

# REQUEST FOR PROPOSAL

## AMENDMENT #2

### SPACE BRAIN HACK

**Bid Submission Deadline:**  
**April 11<sup>th</sup>, 2023 at 2:00 PM (EDT)**

**Submit Bids by:**

CPC Connect service  
Or  
By Fax 819-997-9776

**Reference:** CSA File No. **9F015-22-0045-B**

*Note: Please read this invitation to tender carefully for further details on the requirements and bid submission instructions.*



April 4<sup>th</sup>, 2022

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**The Request for Proposal (RFP) amendment # 2 is hereby amended as follow:**

The purpose of this amendment:

- a. Attendees during the Bidder's conference held on March 23<sup>rd</sup>, 2023.
- b. Publish Canada's responses to questions asked during the Bidder's conference

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**a. Attendees during the Bidder's conference held on March 23<sup>rd</sup>, 2023.**

- Pinnguaq Association
- Geocentrix Technologies Ltd.
- STEMedge Academy

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**b. Publish Canada's responses to questions asked during the Bidder's conference**

**Question 1:**

What are our targets across Canada? How many educators are you looking to engage?

**Answer 1:**

No specific number has been set, but all provinces and territories should be included in the engagement efforts.

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**Question 2:**

What are some of the main challenges that you have experienced in the first interaction of the challenge?

**Answer 2:**

Connecting with busy educators, providing an activity that engages students but also creates little to no preparation time to implement.

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**Question 3:**

Based on your past-experience with the space brain hack, what is the budget range you are anticipating for this project?

**Answer 3:**

Bidders are expected to tell us how much they would need to run this. What is the budget requested to complete the work and engage the number of educators the Bidder thinks they can reach?

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**Question 4:**

Is there a page limit for the submission? (Request For Proposal; RFP)

**Answer 4:**

There is no page limit, as long as all required information is there. Please note that external resources/links will not be accessed, only what is in the proposal document that is considered and evaluated.

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**Question 5:**

How many schools were/are involved this year? How many in-person visits were given?

**Answer 5:**

No in-school visits were done this year, but there was engagement across Canada at educator conferences.

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**Question 6:**

How many submissions were there for this round? How many educators participated?

**Answer 6:**

66 total – 3 ineligible = 63 eligible submissions (46 submissions from 9 school teachers; 5 submissions from 2 external/after school programs; 12 submissions from parents (homeschooled or completed at home))

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**Question 7:**

If you are looking for us to engage with teachers face-to-face across Canada, travel would be a considerable budget line item. What is Canadian Space Agency's preference: reduce project cost by virtual engagement or keep in budget?

**Answer 7:**

We are looking to the bidder to showcase their knowledge in engaging with educators, rather than having us determine the best approach. We expect that a variety of techniques would be implemented. We are not looking for delivery to be face to face, the educator should be able to pick up and implement the activity on their own.

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**Question 8:**

Does Canadian Space Agency (CSA) provide technical support/platform including email server, video server, web content management system, website to support educator engagement, promotion, and support?

**Answer 8:**

CSA will host all content (text, images, videos, presentations, documents and the submission forms and data), ensuring it conforms to accessibility standards set by the Government of Canada. It will serve as the primary website. The contractor will use their own telephone lines, email and video platform to respond to educator inquiries and host webinars or information sessions. All information regarding the initiative (including the resources) are currently on the CSA website and it will remain there for all future interactions.

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**Question 9:**

Is this linked to the Junior Astronauts program?

**Answer 9:**

It is part of the same suite of activities that are connected to the Government of Canada's 2019 Lunar Gateway commitment, but we are not making direct links to the Junior Astronaut program. Space Brain Hack is among five mandated activities, Junior Astronaut being among them. However, it is possible that some resources might be used for future Junior Astronaut engagements.

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**Question 10:**

For educator and student resources packages, educator engagement, promotion and support, will the Contractor be responsible for all creative elements OR will the creative elements be created by CSA's creative group? (ie. Contractor delivers written content for all resources and engagement materials to CSA for design implementation, eg. CSA receives approved content from the Contractor and creates the slide decks, publications using CSA licensed icons, images, photos, fonts, etc.)

**Answer 10:**

The contractor will be responsible for incorporating content into creative elements while adhering to CSA policies surrounding content creation. The contractor will be provided with templates for the communications products at the Kick-Off meeting. All communication products must be reviewed and approved by CSA prior to public release.

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**Question 11:**

In this round of Space Brain Hack, which Indigenous communities and underrepresented groups have you successfully reached nationally?

**Answer 11:**

We have not fully analyzed the data to determine if there have been any Indigenous communities involved. We have reached a group serving black youth in Nova Scotia. We have also participated in Indspire's National Gathering to share the resources with Indigenous Educators who attended the conference. Additionally, the pilot project involved an organization representing underrepresented youth. In sum, it is a learning journey for the CSA, as we are still in the early days of creating relationships with various First Nations communities and organizations. This includes listening to their needs while sharing projects we have developed that may be of interest.

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**Question 12:**

Does our bid have to be Pan-Canadian or can we focus on a regional approach?

**Answer 12:**

Pan-Canadian, but a series of regional approaches may be necessary to cover the entire country. Ultimately, we are looking for everyone across Canada who is eligible for Space Brain Hack to have the opportunity to participate in the challenge.

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**Question 13:**

Another question in relation to the current resources, have they been developed with an Indigenous learning framework lens?

**Answer 13:**

The resources for the Space Brain Hack were developed internally and we did have a pilot where we worked with educators and organizations to get their feedback. A specifically indigenous learning framework lens was not applied to this edition of the initiative.

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**Question 14:**

Would the CSA be able to share their past engagement lists to start the engagement process if the bidder is successful?

**Answer 14:**

We are willing to share who has been involved in the past, but we are expecting the bidder to have an established network of educators and organizations with whom they can start the engagement. It is our intention that our list is supplementary to the bidder's network and outreach efforts.

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**Question 15:**

The RFP seems to be firm fixed priced but there are a lot of moving parts. The proposed budget - can that be revised at a later time with consent from the CSA?

**Answer 15:**

Yes it can be, if you find that the work described in the SOW is not clear enough but it must be written and approval must be granted prior. A proper justification must be submitted to ensure that the costs are deemed necessary to the success of the project.

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**Question 16:**

Will the Contractor have access to CSA's communication staff and resources to help with physical mail outs, email blasts, printouts, and social media engagement?

**Answer 16:**

The contractor will be planning and conducting the promotion and engagement in collaboration with the CSA. While the CSA's approach to sharing information is digital by default, we understand that to reach some communities and organizations a physical mail outs for information materials may be the most effective and efficient approach. The contractor can propose an approach and the CSA will discuss the options for facilitating its implementation. The CSA will provide the contractor with the necessary templates and parameters to work with for all the communication products. The CSA will be conducting online (social media, newsletter, etc.) communications and engagement as per its capacity at the time, and will inform the contractor of the upcoming communications and engagements.

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**Question 17:**

For engagement, is the Contractor responsible for the actual delivery of the engagement (e.g. attending the teacher's conference on behalf of CSA to present in-person), or, is the Contractor responsible for developing the content for delivery by a CSA Staff (e.g. produce a presentation to be delivered by a CSA member who will attend the teacher's conference).

**Answer 17:**

For delivery of the engagement, the contractor will be responsible for the development of content that adheres to CSA requirements and policies as well as work collaboratively with CSA team to identify opportunities for the contractor to deliver the engagements (virtually or in-person).

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**Question 18:**

Does the Contractor answer incoming phone calls about the program directly live, as they come in, or are the calls answered by the CSA, and then the questions compiled and are forwarded to the Contractor to address? (i.e. the CSA has its own staff to answer phone calls).

**Answer 18:**

Yes, the contractor will be responsible to answer phone calls as they come in.

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**Question 19:**

Does the CSA have the IT infrastructure to collect questions from online submissions and forward those submissions to the Contractor? (i.e. the Contractor has access to a CSA email account for communicating with educators).

**Answer 19:**

For email inquiries from educators to CSA, the CSA team will collect and forward them to the contractor. The contractor will then be responsible for answering those emails directly while keep the CSA in the loop.

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**Question 20:**

How many inquiries have come in from the 2022-2023 challenge? How many are from schools vs. informal educational institutions, vs. organizations, etc.?

**Answer 20:**

23 educators attended the webinar, 23 others requested the recording, 10 inquiries were received (3 parents, 4 students, 3 teachers).

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**Question 21:**

Regarding the Mandatory Criterion (3 examples, at least 5 years of experience within the last 15 years in education): We have an education project that lasted for a long period of time (almost 10 years) in Canadian schools. Would it be enough, or do you really need 3 projects?

**Answer 21:**

The bidder must include three (3) examples as required in the mandatory criterion. The number of years and experience will be evaluated based on the evidence in the descriptions of the three (3) projects. The duration of the three (3) projects combined must total at least 5 years experience. The project mentioned in the question would count as one project.

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**ALL OTHER TERMS AND CONDITIONS OF THIS RFP REMAIN UNCHANGED.**