Buyer ID - Id de l'acheteur E12

CCC No./N° CCC - FMS No./N° VME

File No. - N $^{\circ}$ du dossier 2024-00346

Title - Sujet

Date

RETURN BIDS TO: RETOURNER LES SOUMISSIONS À:

Bid Receiving / Réception des soumissions:

<u>cfia.bidreceipt-receptiondesoumission.</u> acia@inspection.gc.ca

REQUEST FOR PROPOSAL

DEMANDE DE PROPOSITION

Proposal to: Canadian Food Inspection Agency (CFIA)

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 therefor.

Proposition à : L'Agence canadienne d'inspection des aliments (ACIA)

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux appendices ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Title – Sujet Media Relations Trainin Spokespeople	November 22 nd , 2023						
Solicitation No. – N ° de l'Invitation 2024-00346							
Client Reference No 2024-00346	Client Reference No. – N ° de Référence du Client 2024-00346						
Solicitation Closes - L	'Invitation Prend Fin						
At – À :	2PM	ET (Eastern Time) – HE (heure de l'Est)					
On – Le :	December 18 th , 2023						
Delivery – Livraison See herein – Voir aux présentes	Taxes See herein – Voir aux présentes	Duty – Droits See herein – Voir aux présentes					
Destination of Service See herein – Voir aux p	s – Destination des Serv résentes	ices					
Instructions See herein – Voir aux p	résentes						
•	lresser toutes demande	de renseignements à :					
Catherine Clairoux Telephone No N ° de téléphone (343) 596-9265	catherine.clairoux@ir	nspection.gc.ca					
Vendor or Firm Name, Address and Representatives – Nom du fournisseur ou de l'entreprise, adresse et les représentants :							
Telephone No N ° de téléphone Email Address – Adresse Courriel							
Name and Title of the Authorized Person signing on behalf of the Vendor or Firm (type or print) – Nom et titre de la personne autorisée à signer au nom du fournisseur ou de l'entrepreneur (taper ou en caractères d'imprimerie)							

File No. - N° du dossier 2024-00346

TABLE OF CONTENTS

2024-00346

	3
PART 1 – GENERAL INFORMATION 1.1 Security Requirements	3
1.2 Statement of Work	3
Comprehensive Land Claims Agreements Conditional Reserved Bidding under the Federal Government PSIB	3
1.4 Conditional Reserved Bidding under the Federal Government PSIB	3
1.5 Debriefings	3
¥	
PART 2 – BIDDER INSTRUCTIONS	5
2.1 Standard Instructions, Clauses and Conditions	5
2.2 Submission of Bids	6
2.3 Former Public Servant	6
2.4 Enquiries – Bid Solicitation	7
2.5 Applicable Laws	7
2.6 Bid Challenge and Recourse Mechanisms	7
PART 3 – BID PREPARATION INSTRUCTIONS	9
3.1 Bid Preparation Instructions	9
PART 4 – EVALUATION PROCEDURES AND BASIS OF SELECTION	11
4.1 Evaluation Procedure	11
4.2 Basis of Selection	12
PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION	13
5.1 Certifications Required with the Bid5.2 Certifications Precedent to Contract Award and Additional Information	13
5.2 Certifications Precedent to Contract Award and Additional Information	13
PART 6 – RESULTING CONTRACT CLAUSES	16
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements	16
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work	16 16
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions	16 16 16
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract	16 16 16 16
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract	16 16 16 16
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants	16 16 16 16 16 16 17
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment	16 16 16 16 16 16 17 17
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment 6.8 Invoicing Instructions	16 16 16 16 16 17 17 18 18
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment 6.8 Invoicing Instructions 6.9 Certifications and Additional Information	16 16 16 16 16 17 18 18 18
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment 6.8 Invoicing Instructions 6.9 Certifications and Additional Information 6.10 Applicable Laws	16 16 16 16 16 17 18 18 18 19
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment 6.8 Invoicing Instructions 6.9 Certifications and Additional Information 6.10 Applicable Laws 6.11 Priority of Documents	16 16 16 16 16 17 18 18 19 19
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment 6.8 Invoicing Instructions 6.9 Certifications and Additional Information 6.10 Applicable Laws	16 16 16 16 16 17 18 18 19 19
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment 6.8 Invoicing Instructions 6.9 Certifications and Additional Information 6.10 Applicable Laws 6.11 Priority of Documents 6.12 Dispute Resolution	16 16 16 16 16 17 18 18 19 19 19
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment 6.8 Invoicing Instructions 6.9 Certifications and Additional Information 6.10 Applicable Laws 6.11 Priority of Documents 6.12 Dispute Resolution ATTACHMENT 1 TO PART 5 – Federal Government's PSIB Certification	16 16 16 16 16 17 18 18 19 19 19 20
PART 6 – RESULTING CONTRACT CLAUSES 6.1 Security Requirements 6.2 Statement of Work 6.3 Standard Clauses and Conditions 6.4 Term of Contract 6.5 Authorities 6.6 Proactive Disclosure of Contracts with Former Public Servants 6.7 Payment 6.8 Invoicing Instructions 6.9 Certifications and Additional Information 6.10 Applicable Laws 6.11 Priority of Documents 6.12 Dispute Resolution	16 16 16 16 16 17 18 18 19 19 19 20

File No. - N° du dossier **2024-00346**

Buyer ID - Id de l'acheteur **E12** CCC No./N° CCC - FMS No./N° VME

PART 1 - GENERAL INFORMATION

This bid solicitation is being issued to satisfy the requirement of the **Canadian Food Inspection Agency** (CFIA) (the « **Client** »), for a personalization of the Contractor's existing web-based interactive training on Media Relations Training including course materials, a course syllabus and the delivery of the course.

1.1 Security Requirements

- a. There are no security requirements associated with this requirement.
- **b.** For additional information on security requirements, Bidders should refer to the Contract Security Program of Public Works and Government Services Canada (http://www.tpsgc-pwgsc.gc.ca/escsrc/introduction-eng.html) website.

1.2 Statement of Work

The Work to be performed is detailed under **Annex A** – Statement of Work (SOW), of the resulting contract clauses.

1.3 Comprehensive Land Claims Agreements

The resulting contract will not include deliveries in locations within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirements for deliveries in locations within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador that are subject to CLCAs will have to be treated as a separate procurement, outside of this bid solicitation.

1.4 Conditional Reserved Bidding under the Federal Government Procurement Strategy for Indigenous Business (PSIB)

This procurement is conditionally set-aside under the federal government Procurement Strategy for Indigenous Businesses. For more information on Aboriginal business requirements of the Set-Aside Program for Indigenous Business, refer to Annex 9.4 of the Supply Manual.

This procurement is conditionally set aside from the international trade agreements under the provision each has for measures with respect to Aboriginal peoples or for set-asides for small and minority businesses. Further to Article 800 of the Canadian Free Trade Agreement (CFTA), CFTA does not apply to this procurement.

"Indigenous Business" or "Indigenous Businesses" mean an entity or entities that have duly completed the Attachment 1 to Part 5 – PSIB Certifications and submitted it with their bid.

This is a competitive bid solicitation however, this solicitation will be reserved for Indigenous Businesses if both of the following conditions are met:

- **a.** bids from two (2) or more Indigenous Businesses are responsive with the mandatory requirements of the solicitation including any minimum points required for any point-rated criteria,
- **b.** bids from two (2) or more Indigenous Businesses are, in the evaluation team's opinion, not affiliated within the meaning used in the Competition Act, R.S.C., 1985, c. C-34.

If the above conditions are not met, the procurement will remain open for competition among all suppliers.

1.5 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the

Solicitation No. - N° de l'invitation 2024-00346 Client Ref. No. - N° de réf. du client

2024-00346

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur

E12

CCC No./N° CCC - FMS No./N° VME

File No. - N° du dossier 2024-00346

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 via Teams.

Buyer ID - Id de l'acheteur
E12
CCC No./N° CCC - FMS No./N° VME

File No. - N° du dossier **2024-00346**

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 <u>Standard Acquisition Clauses and Conditions Manual</u> (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 <u>2003</u> (2023-06-08), **Standard Instructions** - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of <u>2003</u>, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

Delete: 60 days **Insert:** 180 days

Technical Difficulties of Bid Transmission

Despite anything to the contrary in (05), (06) or (08) of the Standard Instructions, where a Bidder has commenced transmission of its bid through an electronic submission method (such as facsimile, Canada Post Corporation's (CPC) Connect service, or other online service) in advance of the bid solicitation closing date and time, but due to technical difficulties, Canada was unable to receive or decode the entirety of the Bid by the deadline, Canada may nonetheless accept the entirety of the Bid received after the bid solicitation closing date and time, provided that the Bidder can demonstrate the following:

- **a.** The bidder contacted Canada in advance of the bid solicitation closing date and time to attempt to resolve its technical difficulties; OR
- **b.** The electronic properties of the Bid documentation clearly indicate that all components of the Bid were prepared in advance of the bid solicitation closing date and time.

Completeness of the Bid

After the closing date and time of this bid solicitation, Canada will examine the Bid to determine completeness. The review for completeness will be limited to identifying whether any information submitted as part of the bid can be accessed, opened, and/or decoded. This review does not constitute an evaluation of the content, will not assess whether the Bid meets any standard or is responsive to all solicitation requirements, but will be solely limited to assessing completeness. Canada will provide the Bidder with the opportunity to submit information found to be missing or incomplete in this review within two (2) business days of notice.

Specifically, the bid will be reviewed and deemed to be complete when the following elements have been submitted by the bidder:

- **a.** That certifications and securities required at bid closing are included.
- **b.** That bids are properly signed, that the bidder is properly identified.
- c. Acceptance of the terms and conditions of the bid solicitation and resulting contract.
- **d.** That all documents created prior to bid closing but due to technical difficulties Canada was unable to receive them, have been properly submitted and received by Canada.
- **e.** All certifications, declarations and proofs created prior to bid closing but due to technical difficulties Canada was unable to receive them, have been properly submitted and received by Canada.

Solicitation No. - N° de l'invitation 2024-00346 Client Ref. No. - N° de réf. du client 2024-00346

Amd. No. - N° de la modif.

File No. - N° du dossier 2024-00346

Buyer ID - Id de l'acheteur E12 CCC No./N° CCC - FMS No./N° VME

2.2 Submission of Bids

Bids must be submitted electronically to the Contracting Authority at the generic Bid Receiving email address cfia.bidreceipt-receptiondesoumission.acia@inspection.gc.ca by the date and time indicated on page 1 of the Bid Solicitation.

SOLICITATION CLOSES: at 2pm ET on December 18th, 2023

The Bid Receiving Email Address is solely for the delivery of bids – for the sole purpose of bid submission. No other communication is to be sent to this email address.

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 nonresponsive.

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 abo	ve deti	nitions,	is the	Bidder	a F	PS I	n receij	ot o	t a	pension'	! ∟	」Yes	or	Ш	N	C
----	-------	---------	---------	----------	--------	--------	-----	------	----------	------	-----	----------	-----	-------------	----	---	---	---

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;

Solicitation No. - N° de l'invitation 2024-00346 Client Ref. No. - N° de réf. du client 2024-00346

Amd. No. - N° de la modif.

File No. - N° du dossier **2024-00346**

Buyer ID - Id de l'acheteur
E12
CCC No./N° CCC - FMS No./N° VME

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

ls the Bidder a FPS who received a	a lump sum payment	pursuant to the terms	s of the Work Force
Adjustment Directive? 🗌 Yes or [□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

To ensure the integrity of the competitive bid process, enquiries and other communications regarding the bid solicitation must be directed only to the Contracting Authority identified in the bid solicitation. Failure to comply with this requirement may result in the bid being declared non-responsive.

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**, **Canada**.

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 Bid Challenge and Recourse Mechanisms

a. Several mechanisms are available to potential suppliers to challenge aspects of the procurement process up to and including contract award.

Solicitation No. - N° de l'invitation $\label{eq:continuous} 2024-00346$ Client Ref. No. - N° de réf. du client 2024-00346

Amd. No. - N° de la modif.

File No. - N° du dossier 2024-00346

Buyer ID - Id de l'acheteur E12 CCC No./N° CCC - FMS No./N° VME

- **b.** Canada encourages suppliers to first bring their concerns to the attention of the Contracting Authority. Canada's Buy and Sell website, under the heading "Bid Challenge and Recourse Mechanisms" contains information on potential complaint bodies such as:
 - Office of the Procurement Ombudsman (OPO)
 - Canadian International Trade Tribunal (CITT)
- **c.** Suppliers should note that there are **strict deadlines** for filing complaints, and the time periods vary depending on the complaint body in question. Suppliers should therefore act quickly when they want to challenge any aspect of the procurement process.

Amd. No. - N° de la modif.

File No. - N° du dossier **2024-00346**

Buyer ID - Id de l'acheteur

E12

CCC No./N° CCC - FMS No./N° VME

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

Canada requires that each bid, at solicitation closing date and time or upon request from the Contracting Authority, be signed by the Bidder or by an authorized representative of the Bidder. If a bid is submitted by a joint venture, it must be in accordance with section 17.

It is the Bidder's responsibility to:

- **a.** obtain clarification of the requirements contained in the bid solicitation, if necessary, before submitting a bid:
- **b.** prepare its bid in accordance with the instructions contained in the bid solicitation;
- **c.** submit by solicitation closing date and time a complete bid;
- **d.** send its bid only to the specified Bid Receiving Unit specified in the bid solicitation, to the email address specified in the bid solicitation;
- **e.** ensure that the Bidder's name, bid solicitation number, and solicitation closing date and time are clearly visible on the bid; and,
- **f.** provide a comprehensible and sufficiently detailed bid, including all requested pricing details, that will permit a complete evaluation in accordance with the criteria set out in the bid solicitation.

Bid documents and supporting information may be submitted in either English or French. Bids received on or before the stipulated bid solicitation closing date and time will become the property of Canada. All bids will be treated as confidential, subject to the provisions of the Access to Information Act (R.S. 1985, c. A-1) and the Privacy Act (R.S., 1985, c. P-21).

Unless specified otherwise in the bid solicitation, Canada will evaluate only the documentation provided with a bidder's bid. Canada will not evaluate information such as references to Web site addresses where additional information can be found, or technical manuals or brochures not submitted with the bid. A bid cannot be assigned or transferred in whole or in part.

Canada requests that the Bidder submits its bid in separately bound sections as follows:

Section II: Technical Bid Section II: Financial Bid Section III: Certifications

Section IV: Additional Information

Submission of Only One Bid:

A Bidder, including related entities, will be permitted to submit only one (1) bid in response to this bid solicitation. If a Bidder or any related entities participate in more than one (1) bid (participating means being part of the Bidder, not being a subcontractor), Canada will provide those Bidders with two (2) working days to identify the single bid to be considered by Canada. Failure to meet this deadline will result in all the affected bids being disqualified.

For the purposes of this Article, regardless of the jurisdiction where any of the entities concerned is incorporated or otherwise formed as a matter of law (whether that entity is a natural person, corporation, partnership, etc.), an entity will be considered to be "**related**" to a Bidder if

- **a.** they are the same legal entity (i.e., the same natural person, corporation, partnership, limited liability partnership, etc.);
- b. they are "related persons" or "affiliated persons" according to the Canada Income Tax Act;
- **c.** the entities have now or in the two years before bid closing had a fiduciary relationship with one another (either as a result of an agency arrangement or any other form of fiduciary relationship);

Buyer ID - Id de l'acheteur

E12

CCC No./N° CCC - FMS No./N° VME

d. the entities otherwise do not deal with one another at arm's length, or each of them does not deal at arm's length with the same third party.

Individual members of a joint venture cannot participate in another bid, either by submitting a bid alone or by participating in another joint venture.

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 described in the Statement of Work at **Annex A**.

Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying 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.

Section II: Financial Bid

Bidders must submit their Financial Bid in Canadian funds and in accordance with the Basis of Payment at **Annex B** of the Resulting Contract Clauses at Part 6. Bidders must submit their rates FOB destination, Canadian customs duties and excise taxes included, as applicable, and Applicable Taxes excluded.

When preparing their Financial Bid, Bidders should review clause 4.1.2. Financial Evaluation, of Part 4 of the bid solicitation; and article 6.7. Payment, of Part 6 of this Bid Solicitation. Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

3.1.1 Electronic Payment of Invoices – Bid

The Bidder accepts to be paid by the following Electronic Payment Instrument: Direct Deposit.

3.1.2 Exchange Rate Fluctuation

SACC Manual Clause <u>C3011T</u> (2013-11-06), **Exchange Rate Fluctuation**. The requirement does not offer exchange rate fluctuation risk mitigation. Requests for exchange rate fluctuation risk mitigation will not be considered. All bids including such provision will render the bid non-responsive.

Section III: Certifications

Bidders must submit the certifications and additional information required under Part 5.

Section IV: Additional Information

Bidders should complete and provide Attachment 1 to Part 6 – Bid Submission Form including:

- a. their legal name;
- **b.** their Procurement Business Number (PBN);
- **c.** the name of the Contact Person (mailing address, phone number and email address) authorized by the Bidder to enter into communication with Canada in regards to their bid, and any Contract that may result from their Bid;
- **d.** for Part 2, article 2.3, Former Public Servant, of the bid solicitation: the required answer to each question; and,
- e. the proposed location (address) where the Work will be performed.

2024-00346

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1 Evaluation Procedure

- **a.** Bids will be assessed in accordance with the entire requirement of the bid solicitation including technical and financial evaluation criteria.
- b. The evaluation team will determine if there are two (2) or more compliant bids including the PSIB Certification at Attachment 1 to Part 5 from two (2) or more Bidders that are not affiliated within the meaning used in the Competition Act, R.S.C., 1985, c. C-34. In the event that two (2) or more compliant bids including the PSIB Certification from two (2) or more unaffiliated Bidders are received, only those compliant bids will be eligible to be awarded a contract.

If at any point during the evaluation process it is found, whether by determination of invalidity of certification, determination that bids are non-responsive or withdrawal of bids by Bidders, that there are no longer two (2) or more compliant bids with a valid PSIB Certification, then all responsive bids will be eligible to be awarded a contract. Canada may conduct the validation of the Indigenous Business certification at any time during the evaluation process.

c. An evaluation team composed of representatives of Canada will evaluate the bids.

4.1.1 Technical Evaluation

Each bid will be reviewed for compliance with the mandatory requirements of the bid solicitation. Any element of the bid solicitation that is identified specifically with the words "must" or "mandatory" is a mandatory requirement. Bids that do not comply with each and every mandatory requirement will be declared non-responsive and be disqualified.

4.1.1.1 Mandatory Technical Criteria

	MANDATORY TECHNICAL CRITERIA	REQUIRED
M1	The Bidder must have a Commercially Available Training Platform containing an existing Media Relations Training Course, capable of being tailored to reflect the Canadian Food Inspection Agency's (CFIA) requirements and content in both English and in French.	To demonstrate, the Bidder must provide a link to their existing online training module.
M 2	The Bidder must have worked on a similar (or equivalent*) project within the last ten (10) years of the bid solicitation closing date requiring engagement with	To demonstrate, the Bidder must provide the following information: i. Timeframe (start to end dates MM/YYYY); ii. Organization name; iii. Description of the provided services; iv. Corporate reference (name, title and email address).
М3	The Bidder must have a minimum of five (5) years of experience within the last twenty (20) years of the bid solicitation closing date, in providing Training Services. The Bidder must provide examples of projects that demonstrate the extent of experience providing Training.	To demonstrate, the Bidder must provide the following information: i. Timeframe (start to end dates MM/YYYY); ii. Organization name; iii. Description of the provided services; iv. Corporate reference (name, title and email address).
М4	The Bidder must have a minimum of five (5) years of experience within the last twenty (20) years of the bid	To demonstrate, the following information must be provided :

File No. - N° du dossier **2024-00346**

eloping course materials

CCC No./N° CCC - FMS No./N° VME

	solicitation closing date, in developing course materials and course syllabuses. The Bidder must provide examples of projects that demonstrate the extent of its experience developing course materials and course syllabuses.	 i. Timeframe (start to end dates MM/YYYY); ii. Organization name; iii. Description of provided services; iv. Corporate reference (name and email address).
M5	The Bidder must provide an individual who will be charged with leading the Dry Run Session and the delivery of the Full Media Relations Training Courses in both English and French. The individual must have led a minimum of two (2) Media Relations Training Courses (or equivalent).	To demonstrate, the Bidder must provide the following information: i. The individual's name and CV; ii. Individual's certifications (if any); iii. Timeframes (start to end dates MM/YYYY); iv. Organization(s) name; v. Description of the provided services; vi. Corporate reference(s) (name, title and email address).
М6	The Bidder must demonstrate that the individual has provided Training Services in both official languages (French and English) in the last five (5) years of the bid solicitation closing date. The individual must speak and write fluently in both official languages and with minimal errors. The Bidder should demonstrate this capability by providing as part of its bid, a letter from a company or government department stating that the Training Services were provided in both official languages French and English.	To demonstrate, the following information must be provided: i. Timeframe (start to end dates MM/YYYY); ii. Organization name; iii. Description of provided services; iv. Corporate reference (name and email address), and; v. Letter.

4.1.2 Financial Evaluation

For bid evaluation and Contractor selection purposes only, the evaluated price of a bid will be determined in accordance with the Basis of Payment at **Annex B**. The all-inclusive firm price must include all expenses related to the delivery of the services detailed in the Statement of Work at **Annex A**, in Canadian dollars, applicable taxes extra.

SACC Manual Clause A0220T (2014-06-26), Evaluation of Price-Bid.

4.2 Basis of Selection

4.2.1 Lowest Priced Responsive

SACC Manual Clause <u>A0031T</u> (2010-08-16), **Mandatory Technical Criteria**. A bid must comply with the requirements of the bid solicitation and meet all mandatory technical evaluation criteria to be declared responsive.

This procurement is conditionally reserved under the federal government Procurement Strategy for Indigenous Business (PSIB) in the event that two (2) or more compliant bids including the PSIB Certification from two (2) or more unaffiliated Bidders are received.

If the PSIB Certification at Attachment 1 to Part 5 IS not provided by the Bidder, the bid will be evaluated as being from a non-Indigenous Business.

The responsive bid with the lowest evaluated price will be recommended for award of a contract.

File No. - N° du dossier

2024-00346

CCC No./N° CCC - FMS No./N° VME

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 <u>Forms for the Integrity Regime</u> website (http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html), to be given further consideration in the procurement process.

5.1.2. Conditional Set-aside for Indigenous Business

- **a.** This procurement is conditionally reserved under the federal government Procurement Strategy for Indigenous Business. If the PSIB Certification at Attachment 1 to Part 5 IS not provided by the Bidder, the bid will be evaluated as being from a non-Indigenous Business.
- **b.** For more information on Indigenous Business requirements of the Set-aside Program for Indigenous Business, see Annex 9.4, Supply Manual.

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 <u>Ineligibility and Suspension Policy</u> (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 Security Requirements – Required Documentation

There are no security requirements associated with this requirement.

Amd. No. - N° de la modif.

File No. - N° du dossier **2024-00346**

Buyer ID - Id de l'acheteur

E12

CCC No./N° CCC - FMS No./N° VME

5.2.3 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 website.

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.

5.2.4 Additional Certifications Precedent to Contract Award

5.2.4.1 Status and Availability of Resources

SACC Manual clause A3005T (2010-08-16) 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 nonresponsive.

5.2.4.2 Education and Experience

SACC Manual clause A3010T (2010-08-16) 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.

Amd. No. - N° de la modif.

2024-00346

File No. - N° du dossier

Buyer ID - Id de l'acheteur

E12

CCC No./N° CCC - FMS No./N° VME

ATTACHMENT 1 to PART 5 - CERTIFICATION REQUIRED WITH THE BID

Federal Government's Procurement Strategy for Indigenous Business (PSIB)

PSIB Certifications

For additional information, visit:

- Annex 9.4 and section 9.40 of the Supply Manual (https://buyandsell.gc.ca/policy-and guidelines/supply-manual/section/9),
- Policy Notice 1996-2 (https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=13706), and
- Policy Notice 1997-6 (https://www.tbs-sct.gc.ca/Pubs_pol/dcgpubs/ContPolNotices/97-6-eng.asp#defi)

Indigenous Business

- 1. By submitting this certification a Bidder certifies that the statements contained in this certification are accurate and complete.
- 2. The Bidder:
 - **a.** certifies that it meets, and will continue to meet throughout the duration of any resulting contract, the requirements described in this annex;
 - **b.** agrees that any subcontractor it engages under any resulting contract must satisfy the requirements described in this annex; and
 - **c.** agrees to provide to Canada, immediately upon request, evidence supporting any subcontractor's compliance with the requirements described in this annex.

☐ The Bidder is an Indigenous business that is a sole proprietorship, band, limited company, co-
operative, partnership or not-for-profit organization.
OR
☐ The Bidder is either a joint venture consisting of two or more Indigenous businesses or a joint
venture between an Indigenous business and a non-Indigenous business.

4. The Bidder must, upon request by Canada, provide all information and evidence supporting this certification. The Bidder must ensure that this evidence will be available for audit during normal business hours by a representative of Canada, who may make copies and take extracts from the evidence. The Bidder must provide all reasonably required facilities for any audits.

Owner Certification - Indigenous Business

3. The Bidder must check the applicable box below:

If requested by the Contracting Authority, the Bidder must provide the following certification completed for each owner who is Indigenous:

Printed Name of Owner	Signature of Owner	Date	
I certify that the above stateme Indigenous Services Canada.	ent is true and consent to its veri	fication upon request by	
Set-Aside Program for Indigen		ual entitled « Requirements for the	
l am an owner of		ame of business), and an	

CCC No./N° CCC - FMS No./N° VME

File No. - N° du dossier **2024-00346**

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

6.1.1 There is no security requirement applicable to the Contract.

6.2 Statement of Work

6.2.1 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 <u>Standard Acquisition Clauses and Conditions Manual</u> (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

SACC Manual Clause 2010B (2022-12-01), **General Conditions** - Professional Services (Medium Complexity) apply to and form part of the Contract.

6.3.2 Supplemental General Conditions

SACC Manual Clause A7017C (2008-05-12), Replacement of Specific Individuals, apply to and form part of the Contract.

- **a.** If specific individuals are identified in the Contract to perform the Work, the Contractor must provide the services of those individuals unless the Contractor is unable to do so for reasons beyond its control.
- b. If the Contractor is unable to provide the services of any specific individual identified in the Contract, it must provide a replacement with similar qualifications and experience. The replacement must meet the criteria used in the selection of the Contractor and be acceptable to Canada. The Contractor must, as soon as possible, give notice to the Contracting Authority of the reason for replacing the individual and provide:
 - the name, qualifications and experience of the proposed replacement; and
 - proof that the proposed replacement has the required security clearance granted by Canada, if applicable.
- c. The Contractor must not, in any event, allow performance of the Work by unauthorized replacement persons. The Contracting Authority may order that a replacement stop performing the Work. In such a case, the Contractor must immediately comply with the order and secure a further replacement in accordance with subsection 2. The fact that the Contracting Authority does not order that a replacement stop performing the Work does not relieve the Contractor from its responsibility to meet the requirements of the Contract

6.4 Term of Contract

6.4.1 Period of the Contract

The Work is to be performed during the period from Contract Award to March 31st, 2024.

File No. - N° du dossier **2024-00346**

Buyer ID - Id de l'acheteur E12 CCC No./N° CCC - FMS No./N° VME

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 three (3) 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 at **Annex B**.

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 Optional Services

The Contractor grants to Canada the irrevocable option to schedule interactive web-based Media Relations Training Courses (for a duration of approximately four [4] hours each), in English or French, using the approved course syllabus, to individuals and groups on a « as and when required » basis for the duration of the Contract. The interactive web-based Media Relations Training Courses will be scheduled by the Project Authority identified in Section 6.5.2. of the Contract, and will be invoiced separately from the firm price as specified in **Annex B**. The Contractor will be paid a firm price of \$ (to be included at Contract Award), plus applicable taxes, per Media Relations Training Course.

6.4.4 Comprehensive Land Claims Agreement(s)

The Contract does not include deliveries of services within locations within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirements for deliveries of services within locations within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador that are subject to CLCAs will have to form part of a separate contract.

6.5 Authorities

6.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Catherine Clairoux

Senior Procurement and Contracting Officer Contracting and Procurement Policy Division Canadian Food Inspection Agency 59 Camelot Dr. Nepean, ON K2G 5W6 (343) 596-9265

catherine.clairoux@inspection.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 filled at Contract Award.)

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

Buyer ID - Id de l'acheteur
E12
CCC No./N° CCC - FMS No./N° VME

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

(To be filled at Contract Award.)

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 <u>Public Service Superannuation Act</u> (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 <u>Contracting Policy Notice</u>: 2019-01 of the Treasury Board Secretariat of Canada.

6.7 Payment

6.7.1 Basis of Payment: Firm Price

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract as detailed in the Statement of Work at **Annex A**, the Contractor will be paid a firm price, as specified in the Basis of Payment at **Annex B**. Customs duties are included and Applicable Taxes are extra.

6.7.2 Limitation of Price

SACC Manual clause <u>C6000C</u> (2017-08-17), **Limitation of Price**. Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

6.7.3 Single Payment

Canada will pay the Contractor upon completion and delivery of the Work detailed in the Statement of Work at **Annex A**, in accordance with the payment provisions of the Contract at **Annex B** 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 delivered has been accepted by Canada

6.7.4 SACC Manual Clause

SACC Manual Clause A9117C (2007-11-30), T1204 - Direct Request by Customer Department.

- **a.** Pursuant to paragraph 221 (1)(d) of the <u>Income Tax Act</u>, R.S. 1985, c. 1 (5th Supp.), payments made by departments and agencies to contractors under applicable services contracts (including contracts involving a mix of goods and services) must be reported on a T1204 Government Service Contract Payments slip.
- b. To enable departments and agencies to comply with this requirement, the Contractor must provide Canada, upon request, its business number or Social Insurance Number, as applicable. (These requests may take the form of a general call-letter to contractors, in writing or by telephone).

6.7.5 Electronic Payment of Invoices - Contract

The Contractor accepts to be paid using the following Electronic Payment Instrument: Direct Deposit

File No. - N° du dossier

2024-00346

CCC No./N° CCC - FMS No./N° VME

6.8 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. the contract period in which the Work was performed;
- b. the deliverables performed during the Work period, and;
- c. participants' attendance sheet of the delivered Media Relations Training Course(s).

Invoices must be distributed as follows:

The original must be forwarded to the Project Authority's mailing address, and one (1) copy must be forwarded to the Project Authority's email address identified in Section 6.5.2 for certification and payment.

6.9 Certifications and Additional Information

6.9.1 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.

6.9.2 SACC Manual Clause

SACC Manual Clause A3000C (2022-05-12), Indigenous Business Certification.

- **a.** The Contractor warrants that its certification of compliance is accurate and complete and in accordance with the "Requirements for the Set-aside Program for Indigenous Business" detailed in Annex 9.4 of the Supply Manual.
- b. The Contractor must keep proper records and documentation relating to the accuracy of the certification provided to Canada. The Contractor must obtain the written consent of the Contracting Authority before disposing of any such records or documentation before the expiration of six years after final payment under the Contract, or until settlement of all outstanding claims and disputes, under the Contract, whichever is later. All such records and documentation must at all times during the retention period be open to audit by the representatives of Canada, who may make copies and take extracts. The Contractor must provide all reasonably required facilities for any audits.
- **c.** Nothing in this clause must be interpreted as limiting the rights and remedies which Canada may otherwise have pursuant to the Contract.

6.10 Applicable Laws

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

6.11 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 supplemental general conditions **A7017C** (2008-05-12), Replacement of Specific Individuals;

Solicitation No. - N° de l'invitation 2024-00346 Client Ref. No. - N° de réf. du client Amd. No. - N° de la modif. File No. - N° du dossier

Buyer ID - Id de l'acheteur E12

CCC No./N° CCC - FMS No./N° VME

2024-00346 2024-00346

- c. the general conditions 2010B (2022-12-01), General Conditions Professional Services (Medium Complexity);
- d. Annex A Statement of Work;
- e. Annex B Basis of Payment;
- **f.** the Contractor's bid dated (insert at the time of contract award)

6.12 **Dispute Resolution**

- a. The parties agree to maintain open and honest communication about the Work throughout and after the performance of the contract.
- b. The parties agree to consult and co-operate with each other in the furtherance of the contract and promptly notify the other party or parties and attempt to resolve problems or differences that may
- c. If the parties cannot resolve a dispute through consultation and cooperation, the parties agree to consult a neutral third party offering alternative dispute resolution services to attempt to address the dispute.
- d. Options of alternative dispute resolution services can be found on Canada's Buy and Sell website under the heading "Dispute Resolution".

File No. - N° du dossier **2024-00346**

ANNEX A - STATEMENT OF WORK

1. TITLE

2024-00346

Media Relations Training for CFIA Spokespeople

2. BACKGROUND

The Directive on the Management of Communications states that the Heads of Communications are responsible for designating media spokespersons to communicate with the media on behalf of their department. The Treasury Board Secretariat's Policy on Communications & Federal Identity, the Directive on the Management of Communications and, the Collective Bargaining Agreement with the Professional Institute of the Public Service of Canada, propose that researchers — science subject matter experts dedicated to safeguarding food, animals and plants, enhancing the health and well-being of Canada's people, environment and economy, are free to speak to their areas of expertise.

The **Canadian Food Inspection Agency** (CFIA) (the « **Client** », has a requirement for Media Relations Training including training sessions, training materials and documents, and, dry-run / pilot sessions in order to better prepare designated CFIA spokespersons with tools to help them communicate effectively with the media.

3. ACRONYMS

CFIA Canadian Food Inspection Agency

SOW Statement of Work **PA** Project Authority

4. APPLICABLE DOCUMENTS & REFERENCES

None.

5. TASKS

5.1. Development of Course Materials

- **5.1.1.** The Contractor must develop one (1) personalized Media Relations Training course, tailoring their existing online module to reflect CFIA's requirements and content, as required by the Project Authority (PA).
- **5.1.2.** In the personalization of the course, the Contractor will be required to regularly discuss with the Project Authority (PA) to identify the client's needs and develop course materials addressing various CFIA topics including the science's history, research and food safety.
- **5.1.3.** The Contractor must provide the draft course materials to the Project Authority (PA) for feedback, comments and recommendations. Following the updates, the Contractor will provide the final version of the Course Materials, proposed course syllabus and training regimen's electronic multimedia products for the Project Authority's (PA) approval and confirmation to proceed.

5.2. Conduction of Dry-Run / Pilot Session

5.2.1. Following the completion of the course's syllabus, the course's materials reflecting CFIA's requirement and, the Project Authority's (PA) acceptance and confirmation to proceed, the Contractor must conduct a Dry-Run Pilot Session to a pre-determined group to test interactivity, usefulness and on-camera sessions.

File No. - N° du dossier 2024-00346

5.2.2. During the on-camera sessions, the Contractor must ask practice interview questions to the

- subject matter experts (participants), to teach best practices and techniques for interviewing skills. This will help the Contractor determine in which areas the participants require additional training.
- 5.2.3. The Contractor must provide feedback to the participants and to the Project Authority (PA).

5.3. **Delivery of the Media Relations Training: Full Course**

- **5.3.1.** Once the Dry-Run / Pilot Sessions are completed, the Contractor must deliver interactive webbased half day (approximately 4 hours), Media Relations Training courses in both English and French, using the approved course syllabus to both individuals and groups, on a « as and when required » basis. The course will address various CFIA topics including the science's history, research and food safety to better prepare its participants (subject matter experts), in providing the necessary skills to communicate clearly and professionally when addressing the media. These skills will include but will not be limited to answering questions, delivering important information, knowledge on media communication but will also identify the areas needing improvement.
- **5.3.2.** After each course, the Contractor must provide electronic reference documents (see Deliverable 6.2) in both English and French to summarize the training provided and provide key reference points for participants to use to prepare for future media interviews. Documents should be sent to the Project Authority (PA) in either MS Word.
- **5.3.3.** The Contractor must provide feedback to the participants and to the Project Authority (PA)

6. **DELIVERABLES**

#	Task	Description of the Deliverables	Quantity and Format
6.1.	5.1.1.	Development of one (1) personalized CFIA Media Relations Training Course. The Contractor must have an existing web-based online training module (course) that can be modified to CFIA's needs and requirements following meeting(s) with the Project Authority (PA).	One (1) personalized web-based training module for a CFIA Media Relations Training tailored and modified to CFIA's needs, following meeting(s) with the PA.
6.2.	5.1.3.	Development of draft course materials and course syllabus, to be revised and approved by the PA.	One (1) draft MS Word electronic reference document (1 to 2 pages) summary of necessary skills to communicate clearly and professionally when addressing the media, and; knowledge on media communication. One (1) draft MS Word electronic reference document (1 to 2 pages) summary of best practices and techniques for interviewing skills: answering questions and delivering important information.
			One (1) draft MS Word electronic of the proposed course syllabus and training regimen's electronic multimedia products.

6.3.	5.1.3.	Development of final course materials and course syllabus, to be revised and approved by the PA.	One (1) draft MS Word electronic reference document (1 to 2 pages) summary of necessary skills to communicate clearly and professionally when addressing the media, and; knowledge on media communication. One (1) draft MS Word electronic reference document (1 to 2 pages) summary of best practices and techniques for interviewing skills: answering questions and delivering important information. One (1) draft MS Word electronic of the proposed course syllabus and training regimen's electronic multimedia products.
6.4.	5.2.	Conduction of Dry-Run / Pilot Session to a predetermined group to test interactivity, usefulness and on-camera sessions including the approved course syllabus and materials.	One (1) Dry-Run Pilot Session including on-camera sessions, asking practice interview questions to the subject matter experts (participants), to teach best practices and techniques for interviewing skills; to determine in which areas the participants require additional training.
6.5.	5.3.	Delivery of the Media Relations Training : Full Course.	Deliver interactive web-based half day (approximately 4 hours), Media Relations Training courses in both English and French, using the approved course syllabus to individuals and groups, on a « as and when required » basis. Two (2) electronic reference documents (CFIA specific course takeaways) to the participants: 1. Summary of necessary skills to communicate clearly and professionally when addressing the media, and; knowledge on media communication. 2. Summary of best practices and techniques for interviewing skills: answering questions and delivering important information.

7. DATE OF DELIVERY

Deliverables	Delivery date	
6.1.	Within one (1) week of Contract Award.	
6.2.	Within one (1) month of initial meeting with the Project Authority (PA).	
6.3.	Two (2) weeks following the PA's review, feedback, comments and recommendations.	
6.4.	By February 29 th , 2024.	
6.5.	By March 15 th , 2024.	

8. LANGUAGE OF WORK

English and French.

Buyer ID - Id de l'acheteur E12 CCC No./N° CCC - FMS No./N° VME

File No. - N° du dossier **2024-00346**

9. LOCATION OF WORK

The work will be completed remotely.

10. TRAVEL

The Contractor is not required to travel as the work will be delivered virtually.

11. MEETINGS

The Contractor must meet virtually with the Project Authority (PA) to determine the required content of the Media Relations Training, to discuss the draft course materials and documents and; to complete both the Dry-Run Sessions and the Training sessions in both French and English as required, through MS Teams.

12. GOVERNMENT SUPPLIED MATERIAL (GSM)

None.

13. GOVERNMENT FURNISHED EQUIPMENT (GFE)

None.

14. SPECIAL CONSIDERATIONS

None.

Buyer ID - Id de l'acheteur **E12**CCC No./N° CCC - FMS No./N° VME

File No. - N° du dossier

ANNEX B - BASIS OF PAYMENT

The rates submitted for the duration of the Contract are firm and inclusive of all fees and expenses related to the delivery of the Work described in the Statement of Work at **Annex A**. The invoice must be submitted following the delivery of the Work, identify all the deliverables performed, and must be submitted with the supporting documents as detailed in Section 6.8. Invoicing Instructions, of the Contract. The rates are for the period of the Contract, in Canadian dollars and excluding taxes.

Initial Contract Period from Award to March 31st, 2024	
Description of Services - Deliverables	Firm Price (in Can\$)
Tailoring existing Media Relations Training Module to reflect the Canadian	•
Food Inspection Agency's (CFIA) requirements and content.	9
Development of Course Materials and Course Syllabus to be revised and	¢
approved by the Project Authority (PA).	Ψ
One (1) Dry Run Pilot Session by the designated individual to a pre-	
determined group in both English and French, to test interactivity,	\$
usefulness and on-camera sessions including approved course syllabus.	
Delivery of the Full Media Relations Training Course (approximately four [4]	
hours), in both English and French, including the approved course syllabus	\$
and distribution of the course materials to pre-determined groups.	
Estimated Cost (Initial Contract Period)	\$
Applicable Taxes (13%) (applicable at Contract Award)	\$
TOTAL COST (applicable at Contract Award)	\$

Optional Services

The Contractor grants to Canada the irrevocable option to schedule interactive web-based Media Relations Training Courses (for a duration of approximately four [4] hours each), in English or French, using the approved course syllabus, to individuals and groups on a « as and when required » basis for the duration of the Contract. The interactive web-based Media Relations Training Courses will be scheduled by the Project Authority identified in Section 6.5.2. of the Contract, and will be invoiced separately from the firm price as specified in **Annex B**. The Contractor will be paid a firm price of \$______(to be included at Contract Award), plus applicable taxes, per Media Relations Training Course.

ELECTRONIC PAYMENT INSTRUMENT

The Bidder accepts the following Electronic Payment Instrument : Direct Deposit

Amd. No. - N° de la modif.

Buyer ID - Id de l'acheteur $E12 \\ \text{CCC No./N}^{\circ} \text{ CCC - FMS No./N}^{\circ} \text{ VME}$

File No. - N° du dossier 2024-00346

ATTACHMENT 1 TO PART 6 - BID SUBMISSION FORM

RID 20RMI22ION FORM	
Bidder's full legal name	
Authorized Representative of Bidder for evaluation purposes (e.g., clarifications)	Name: Title: Address: Telephone #: Fax #: Email:
Bidder's Procurement Business Number (PBN)	
[see the Standard Instructions 2003]	
[Note to Bidders: Please ensure that the PBN you provide matches the legal name under which you have submitted your bid. If it does not, the Bidder will be determined based on the legal name provided, not based on the PBN, and the Bidder will be required to submit the PBN that matches the legal name of the Bidder.]	
Jurisdiction of Contract: Province or territory in Canada the Bidder wishes to be the legal jurisdiction applicable to any resulting contract (if other than as specified in solicitation)	
Bidder's Proposed Site	Address: City: Province: Postal Code: Country:
	Is the Bidder a FPS in receipt of a pension as defined in the bid solicitation? Yes or No.
Former Public Servants See the Article 2.3. in Part 2 of the bid solicitation entitled Former Public Servant for a definition of "Former Public Servant".	If yes, provide the information required by the Article in Part 2 entitled "Former Public Servant"
	Is the Bidder a FPS who received a lump sum payment under the terms of the Work Force Adjustment Directive? Yes or No If yes, provide the information required by the Article in Part 2 entitled "Former Public Servant"
On behalf of the Bidder, by signing below, I confirm that I have read the entire bid solicitation including the documents incorporated by reference into the bid solicitation and I certify that:	
 The Bidder considers itself and its proposed resources able to meet all the mandatory requirements described in the bid solicitation; This bid is valid for the period requested in the bid solicitation; All the information provided in the bid is complete, true and accurate; and If the Bidder is awarded a contract, it will accept all the terms and conditions set out in the resulting contract clauses included in the bid solicitation. 	
Signature of Authorized Representative of Bidder	