3.2 Education and Experience

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.

Compliance with the certifications provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the term of the Contract. If the Contractor does not comply with any certification or it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.



PART 6 - RESULTING CONTRACT CLAUSES

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

6.1 Security Requirements

Before award of a contract, the following conditions must be met:

The contractor and/or its employees **MUST NOT** have unescorted access to Privy Council Office premises. The contractor(s) must, at all time, be escorted on the Privy Council Office and/or Prime Minister's Office premises by the project authority or by a suitable replacement appointed by the project authority.

The contractor and/or its employees **MUST NOT** have access to PROTECTED and/or CLASSIFIED information or assets.

The contractor and/or its employees **MUST NOT** remove any PROTECTED and/or CLASSIFIED information or assets from the identified work site(s).

The contractor and/or its employees **MUST NOT** use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data.

Subcontracts which contain security requirements are **NOT** to be awarded without the prior written permission of the Privy Council Office.

The contractor and its employees must comply with the provisions of the:

- a) Security Requirements Check List and security guide (if applicable), attached at Annex B;
- b) Industrial Security Manual (Latest Edition).

6.2 Statement of Work

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

6.3 Standard Clauses and Conditions

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

6.3.1 General Conditions

2010B (2021-12-02), General Conditions - Professional Services (Medium Complexity) apply to and form part of the Contract.



6.4 Term of Contract

6.4.1 Period of the Contract

The period of the Contract is from the date of contract award to March 31, 2023.

6.4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to two (2) additional one (1) year periods 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.

6.4.3 Termination on Thirty Days Notice

Canada reserves the right to terminate the Contract at any time in whole or in part by giving thirty (30) calendar days written notice to the Contractor.

In the event of such termination, Canada will only pay for costs incurred for services rendered and accepted by Canada up to the date of the termination. Despite any other provision of the Contract, there will be no other costs that will be paid to the Contractor as a result of the termination.

6.5 Authorities

6.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Name: Petar Radovic
Title: Procurement Officer
Privy Council Office
Administration Division
Address: 85 Sparks St., Ottawa, Ontario K1A 0A3
Telephone: 613-408-0251
E-mail address: Petar.Radovic@pco-bcp.gc.ca

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



6.5.2 Project Authority

The Project Authority for the Contract is: **to be included at contract award.**

Name: _____
Title: _____
Organization: _____
Address: _____

Telephone: _____
E-mail address: _____

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

6.5.3 Contractor's Representative

The contractor's representative is: **Bidders to fill out.**

Name:
Title:
Organization:
Address:

Telephone:
E-mail address:

6.6 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2019-01](#) of the Treasury Board Secretariat of Canada.

6.7 Payment

6.7.1 Basis of Payment

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price per word \$ _____, as specified in Annex "B". Customs duties are included and Applicable Taxes are extra.

Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work, unless they have been approved



6.7.2 Limitation of Expenditure

1. Canada's total liability to the Contractor under the Contract must not exceed \$ _____. Customs duties are included and Applicable Taxes are extra.
2. No increase in the total liability of Canada or in the price of the Work 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 approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:
 - a. when it is 75% committed, or
 - b. four months before the contract expiry date, or
 - c. as soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work, whichever comes first.
3. 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.

6.8 Method of Payment - Monthly Payment

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada.

6.9 Accounts and Audit

1. The Contractor must keep proper accounts and records of the cost of performing the Work and of all expenditures or commitments made by the Contractor in connection with the Work, including all invoices, receipts and vouchers. The Contractor must retain records, including bills of lading and other evidence of transportation or delivery, for all deliveries made under the Contract.
2. If the Contract includes payment for time spent by the Contractor, its employees, representatives, agents or subcontractors performing the Work, the Contractor must keep a record of the actual time spent each day by each individual performing any part of the Work.
3. Unless Canada has consented in writing to its disposal, the Contractor must retain all the information described in this section for six years after it receives the final payment under the Contract, or until the settlement of all outstanding claims and disputes, whichever is later. During this time, the Contractor must make this information available for audit, inspection and examination by the representatives of Canada, who may make copies and take extracts. The Contractor must provide all reasonably required facilities for any audit and inspection and must furnish all the information as the representatives of Canada may from time to time require to perform a complete audit of the Contract.



4. The amount claimed under the contract, calculated in accordance with the Basis of Payment provision in the Articles of Agreement, is subject to government audit both before and after payment is made. If an audit is performed after payment, the Contractor agrees to repay any overpayment immediately on demand by Canada. Canada may hold back, deduct and set off any credits owing and unpaid under this section from any money that Canada owes to the Contractor at any time (including under other contracts). If Canada does not choose to exercise this right at any given time, Canada does not lose this right.

6.10 Invoicing Instructions

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. a copy of time sheets to support the time claimed;
- b. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;

Invoices must be distributed as follows:

- a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
- b. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

6.11 Certifications and Additional Information

6.11.1 Compliance

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

6.12 Applicable Laws

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

6.13 Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the general conditions: 2010B (2021-12-02) Professional Services (medium complexity)
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment
- (e) Annex C, Security Requirements Check List;



- (f) Annex D, Direct Deposit Enrollment Form for Businesses; and
- (g) the Contractor's bid dated _____ .

6.14 Performance of the Work

- a) Collection and delivery of the Work may be by hand, courier, mail, electronic mail or internet (or intranet), as specified in the Contract. If the Contractor is required to collect the Work at a government site and/or deliver the Work to a government site, the Contractor must collect and deliver the Work during normal working hours, unless provided otherwise in the Contract.
- b) The Contractor must submit the Work on the prescribed electronic medium and software, following the layout and format of the original text. Any work submitted by the Contractor on the prescribed electronic medium and software must be formatted in such a way that it can be used without modification. The Contractor must follow the layout of the original in every respect. The Contractor must supply the prescribed electronic medium and software.
- c) The Work must contain no heading, advertising or information whatsoever that could identify the Contractor. No handwritten corrections will be accepted. All French translations must include all the French accents on the prescribed electronic medium and software. The Contractor must reproduce any charts (including figures), unless otherwise indicated. The word count includes figures, and figures must be reproduced.
- d) The Contractor must not remove any classified documents from the authorized work premises unless it receives authorization in writing from the Project Authority. The Contractor must ensure that its employees are aware of and comply with this requirement.
- e) The Contractor must stamp the appropriate security classification on the Work produced by the Contractor under the Contract. The Contractor must not keep or reproduce classified documents or translations of these, nor reveal their contents. Upon completion of the Work, the Contractor must return to the Project Authority all classified documents provided by Canada or produced by the Contractor under the Contract, as well as all the rough drafts, draft notes, working documents and research notes. All such documents must be submitted in person or sent by courier, enclosed in two envelopes, the inside envelope being marked at the required security level, and the outer one bearing only the addresses of the addressee and sender.



6.15 Dispute Resolution Services

The Parties agree to make every reasonable effort, in good faith, to settle amicably all disputes or claims relating to or arising from the Contract, through negotiations between the Parties' representatives authorized to settle. If the Parties do not reach a settlement within 10 working days, each party hereby consents to fully participate in and bear the cost of mediation led by the Procurement Ombudsman pursuant to Subsection 22.1(3)(d) of the Department of Public Work and Government Services Act and Section 23 of the Procurement Ombudsman Regulations.

The Office of the Procurement Ombudsman may be contacted by telephone at 1-866-734-5169, by e-mail at boa.opo@boa-opo.gc.ca, or by web at www.opo-boa.gc.ca.

6.16 Contract Administration

The parties understand that the Procurement Ombudsman appointed pursuant to Subsection 22.1(1) of the Department of Public Works and Government Services Act will review a complaint filed by the complainant respecting the administration of the Contract if the requirements of Subsection 22.2(1) of the Department of Public Works and Government Services Act and Sections 15 and 16 of the Procurement Ombudsman Regulations have been met.

To file a complaint, the Office of the Procurement Ombudsman may be contacted by e-mail at boa.opo@boa-opo.gc.ca, by telephone at 1-866-734-5169, or by web at www.opo-boa.gc.ca.

ANNEX "A"

STATEMENT OF WORK

TITLE

Impact Canada: Large-scale design research studies

OBJECTIVES

The objective of this work is to support the conduct of large-scale design research studies to support key Government of Canada priorities (e.g., COVID-19 response, climate change, etc.).

BACKGROUND, ASSUMPTION AND SPECIFIC SCOPE OF THE REQUIREMENT

The Impact and Innovation Unit (IIU) was established to drive public sector innovation by supporting implementation of high-priority policies, programs and services designed to improve outcomes for citizens. The IIU leads Impact Canada, which provides the government greater flexibility to tailor policy responses using evidence-informed policy development and outcomes-based program and service delivery models to maximize the impact of investments and improve results for Canadians.

Within the context of the COVID-19 global pandemic, the IIU refocused its efforts in March 2020 to augment the Government of Canada response efforts, leveraging its skillsets in behavioural science, public engagement, and innovative public policy design and implementation.

Through an expansion of its behavioural science function, the IIU is integrating evidence-based, behaviourally-informed insights and recommendations to communications and public education materials, policy and programmatic design, and whole-of-government decision-making. This work is carried out through a research architecture built upon three primary sources for data collection:

1. A nationwide, longitudinal tracking study that monitors evolving knowledge, risk perceptions, and behaviours related to COVID-19;
2. Rapid online studies and experiments that explore barriers to critical public health behaviours and testing public health messaging using experimental and quasi-experimental designs; and
3. In-field research enabling the design, implementation, and evaluation of behaviourally-informed interventions that encourage the adoption and maintenance of key health and safety behaviours.

In addition, the IIU has entered into a similarly structured program of applied behavioural research to support evidenced-based, data-driven policy responses to enhance our understanding of what drives individual and collective behaviour, what barriers stand in the way of greater climate action, and how to design and test solutions that lead to meaningful behaviour change in Canada.

It is within the frame of this research architecture that the IIU will continue to contribute to the Government's COVID-19 response, enhanced climate action and other priority areas where human behaviour plays a role in the advancement of key priority areas. Using an online experimentation platform – and having access to online panels of participants – to support rapid online studies and experiments has been an imperative pillar of the IIU's research architecture, enabling the identification of factors such as high-needs population segments, best-performing risk communication strategies, and policy intervention opportunities to measurably drive sustained behaviour change.

SCOPE OF WORK

The scope of this work is to support the conduct of large-scale design research studies, on an as and when requested basis, including providing tools for study data collection.



DELIVERABLES

The contractor will:

- Provide Canadian participants for design research studies based on specific profiles, screener questions, personas, or demographics, referring to them a survey tool. This includes:
 - Providing support for each unique survey being sent out through online panels
 - Sampling Canadian residents broadly representative of the overall population (including quotas for age, gender and region that align with the population distribution in Canada) when requested to achieve a study goal
 - Further narrowing the sample audience based on specific qualifiers and screeners, when requested to achieve a study goal
 - Oversampling specific subsets of the Canadian population, when requested to achieve a study goal
- Provide a qualified and experienced team to facilitate this work, including:
 - An account executive to serve as the day-to-day point of contact;
 - a project manager;
 - research experts responsible for managing methodology consultation, design and insights generation, and supported by a team of research analysts and technical consultants;
 - experts to provide industry and functional expertise on research design; and
 - thought leadership experts on best practice thinking ideas and advice on an as-needed basis.
- Provide a data centre hosting facility in Canada, certified against up-to-date standards.

PROJECT MANAGEMENT

All deliverables are subject to review and approval by the IIU, and, as such, all work must be authorized in advance by the Project Authority.

LANGUAGE REQUIREMENTS

All materials and deliverables will be produced and delivered in English or French. Translation services for any materials will be processed by the IIU as required.

LOCATION OF WORK AND TRAVEL REQUIREMENTS

The contractor(s) primary location of work will be the contractor's place of business. Arrangements may be made to conduct work primarily through teleconference and/or videoconference depending on the contractor(s) place of business.

TRAVEL REQUIREMENTS

There are no travel requirements associated with this contract. Travel or living expenses incurred by the contractor will not be reimbursed.



ANNEX "B"
BASIS OF PAYMENT
(To be included at contract award)



ANNEX "C" SECURITY REQUIREMENTS CHECK LIST



Contract Number / Numéro du contrat
Security Classification / Classification de sécurité

SECURITY REQUIREMENTS CHECK LIST (SRCL) LISTE DE VÉRIFICATION DES EXIGENCES RELATIVES À LA SÉCURITÉ (LVERS)

PART A - CONTRACT INFORMATION / PARTIE A - INFORMATION CONTRACTUELLE			
1. Originating Government Department or Organization / Ministère ou organisme gouvernemental d'origine	Privy Council Office	2. Branch or Directorate / Direction générale ou Direction	Impact and Innovation Unit
3. a) Subcontract Number / Numéro du contrat de sous-traitance	3. b) Name and Address of Subcontractor / Nom et adresse du sous-traitant		
4. Brief Description of Work / Brève description du travail			
The purpose of this work is to support the conduct of large-scale design research studies, on an as and when needed basis, including providing tools for study data collection and analysis. The contractor will provide participants for design research studies based on specific profiles, screener questions, personas or demographics and refer them to a survey tool.			
5. a) Will the supplier require access to Controlled Goods? / Le fournisseur aura-t-il accès à des marchandises contrôlées?		<input checked="" type="checkbox"/> No / Non	<input type="checkbox"/> Yes / Oui
5. b) Will the supplier require access to unclassified military technical data subject to the provisions of the Technical Data Control Regulations? / Le fournisseur aura-t-il accès à des données techniques militaires non classifiées qui sont assujetties aux dispositions du Règlement sur le contrôle des données techniques?		<input checked="" type="checkbox"/> No / Non	<input type="checkbox"/> Yes / Oui
6. Indicate the type of access required / Indiquer le type d'accès requis			
6. a) Will the supplier and its employees require access to PROTECTED and/or CLASSIFIED information or assets? / Le fournisseur ainsi que les employés auront-ils accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS? (Specify the level of access using the chart in Question 7. c) / (Préciser le niveau d'accès en utilisant le tableau qui se trouve à la question 7. c)		<input checked="" type="checkbox"/> No / Non	<input type="checkbox"/> Yes / Oui
6. b) Will the supplier and its employees (e.g. cleaners, maintenance personnel) require access to restricted access areas? No access to PROTECTED and/or CLASSIFIED information or assets is permitted. / Le fournisseur et ses employés (p. ex. nettoyeurs, personnel d'entretien) auront-ils accès à des zones d'accès restreintes? L'accès à des renseignements ou à des biens PROTÉGÉS et/ou CLASSIFIÉS n'est pas autorisé.		<input checked="" type="checkbox"/> No / Non	<input type="checkbox"/> Yes / Oui
6. c) Is this a commercial courier or delivery requirement with no overnight storage? / S'agit-il d'un contrat de messagerie ou de livraison commerciale sans entreposage de nuit?		<input checked="" type="checkbox"/> No / Non	<input type="checkbox"/> Yes / Oui
7. a) Indicate the type of information that the supplier will be required to access / Indiquer le type d'information auquel le fournisseur devra avoir accès			
Canada <input checked="" type="checkbox"/>	NATO / OTAN <input type="checkbox"/>	Foreign / Étranger <input type="checkbox"/>	
7. b) Release restrictions / Restrictions relatives à la diffusion			
No release restrictions / Aucune restriction relative à la diffusion <input checked="" type="checkbox"/>	All NATO countries / Tous les pays de l'OTAN <input type="checkbox"/>	No release restrictions / Aucune restriction relative à la diffusion <input type="checkbox"/>	
Not releasable / À ne pas diffuser <input type="checkbox"/>			
Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>	Restricted to: / Limité à: <input type="checkbox"/>	
Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:	Specify country(ies): / Préciser le(s) pays:	
7. c) Level of information / Niveau d'information			
PROTECTED A / PROTÉGÉ A <input type="checkbox"/>	NATO UNCLASSIFIED / NATO NON CLASSIFIÉ <input type="checkbox"/>	PROTECTED A / PROTÉGÉ A <input type="checkbox"/>	
PROTECTED B / PROTÉGÉ B <input type="checkbox"/>	NATO RESTRICTED / NATO DIFFUSION RESTREINTE <input type="checkbox"/>	PROTECTED B / PROTÉGÉ B <input type="checkbox"/>	
PROTECTED C / PROTÉGÉ C <input type="checkbox"/>	NATO CONFIDENTIAL / NATO CONFIDENTIEL <input type="checkbox"/>	PROTECTED C / PROTÉGÉ C <input type="checkbox"/>	
CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>	NATO SECRET / NATO SECRET <input type="checkbox"/>	CONFIDENTIAL / CONFIDENTIEL <input type="checkbox"/>	
SECRET / SECRET <input type="checkbox"/>	COSMIC TOP SECRET / COSMIC TRÈS SECRET <input type="checkbox"/>	SECRET / SECRET <input type="checkbox"/>	
TOP SECRET / TRÈS SECRET <input type="checkbox"/>		TOP SECRET / TRÈS SECRET <input type="checkbox"/>	
TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>		TOP SECRET (SIGINT) / TRÈS SECRET (SIGINT) <input type="checkbox"/>	



Contract Number / Numéro du contrat [REDACTED]
Security Classification / Classification de sécurité [REDACTED]

PART A (continued) / PARTIE A (suite)

8. Will the supplier require access to PROTECTED and/or CLASSIFIED COMSEC information or assets?
Le fournisseur aura-t-il accès à des renseignements ou à des biens COMSEC désignés PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui
If Yes, indicate the level of sensitivity:
Dans l'affirmative, indiquer le niveau de sensibilité : [REDACTED]

9. Will the supplier require access to extremely sensitive INFOSEC information or assets?
Le fournisseur aura-t-il accès à des renseignements ou à des biens INFOSEC de nature extrêmement délicate? No / Non Yes / Oui

Short Title(s) of material / Titre(s) abrégé(s) du matériel : [REDACTED]
Document Number / Numéro du document : [REDACTED]

PART B - PERSONNEL (SUPPLIER) / PARTIE B - PERSONNEL (FOURNISSEUR)

10. a) Personnel security screening level required / Niveau de contrôle de la sécurité du personnel requis

<input type="checkbox"/> RELIABILITY STATUS COTE DE FIABILITÉ	<input type="checkbox"/> CONFIDENTIAL CONFIDENTIEL	<input type="checkbox"/> SECRET SECRET	<input type="checkbox"/> TOP SECRET TRÈS SECRET
<input type="checkbox"/> TOP SECRET-SIGINT TRÈS SECRET - SIGINT	<input type="checkbox"/> NATO CONFIDENTIAL NATO CONFIDENTIEL	<input type="checkbox"/> NATO SECRET NATO SECRET	<input type="checkbox"/> COSMIC TOP SECRET COSMIC TRÈS SECRET
<input type="checkbox"/> SITE ACCESS ACCÈS AUX EMPLACEMENTS			

Special comments:
Commentaires spéciaux : [REDACTED]

NOTE: If multiple levels of screening are identified, a Security Classification Guide must be provided.
REMARQUE : Si plusieurs niveaux de contrôle de sécurité sont requis, un guide de classification de la sécurité doit être fourni.

10. b) May unscreened personnel be used for portions of the work?
Du personnel sans autorisation sécuritaire peut-il se voir confier des parties du travail? No / Non Yes / Oui
If Yes, will unscreened personnel be escorted?
Dans l'affirmative, le personnel en question sera-t-il escorté? No / Non Yes / Oui

PART C - SAFEGUARDS (SUPPLIER) / PARTIE C - MESURES DE PROTECTION (FOURNISSEUR)

INFORMATION / ASSETS / RENSEIGNEMENTS / BIENS

11. a) Will the supplier be required to receive and store PROTECTED and/or CLASSIFIED information or assets on its site or premises?
Le fournisseur sera-t-il tenu de recevoir et d'entreposer sur place des renseignements ou des biens PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui

11. b) Will the supplier be required to safeguard COMSEC information or assets?
Le fournisseur sera-t-il tenu de protéger des renseignements ou des biens COMSEC? No / Non Yes / Oui

PRODUCTION

11. c) Will the production (manufacture, and/or repair and/or modification) of PROTECTED and/or CLASSIFIED material or equipment occur at the supplier's site or premises?
Les installations du fournisseur serviront-elles à la production (fabrication et/ou réparation et/ou modification) de matériel PROTÉGÉ et/ou CLASSIFIÉ? No / Non Yes / Oui

INFORMATION TECHNOLOGY (IT) MEDIA / SUPPORT RELATIF À LA TECHNOLOGIE DE L'INFORMATION (TI)

11. d) Will the supplier be required to use its IT systems to electronically process, produce or store PROTECTED and/or CLASSIFIED information or data?
Le fournisseur sera-t-il tenu d'utiliser ses propres systèmes informatiques pour traiter, produire ou stocker électroniquement des renseignements ou des données PROTÉGÉS et/ou CLASSIFIÉS? No / Non Yes / Oui

11. e) Will there be an electronic link between the supplier's IT systems and the government department or agency?
Disposera-t-on d'un lien électronique entre le système informatique du fournisseur et celui du ministère ou de l'agence gouvernementale? No / Non Yes / Oui



Contract Number / Numéro du contrat
Security Classification / Classification de sécurité

PART C - (continued) / PARTIE C - (suite)

For users completing the form **manually** use the summary chart below to indicate the category(ies) and level(s) of safeguarding required at the supplier's site(s) or premises.
Les utilisateurs qui remplissent le formulaire **manuellement** doivent utiliser le tableau récapitulatif ci-dessous pour indiquer, pour chaque catégorie, les niveaux de sauvegarde requis aux installations du fournisseur.

For users completing the form **online** (via the Internet), the summary chart is automatically populated by your responses to previous questions.
Dans le cas des utilisateurs qui remplissent le formulaire **en ligne** (par Internet), les réponses aux questions précédentes sont automatiquement saisies dans le tableau récapitulatif.

SUMMARY CHART / TABLEAU RÉCAPITULATIF

Category Catégorie	PROTECTED PROTÉGÉ			CLASSIFIED CLASSIFIÉ			NATO				COMSEC					
	A	B	C	CONFIDENTIAL	SECRET	TOP SECRET	NATO RESTRICTED	NATO CONFIDENTIAL	NATO SECRET	COSMIC TOP SECRET COSMIC TRES SECRET	PROTECTED PROTÉGÉ			CONFIDENTIAL	SECRET	TOP SECRET
				CONFIDENTIEL		TRES SECRET	NATO DIFFUSION RESTREINTE	NATO CONFIDENTIEL			A	B	C			
Information / Assets Renseignements / Biens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
Production	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
IT Media / Support TI	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						
IT Link / Lien électronique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>						

12. a) Is the description of the work contained within this SRCL PROTECTED and/or CLASSIFIED?
La description du travail visé par la présente LVERS est-elle de nature PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification".
Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire.

12. b) Will the documentation attached to this SRCL be PROTECTED and/or CLASSIFIED?
La documentation associée à la présente LVERS sera-t-elle PROTÉGÉE et/ou CLASSIFIÉE? No / Non Yes / Oui

If Yes, classify this form by annotating the top and bottom in the area entitled "Security Classification" and indicate with attachments (e.g. SECRET with Attachments).
Dans l'affirmative, classifiez le présent formulaire en indiquant le niveau de sécurité dans la case intitulée « Classification de sécurité » au haut et au bas du formulaire et indiquer qu'il y a des pièces jointes (p. ex. SECRET avec des pièces jointes).



ANNEX "D"
DIRECT DEPOSIT ENROLLMENT FORM FOR BUSINESSES

VENDOR REGISTRATION FORM		
TYPE OF REQUEST		
Type of Request	<input checked="" type="checkbox"/> New Request <input type="checkbox"/> Modification	
For modifications, specify which information:		
VENDOR INFORMATION		
Legal Name:		
Operating As (if applicable):		
Address:		
City:	Province/State:	Country:
Phone:	Fax:	Postal Code/ ZIP:
E-mail:		Preferred Language: <input checked="" type="radio"/> En <input type="radio"/> FR
Select the option that represents your status <input type="radio"/> Individual <input checked="" type="radio"/> Corporation / Partnership <input type="radio"/> Other		
Tax Reporting information <input type="radio"/> Federal Business Number <input checked="" type="radio"/> GST/HST <input type="radio"/> SIN		Number (Ex: XXX XXX XXX RT0001)
REMITTANCE ADDRESS (IF DIFFERENT FROM ABOVE)		
Address:		
City:	Province/State:	Country:
Phone:	Fax:	Postal Code/ ZIP:
E-mail for Payment Notification:		
BANKING INFORMATION (WITHIN CANADA)		
Please attach a blank cheque from your bank account with "VOID" written on it or complete fields 1, 2 and 3 below		
1 Branch Number (Transit):	2 Financial Institution Number:	3 Account Number:
Currency of the Account:		
BANKING INFORMATION (FOREIGN BANK)		
Bank name:		
Address:		



VENDOR REGISTRATION FORM

City:	Province/State:	Country:
Phone:	Postal Code/ ZIP:	
Bank Branch:	SWIFT/BIC:	IBAN:
SIGNATURES		
Completed By:	Date:	