

**RETURN BIDS TO:**  
**RETOURNER LES SOUMISSIONS À:**  
Bid Receiving - PWGSC / Réception des  
soumissions - TPSGC  
11 Laurier St./11, rue Laurier  
Place du Portage, Phase III  
Core 0A1 / Noyau 0A1  
Gatineau  
Québec  
K1A 0S5  
Bid Fax: (819) 997-9776

**LETTER OF INTEREST**  
**LETTRE D'INTÉRÊT**

Comments - Commentaires

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

Issuing Office - Bureau de distribution  
Communication Procurement Directorate/Direction de  
l'approvisionnement en communication  
360 Albert St./ 360, rue Albert  
12th Floor / 12ième étage  
Ottawa  
Ontario  
K1A 0S5

<b>Title - Sujet</b> RFIC - COMMUNICATION SERVICES	
<b>Solicitation No. - N° de l'invitation</b> EN578-060191/A	<b>Date</b> 2007-02-12
<b>Client Reference No. - N° de référence du client</b> EN578-6-0191	<b>GETS Ref. No. - N° de réf. de SEAG</b> PW-\$\$CW-015-35070
<b>File No. - N° de dossier</b> cw015.EN578-060191	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2007-02-26</b>	
<b>Time Zone</b> Fuseau horaire Eastern Standard Time EST	
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input checked="" type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Genest, Martine	<b>Buyer Id - Id de l'acheteur</b> cw015
<b>Telephone No. - N° de téléphone</b> (613) 993-7846 ( )	<b>FAX No. - N° de FAX</b> (613) 991-5870
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA 360 ALBERT STREET 12TH FLOOR OTTAWA ONTARIO K1A0S5 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

<b>Delivery Required - Livraison exigée</b> See Herein	<b>Delivery Offered - Livraison proposée</b>
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur</b>	
<b>Telephone No. - N° de téléphone</b> <b>Facsimile No. - N° de télécopieur</b>	
<b>Name and title of person authorized to sign on behalf of Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée à signer au nom du fournisseur/</b> <b>de l'entrepreneur ( taper ou écrire en caractères d'imprimerie)</b>	
<b>Signature</b>	<b>Date</b>

**REQUEST FOR INDUSTRY COMMENTS (RFIC)  
DRAFT REQUEST FOR STANDING OFFER  
FOR STRATEGIC COMMUNICATION AND PUBLIC RELATIONS SERVICES,  
COMMUNICATIONS PROJECT MANAGEMENT SERVICES AND  
WRITING RELATED SERVICES**

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**This document is not a bid solicitation document. It is important to note that a standing offer will not result from this Request for Industry Comments. The purpose of the RFIC is to obtain feedback from the industry on the content of the draft Request for Standing Offer (RFSO) for strategic communication and public relations services, communications project management services and writing related services. Feedback from the industry will be used in the development of the final RFSO solicitation document. Responses must be forwarded in writing to the PWGSC Standing Offer Authority listed herein.**

## **PART 1 - GENERAL INFORMATION**

### **1. Introduction**

This RFSO is divided into five (parts) plus annexes: (i) Part I - General Information; (ii) Part 2 - Offeror Instructions; (iii) Part 3 - Offer Preparation Instructions; (iv) Part 4 - Evaluation Procedures, Basis of Selection and Certifications; (v) Part 5 - A.. Standing Offer and B. Resulting Contract Clauses; and the Annexes.

- Part 1: provides a general description of the requirement.
- Part 2: provides the instruction clauses and conditions applicable to the RFSO and states that the Offeror agrees to be bound by the terms and conditions contained in all parts of the RFSO.
- Part 3: provides Offerors with instructions on how to prepare their offer to address the evaluation criteria specified.
- Part 4: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the offer, the certifications to be provided, the security requirement, if applicable and the basis of selection.
- Part 5A: includes the Standing Offer containing the offer from the Offeror and the applicable terms and conditions;
- Part 5B: includes the clauses and conditions which will apply to any contract resulting from a "call-up" made pursuant to the Standing Offer.

The Annexes include the Statement of Work, the Basis of Payment, the Corporate Profile, the Security Requirements for Call-ups, and the Standing Offer Usage Report.

### **2. Summary**

The purpose of this Request for Standing Offer (RFSO) is to initiate a competitive process leading to the selection of qualified firms to enter into Regional Master Standing Offer's (RMSO's) with Public Works and Government Services Canada (PWGSC) to provide strategic communications services and public relations services, communications project management services and writing related services to Government of Canada departments and agencies listed under Schedules I, I.I, II and III of the *Financial Administration Act*, located in the National Capital Region, on an "as and when requested basis".

It is important to note that no travel expenses will be paid under these Standing Offers unless travel is deemed necessary by the Identified User and/or Project Authority. Where travel is deemed necessary the Offeror must have prior authorization by the Identified User and/or Project Authority.

The Standing Offers will be in effect for an initial period of one (1) year and will include one (1) option period of twelve (12) months.

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PWGSC anticipates authorizing a standing offer to all qualified Offerors for each of the following categories of service:

Category A: Strategic Communications and Public Relations Services

Category B: Communications Project Management Services

Category C: English and French Writing Related Services

Please refer to the Statement of Work at Annex A for definitions of the terms: “public opinion research” and “advertising services” as the requirements included in this RFSO are to be performed without using techniques or methodologies that could be considered “public opinion research” and/or “advertising services”.

### **3. Security Requirement**

The RFSO will include seven (7) security requirements to cover the needs of clients when issuing call-ups against the standing offer. These requirements will be outlined in the final version of the RFSO.

## PART 2 - OFFEROR INSTRUCTIONS

### 1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the RFSO by title, number and date are set out in the Standard Acquisition Clauses and Conditions Manual issued by Public Works and Government Services Canada (PWGSC). The Manual is available on the PWGSC Web site:

<http://sacc.pwgsc.gc.ca/sacc/index-e.jsp>.

Offerors who submit an offer agree to be bound by the instructions, clauses and conditions of the RFSO and accept the terms and conditions of the Standing Offer and Resulting Contract(s).

2006 (2006-08-15) Standard Instructions - Request for Standing Offers - Goods or Services are incorporated by reference into and form part of the RFSO; and subsection 3.4 is amended as follows:

Delete: sixty (60) days

Insert: one hundred and twenty (120) days

#### 1.1 SACC Manual Clauses

For specific instructions Offerors should refer to the following SACC manual clauses:

THE FOLLOWING TERMS AND CONDITIONS ARE INCORPORATED HEREIN:		
SACC Ref.	Title	Date
K4000D	Canadian Content Definition	2005-12-16

### 2. Submission of Offers (This does not apply to the Request for Industry Comments.)

Offers must be submitted by the date, time and place indicated on page 1 of the RFSO document.

Due to the nature of the solicitation, transmission of offers by facsimile to Public Works and Government Services Canada is not considered to be practical and therefore will not be accepted.

### 3. Inquiries - RFSO

All inquiries must be submitted to the Standing Offer Authority in writing no later than (*to be determined*). Inquiries received after that time may not be answered before the RFSO closing date.

### 4. Applicable Laws

The Standing Offer and any contract resulting from the Standing Offer must be interpreted and governed by the laws in force in Ontario.

The Offeror may, at its discretion, substitute the applicable laws of a Canadian province or territory of its choice without affecting the validity of its offer, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of its choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Offeror.

## 5. Financial Statements

In order to confirm a bidder's financial capability to perform the Contract, the Contracting Authority may during the bid evaluation phase, request from that bidder current financial information. The requested financial information may include, but is not limited to, a bidder's most recent audited financial statements or financial statements certified by a bidder's chief financial officer. The information provided will be considered in the bid evaluation and selection process. If a bid is found to be non-responsive on the basis that a bidder is considered financially incapable of performing the Contract, that bidder will receive a written notification from the Contracting Authority.

Should a bidder provide the requested information to Canada in confidence while indicating that the disclosed information is confidential, Canada will treat the information in a confidential manner in accordance with the Access to Information Act, R.S. 1985, c.A-1.

## 6. Basis for Canada's Ownership of Intellectual Property

Public Works and Government Services Canada has determined that any intellectual property arising from the performance of the Work under the Contract/Call-up will vest in Canada, on the following ground:

Canada has opted to own the intellectual property rights in any material subject to copyright that is created or developed as part of the Work, with the exception of computer software or any documentation pertaining to such software.

## 7. Work Force Reduction Program (see Certification in Part 4 - article 3.1.2)

1. As a result of the recent implementation of various programs to reduce the public service, Offerors must provide information regarding their status as former public servants in receipt of either a lump sum payment or a pension, or both, pursuant to the terms of the Early Departure Incentive (EDI) Program, the Early Retirement Incentive (ERI) Program, the Forces Reduction Program, the Executive Employment Transition Program and any other current and future similar programs implemented by Treasury Board. Therefore, Offerors must make available the following details:
  - (a) rate and amount of lump sum payment incentive;
  - (b) terms and conditions of the lump sum payment incentive (including termination date);
  - (c) rate of pay on which the lump sum payment was based;
  - (d) whether or not the \$5,000 exemption has been reached.
2. In the event that a Contract is awarded to a former public servant during the period covered by the lump sum payment, the contract fee must be abated (reduced) by an amount corresponding to the number of weeks remaining in the Offeror's lump sum payment period after the beginning of the Contract.
3. This reduction is subject to an exemption of a maximum of \$5,000 (including Goods and Services Tax or Harmonized Sales Tax, as appropriate) applicable to one or more contracts during the period covered by the lump sum payment.
4. For the purposes of this solicitation, former public servants is defined as:
  - (a) an individual;
  - (b) an individual who has incorporated;
  - (c) a partnership made up of former public servants; or
  - (d) a sole proprietorship or entity where the affected individual has a major interest in the entity.

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## 8. International Sanctions

1. Persons and companies in Canada are bound by economic sanctions imposed by Canada. As a result, the Government of Canada cannot accept delivery of goods or services that originate, either directly or indirectly, from the countries subject to economic sanctions.

Details on existing sanctions can be found at:

<http://www.dfait-maeci.gc.ca/trade/sanctions-e.asp>

2. It is a condition of this solicitation and of any contract, if any, that the Offeror not supply to the Government of Canada any goods or services which are subject to economic sanctions.
3. By law, the Offeror must comply with changes to the regulations imposed during the life of the Standing offer. During the performance of any work under the Standing offer, should the addition of a country to the list of sanctioned countries or the addition of a good or service to the list of sanctioned goods and services prevent the Offeror from performing all or part of its obligations pursuant to a contract under this Standing offer, the Offeror shall treat the situation as a force majeure. The Offeror shall forthwith inform Canada of the situation and follow the procedures applicable to force majeure.



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## **PART 3 - OFFER PREPARATION INSTRUCTIONS**

### **1. Offer Preparation Instructions**

Offerors must provide copies of their offers in separately bound sections as follows:

Section I: Technical Offer (number of copies for each category of service to be determined)  
Section II: Financial Offer (1 copy)  
Section III: Certifications (1 copy)

Offerors can choose to submit an offer for any or all of the categories of service listed in the RFSO.

Pricing must not appear in any other area of the offer except in the financial offer.

It is requested that offers follow the response format/instructions as detailed below:

- (a) Use 8 ½ x 11 inch or 216 mm x 279 mm bond paper;
- (b) Use a numbering system corresponding to that of the RFSO.

#### **Section I: Technical Offer**

In its technical offer, the Offeror must demonstrate its understanding of the requirement described in the RFSO, as well as demonstrate how the Offeror will meet the requirements as detailed in Part 4, Article 1.1 Technical Evaluation.

#### **Section II: Financial Offer**

The Offeror must submit its financial offer (including initial and option period) in accordance with Annex B - Basis of Payment. The total amount of Goods and Services Tax (GST) is to be shown separately, if applicable.

#### **Section III: Certification Requirements**

##### **Certifications with the Offer**

The certification detailed in Part 4 under "Certifications with the Offer" must be completed and submitted with the Offer.

Compliance with the certifications the Offeror provides to Canada is subject to verification by Canada during the offer evaluation period (before issuance of standing offer) and after issuance of standing offer. The Standing Offer Authority will have the right to ask for additional information to verify the Offeror's compliance with the certifications before issuance of standing offer. The offer will be declared non-responsive if it is determined that any certification made by the Offeror is untrue, whether made knowingly or unknowingly. Any failure to comply with the certifications or to comply with the request of the Standing Offer Authority for additional information will also render the offer non-responsive.

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## PART 4 . EVALUATION PROCEDURES, BASIS OF SELECTION AND CERTIFICATIONS

### 1. Evaluation Procedures

- (a) Offers received will be assessed in accordance with the entire requirement of this Request for Standing Offer including the technical and financial evaluation specified herein.
- (b) An evaluation team composed of representatives of Canada will evaluate the offers.

#### 1.1 Technical Evaluation

Offerors are advised to address the requirements outlined in this RFSO in the following order and in sufficient depth. An item not addressed in the offer will be deemed as either not meeting the Mandatory Requirements or given zero points under the point rating system. Offerors are advised to address each evaluation criteria in sufficient depth to permit a complete analysis and assessment. **Listing experience without providing any supporting data to describe where and how such experience was obtained will result in the experience not being considered for evaluation purposes.** Supporting details includes dates, clients, projects, roles, responsibilities, and any other information that the Offeror believes will substantiate the points awarded.

The entity submitting the offer may consist of several entities putting one offer together as a contractual joint venture. In the case of a joint venture, the experience of each of the entity included in the contractual joint venture would be considered.

Offers received will be assessed in accordance with the entire requirement of the solicitation including the technical and financial evaluation criteria specified below.

##### 1.1.1 Mandatory Technical Criteria

**Category A - Strategic Communications and Public Relations**

Offers should address each mandatory requirement separately by its noted number.

M.1 The Offeror must provide an organizational summary which should include the following information:

- ˆ Corporate/partnership or legal name, address (PO Box is not acceptable), telephone number, facsimile number and e-mail address;
- ˆ Number of years in business;
- ˆ Briefly highlight previous experience in providing strategic communications and public relations services;
- ˆ A brief description of the organizational structure of the firm;
- ˆ The designated Project Manager who will act as the principal contact between the Offeror and the Project Authority (including telephone number, fax number and e-mail);
- ˆ Brief general profiles of senior management; and
- ˆ A list of major clients within the last five (5) years.

The summary should be limited to six (6) pages single-sided or three (3) double-sided 8.5 x 11 inch or 216 mm x 279 mm bond paper.

In the case of joint ventures, the joint venture agreement must be duly executed at the time the offer is submitted. The Offeror must also provide the same information for each member of the joint venture.

M.2 In order to demonstrate the firm's experience, Offerors must provide a total of four (4) relevant projects as follows:

- ˆ Two (2) projects completed within the last three (3) years where the Offeror developed and implemented strategic communication strategies and/or plans (such as but not limited to media relations plans, key message development or public perception evaluations) for projects similar to the scope of work (see Annex A, Section 4) for two (2) different private or public sector clients;
- ˆ Two (2) projects completed within the last three (3) where the Offeror developed and implemented public relations services for projects similar to the scope of work (see Annex A, Section 4) for two (2) different private or public sector clients.

This item will be rated in R.1.

M.3 The Offeror must clearly identify the proposed personnel for strategic communications and public relation services as outlined in the Basis of Payment at Annex B. The minimum required qualifications for each category of personnel (excluding the administrative support category) are as follows:

#### Senior Communications Consultant

The proposed personnel must have:

- ˆ a minimum of ten (10) years demonstrated experience in strategic communications;
- ˆ a university degree in an applicable or related field;
- ˆ professional development training and/or professional designation/accreditation.

#### Junior Communications Consultant

The proposed personnel must have:

- ˆ a minimum of five (5) years demonstrated experience in strategic communications;
- ˆ a university degree or college diploma in an applicable or related field;
- ˆ professional development training and/or professional designation/accreditation.

#### Senior Public Relations Consultant

The proposed personnel must have:

- ˆ a minimum of ten (10) years demonstrated experience in public relations;
- ˆ a university degree in an applicable or related field;
- ˆ professional development training and/or professional designation/accreditation.

Junior Public Relations Consultant

The proposed personnel must have:

- ˆ a minimum of five (5) years demonstrated experience in public relations;
- ˆ a university degree or college diploma in an applicable or related field;
- ˆ professional development training and/or professional designation/accreditation.

To demonstrate their capability to provide the services for which they are being proposed for, the Offeror must provide for each proposed individual:

- a) A curriculum vitae that should clearly indicate their qualifications / accreditation, language capabilities, training, education, and related work experience and expertise relevant to strategic communications and/or public relations; and
- b) Two (2) projects that are relevant to the Statement of Work (see Annex A) and completed within the last three (3) years where the proposed individuals provided strategic communications and/or public relations services.

Note: The Offeror is not required to provide a curriculum vitae and project descriptions for the administrative support category as this will not be evaluated as part of the technical offer.

This item will be rated in R.2.

- M.4 The Offeror must confirm their capability in providing the services outlined in the Statement of Work (see Annex A) in both of Canada's official languages (oral and written) throughout the duration of the Standing Offer including the option period.
- M.5 The Offeror must provide costing information strictly in accordance with the Basis of Payment stipulated in Annex B and comply with the certification requirements as described herein. Any deviation from the pricing schedule will render your offer non-responsive.
- M.6 The Offeror must provide a confirmation of the security clearance they currently hold or clearly indicate their intention to provide the necessary information to the Canadian and International Industrial Security Directorate of PWGSC.

### 1.1.2 Point Rated Criteria for Category A - Strategic Communications and Public Relations Services

	<u>Minimum Points</u>	<u>Maximum Points</u>
R.1 Experience of the Firm	60	80
R.2 Qualifications and Experience of Proposed Personnel	180	240
Total	240	320

## R.1 Experience of the Firm (maximum of 80 points, minimum of 60 points)

To demonstrate the firm's experience the following projects must be submitted:

R.1.1 Two (2) projects completed within the last three (3) years where the Offeror developed and implemented strategic communication strategies and/or plans (such as but not limited to media relations plans, key message development or public perception evaluations) for projects similar to the scope of work (see Annex A, Section 4) for two (2) different private or public sector clients;

R.1.2 Two (2) projects completed within the last three (3) years where the Offeror developed and implemented public relations services for projects similar to the scope of work (see Annex A, Section 4) for two (2) different private or public sector clients.

The following information should be provided for each project submitted:

- ˆ Project name and detailed description of the project;
- ˆ Objective of the project;
- ˆ Overall approach;
- ˆ Deliverables;
- ˆ Results obtained and lessons learned;
- ˆ Start and end dates of the project;
- ˆ Client name, contact and telephone number for whom the work was performed; and
- ˆ Dollar value of the project.

If more than four (4) projects are submitted for the above, the Offeror must clearly identify which projects are to be considered for evaluation purposes. Where it is not clearly identified which projects should be considered for evaluation, only the first four (4) projects submitted in the offer for the above will be evaluated.

Reference checks may be conducted to confirm the information provided.

Each project will be scored on a scale of 20 points.

## R.2 Qualifications and Experience of the Proposed Personnel (maximum of 240 points, minimum of 180 points) The points will be distributed as follows:

**60 points for Senior Communications Consultant**

**60 points for Junior Communications Consultant**

**60 points for Senior Public Relations Consultant**

**60 points for Junior Public Relations Consultant**

The Offeror must provide the following information for each of the personnel proposed in M.3 excluding the administrative support category:

R.2.1 A curriculum vitae that should clearly indicate their qualifications / accreditation, language capabilities, training, education, and related work experience and expertise relevant to strategic communications and/or public relations; and

R.2.2 Two (2) projects that are relevant to the Statement of Work (see Annex A, and completed within the last three (3) years where the proposed individual provided strategic communications and/or public relations services.

The following information should be provided for each of the projects submitted:

- ˆ Project name and detailed description of the project;
- ˆ Tasks performed by the proposed individual;
- ˆ Start and end dates of the project;
- ˆ Dollar value of the project; and
- ˆ Client name, contact and telephone number for whom the work was performed.

If more than two (2) projects are submitted for each proposed individual, the Offeror must clearly identify which projects are to be considered for evaluation purposes. Where it is not clearly identified which projects should be considered for evaluation for each individual, only the first two (2) projects will be evaluated.

Reference checks may be conducted to confirm the information provided.

The curriculum vitae will be scored on a scale of 20 points.  
Each project will be scored on a scale of 20 points.

Should the Offeror propose more than one individual per category of service (i.e. Senior Communication Consultant), the score of each individual will be totaled and then divided by the number of individuals proposed to obtain the final score for this category. For example, if an Offeror proposes two (2) Senior Communication Consultants with a total score of 106 points the following calculation would apply:

106 points divided by 2 (no. of individuals) = 53 / 60 (final score)

### 1.1.3 Mandatory Technical Criteria

#### Category B - Communications Project Management Services

Offers should address each mandatory requirement separately by its noted number.

M.1 The Offeror must provide an organizational summary which should include the following information:

- ˆ Corporate/partnership or legal name, address (PO Box is not acceptable), telephone number, facsimile number and e-mail address;
- ˆ Number of years in business;
- ˆ Briefly highlight previous experience in providing communications project management services;
- ˆ A brief description of the organizational structure of the firm;
- ˆ The designated Project Manager who will act as the principal contact between the Offeror and the Project Authority (including telephone number, fax number and e-mail);
- ˆ Brief general profiles of senior management; and
- ˆ A list of major clients within the last five (5) years.

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The summary should be limited to six (6) pages single-sided or three (3) double-sided 8.5 x 11 inch or 216 mm x 279 mm bond paper.

In the case of joint ventures, the joint venture agreement must be duly executed at the time the offer is submitted. The Offeror must also provide the same information for each member of the joint venture.

- M.2 In order to demonstrate the firm's experience, Offerors must provide two (2) relevant projects completed within the last three (3) years where the Offeror developed and implemented communications project management services for projects similar to the scope of work (see Annex A, Section 4) for two (2) different private or public sector clients. This item will be rated in R.1.
- M.3 The Offeror must clearly identify the proposed personnel for communications project management services as outlined in the Basis of Payment at Annex B. The minimum required qualifications for each category of personnel (excluding the administrative support category) are as follows:

Senior Project Manager

The proposed personnel must have:

- ˆ a minimum of ten (10) years demonstrated experience in communications project management;
- ˆ a university degree in an applicable or related field;
- ˆ professional development training and/or professional designation/accreditation.

Junior Project Manager/Project Coordinator

The proposed personnel must have:

- ˆ a minimum of (5) years demonstrated experience in project management/project coordination;
- ˆ a university degree or college diploma in an applicable or related field;
- ˆ professional development training and/or professional designation/accreditation.

To demonstrate their capability to provide the services for which they are being proposed for, the Offeror must provide for each proposed individual:

- a) A curriculum vitae that should clearly indicate their qualifications / accreditation, language capabilities, training, education, and related work experience and expertise relevant to communications project management services; and
- b) Two (2) projects that are relevant to the Statement of Work (see Annex A) and completed within the last three (3) years where the proposed individuals provided communications project management services.

Note: The Offeror is not required to provide a curriculum vitae and project descriptions for the administrative support category as this will not be evaluated as part of the technical offer.

This item will be rated in R.2.

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- M.4 The Offeror must confirm their capability in providing the services outlined in the Statement of Work (see Annex A) in both of Canada's official languages (oral and written) throughout the duration of the Standing Offer including the option period.
- M.5 The Offeror must provide costing information strictly in accordance with the Basis of Payment stipulated in Annex B and comply with the certification requirements as described herein. Any deviation from the pricing schedule will render your offer non-responsive.
- M.6 The Offeror must provide a confirmation of the security clearance they currently hold or clearly indicate their intention to provide the necessary information to the Canadian and International Industrial Security Directorate of PWGSC.

#### 1.1.4 Point Rated Criteria for Category B - Communications Project Management Services

	<u>Minimum Points</u>	<u>Maximum Points</u>
R.1 Experience of the Firm	30	40
R.2 Qualifications and Experience of Proposed Personnel	<u>90</u>	<u>120</u>
Total	120	160

##### R.1 Experience of the Firm (maximum of 40 points, minimum of 30 points)

To demonstrate the firm's experience, the Offeror must submit two (2) projects completed within the last three (3) years where the Offeror developed and implemented communications project management services for projects similar to the scope of work (see Annex A, Section 4) for two (2) different private or public sector clients.

The following information should be provided for each project submitted:

- ˆ Project name and detailed description of the project;
- ˆ Objective of the project;
- ˆ Overall approach;
- ˆ Deliverables;
- ˆ Results obtained and lessons learned;
- ˆ Start and end dates of the project;
- ˆ Client name, contact and telephone number for whom the work was performed; and
- ˆ Dollar value of the project.

If more than two (2) projects are submitted for the above, the Offeror must clearly identify which projects are to be considered for evaluation purposes. Where it is not clearly identified which projects should be considered for evaluation, only the first two (2) projects submitted in the offer for the above will be evaluated.

Reference checks may be conducted to confirm the information provided.

Each project will be scored on a scale of 20 points.



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**R.2 Qualifications and Experience of the Proposed Personnel (maximum of 120 points, minimum of 90 points). The points will be distributed as follows:**

**60 points for Senior Project Manager**

**60 points for Junior Project Manager / Project Coordinator**

The Offeror must provide the following information for each of the personnel proposed in M.3 excluding the administrative support category:

R.2.1 A curriculum vitae that should clearly indicate their qualifications / accreditation, language capabilities, training, education, and related work experience and expertise relevant to communications project management services; and

R.2.2 Two (2) projects that are relevant to the Statement of Work (see Annex A) and completed within the last three (3) years where the proposed individual provided communications project management services.

The following information should be provided for each of the projects submitted:

- ' Project name and detailed description of the project;
- ' Tasks performed by the proposed individual;
- ' Start and end dates of the project;
- ' Dollar value of the project; and
- ' Client name, contact and telephone number for whom the work was performed..

If more than two (2) projects are submitted for each proposed individual, the Offeror must clearly identify which projects are to be considered for evaluation purposes. Where it is not clearly identified which projects should be considered for evaluation for each individual, only the first two (2) projects will be evaluated.

Reference checks may be conducted to confirm the information provided.

The curriculum vitae will be scored on a scale of 20 points.

Each project will be scored on a scale of 20 points.

Should the Offeror propose more than one individual per category of service (i.e. Senior Project Manager), the score of each individual will be totaled and then divided by the number of individuals proposed to obtain the final score for this category. For example, if an Offeror proposes two (2) Senior Project Managers with a total score of 106 points the following calculation would apply:

106 points divided by 2 (no. of individuals) = 53 / 60 (final score)

### 1.1.5 Mandatory Technical Criteria

#### Category C - English and French Writing Related Services

Offerors should address each mandatory requirement separately by its noted number. The Offeror must clearly identify for which of the following languages they are submitting an offer:

- £ English Writing Related Services
- £ French Writing Related Services

Where an Offeror is submitting an offer for both English and French writing services, the Offeror may submit one offer. **However, the Offeror must address the mandatory and rated requirements separately for each language.**

M.1 The Offeror must provide an organizational summary which should include the following information:

- ˆ Corporate/partnership or legal name, address (PO Box is not acceptable), telephone number, facsimile number and e-mail address;
- ˆ Number of years in business;
- ˆ Briefly highlight previous experience in providing writing related services;
- ˆ A brief description of the organizational structure of the firm;
- ˆ The designated Project Manager who will act as the principal contact between the Offeror and the Project Authority (including telephone number, fax number and e-mail);
- ˆ Brief general profiles of senior management; and
- ˆ A list of major clients within the last five (5) years.

The summary should be limited to six (6) pages single-sided or three (3) double-sided 8.5 x 11 inch or 216 mm x 279 mm bond paper.

In the case of joint ventures, the joint venture agreement must be duly executed at the time the offer is submitted. The Offeror must also provide the same information for each member of the joint venture.

M.2 In order to demonstrate the firm's experience, Offerors must provide a total of four (4) relevant projects as follows:

- ˆ One (1) project completed within the last three (3) years where the Offeror provided English and/or French writing services for projects similar to the scope of work (see Annex A, Section 4) for private or public sector clients;
- ˆ One (1) project completed within the last three (3) years where the Offeror provided English and/or French speech writing services for projects similar to the scope of work (see Annex A, Section 4) for private or public sector clients;
- ˆ One (1) project completed within the last three (3) years where the Offeror provided English and/or French editing services for projects similar to the scope of work (see Annex A, Section 4) for private or public sector clients; and

- 
- One (1) project completed within the last three (3) years where the Offeror provided English and/or French translation and adaptation services for projects similar to the scope of work (see Annex A, Section 4) for private or public sector clients.

This item will be rated in R.1.

- M.3 The Offeror must clearly identify the proposed personnel for English and/or French writing related services as outlined in the Basis of Payment at Annex B. The minimum required qualifications for each category of personnel are as follows:

#### Speech Writer

The proposed personnel must have:

- a minimum of five (5) years demonstrated experience in providing speech writing services;
- a university degree in an applicable or related field;
- professional development training and/or professional designation/accreditation.

#### Writer

The proposed personnel must have:

- a minimum of five (5) years demonstrated experience in providing writing services;
- a university degree in an applicable or related field;
- professional development training and/or professional designation/accreditation.

#### Editor

The proposed personnel must have:

- a minimum of five (5) years demonstrated experience in providing editing services;
- a university degree in an applicable or related field;
- professional development training and/or professional designation/accreditation.

#### Translator (including adaptation services)

The proposed personnel must have:

- a minimum of five (5) years demonstrated experience in providing translation and adaptation services;
- a university degree in an applicable or related field;
- professional development training and/or professional designation/accreditation.

To demonstrate their capability to provide the services for which they are being proposed for, the Offeror must provide for each proposed individual:

- a) A curriculum vitae that should clearly indicate their qualifications / accreditation, language capabilities, training, education, and related work experience and expertise relevant to the category of writing related services for which they have been proposed (i.e. writing, speech writing, editing, translation and language adaptation); and
- b) Two (2) projects completed within the last three (3) years where the proposed individual provided services similar to the scope of work for the category of service for which they have been proposed (i.e. writing, speech writing, editing, translation and language adaptation).

This item will be rated in R.2.

- M.4 The Offeror must provide costing information strictly in accordance with the Basis of Payment stipulated in Annex B and comply with the certification requirements as described herein. Any deviation from the pricing schedule will render your offer non-responsive.
- M.5 The Offeror must provide a confirmation of the security clearance they currently hold or clearly indicate their intention to provide the necessary information to the Canadian and International Industrial Security Directorate of PWGSC.

#### 1.1.6 Point Rated Criteria for Category C - English and French Writing Related Services

		<u>Minimum Points</u>	<u>Maximum Points</u>
R1	Experience of the Firm	60	80
R2	Qualifications and Experience of Proposed Personnel	<u>210</u>	<u>280</u>
	Total	270	360

##### R.1 Experience of the Firm

**English Writing Related Services (maximum of 80 points, minimum of 60 points)**

**French Writing Related Services (maximum of 80 points, minimum of 60 points)**

To demonstrate the firm's experience the following projects must be submitted:

- R.1.1 One (1) project completed within the last three (3) years where the Offeror provided English and/or French writing Services for projects similar to the scope of work (see Annex A, Section 4) for private or public sector clients;
- R.1.2 One (1) project completed within the last three (3) years where the Offeror provided English and/or French speech writing services for projects similar to the scope of work (see Annex A, Section 4) for private or public sector clients;
- R.1.3 One (1) project completed within the last three (3) years where the Offeror provided English and/or French editing services for projects similar to the scope of work (see Annex A, Section 4) for private or public sector clients; and

R.1.4 One (1) project completed within the last three (3) years where the Offeror provided English and/or French translation and adaptation services for projects similar to the scope of work (see Annex A, Section 4) for private or public sector clients.

The following information should be provided for each project submitted:

- ˆ Project name and detailed description of the project;
- ˆ Identification of deliverable(s);
- ˆ Start and end dates of the project;
- ˆ Client name, contact and telephone number for whom the work was performed; and
- ˆ Dollar value of the project.

If more than four (4) projects are submitted for the above, the Offeror must clearly identify which projects are to be considered for evaluation purposes. Where it is not clearly identified which projects should be considered for evaluation, only the first four (4) projects submitted in the offer for the above will be evaluated.

Reference checks may be conducted to confirm the information provided.

Each project will be scored on a scale of 20 points.

## R.2 Qualifications and Experience of Proposed Personnel

**English Writing Related Services (maximum of 280 points, minimum of 210 points). The points will be distributed as follows:**

- 70 points for Speech Writer**
- 70 points for Writer**
- 70 points for Editor**
- 70 points for Translation and Language Adaptation**

**French Writing Related Services (maximum of 280 points, minimum of 210 points). The points will be distributed as follows:**

- 70 points for Speech Writer**
- 70 points for Writer**
- 70 points for Editor**
- 70 points for Translation and Language Adaptation**

The Offeror must provide the following information for each of the personnel proposed in M.3.

- R.2.1 A curriculum vitae that should clearly indicate their qualifications / accreditation, language capabilities, training, education, and related work experience and expertise relevant to the category of writing related services for which they have been proposed (i.e. writing, speech writing, editing, translation and language adaptation); and
- R.2.2 Two (2) projects completed within the last three (3) years where the proposed individual provided services similar to the scope of work (see Annex A, Section 4) for the category of service for which they have been proposed (i.e. writing, speech writing, editing, translation and language adaptation).

For example, if an Offeror is proposing one person for all four (4) categories, then a total of eight (8) projects (two per category) must be submitted for evaluation

R.2.3 One (1) sample that was produced for one (1) of the projects identified in R.2.2. Clearly indicate on each sample the name of the person who produced the communication product.

For example, if an Offeror is proposing one person for all four (4) categories, then a total of four (4) samples (one per category) must be submitted for evaluation.

The following information should be provided for each of the projects submitted:

- ˆ Project name and detailed description of the project;
- ˆ Tasks performed by the proposed individual;
- ˆ Start and end dates of the project;
- ˆ Dollar value of the project; and
- ˆ Client name, contact and telephone number for whom the work was performed.

If more than two (2) projects per category are submitted for each proposed individual, the Offeror must clearly identify which projects are to be considered for evaluation purposes. Where it is not clearly identified which projects should be considered for evaluation for each individual, only the first two (2) projects per category will be evaluated.

Reference checks may be conducted to confirm the information provided.

The curriculum vitae will be scored on a scale of 20 points.  
Each project will be scored on a scale of 20 points.  
Sample will be scored on a scale of 10 points.

Should the Offeror propose more than one individual per category of service (i.e. speech writer), the score of each individual will be totaled and then divided by the number of individuals proposed to obtain the final score for this category. For example, if an Offeror proposes two (2) speech writers with a total score of 106 points the following calculation would apply:

120 points divided by 2 (no. of individuals) = 60 / 70 (final score)

## 1.2 Financial Evaluation

The Contract Authority will calculate the financial offer in accordance with the following costing scenario:

A weighting factor of 20 hours will be applied to the hourly rate for normal business hours, and a weighting factor of 10 hours will be applied to both the hourly rate for work performed at night and on weekends, and the hourly rate for work performed on statutory holidays (see Annex B) for all categories of personnel including the administrative support category, where applicable.

The weighted rates for the initial period and the option period will then be added together to arrive at the total offer price.

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## 2. Basis of Selection

1. To be considered responsive, an offer must:

(a) meet all the mandatory requirements of this solicitation and address each criteria in sufficient depth to permit a complete analysis and assessment by the evaluation team. A requirement not addressed will be deemed as not meeting the mandatory requirements. Only offers found to meet the mandatory criteria will have their financial offer evaluated.

(b) obtain the required minimum passing mark of 75% in each of the rated criteria for all categories of service. The rating is performed on the following scales:

320 points for Strategic Communications and Public Relations Services  
160 points for Communications Project Management Services  
360 points for English Writing Services  
360 points for French Writing Services

Only offers meeting the overall minimum score for each of the rated requirements will be considered further in the evaluation process.

2. The total cost of each Financial Offer (for each category of service including the option period) will then be totaled and divided by the total number of offers that were responsive, to obtain the average price.

3. Ten percent (10%) will then be added to the average price to determine the final overall average price. All offers where the average price is over and above the final overall average price will be eliminated. The following example for Category B is provided to demonstrate how the calculations will be done.

### Category B - Communications Project Management Services

Offerors	A	B	C	D	E	F	G	H	I	J
<b>1.0 Technical Offer</b>										
Points obtained (minimum of 120 points required to pass)	140	115	134	155	150	158	110	128	139	108
Passing score (min. 75%)	Pass	Fail	Pass	Pass	Pass	Pass	Fail	Pass	Pass	Fail
<b>2.0 Financial Offer</b>										
Offer Price (calculated using costing scenario)	\$22,800		\$20,400	\$34,400	\$25,300	\$31,400		\$23,500	\$31,100	
<b>Average price + 10% = \$29,684.28</b>										
Standing Offers Authorized	Yes		Yes	No	Yes	No		Yes	No	

Based on the information provided in the table, the average price + 10% was calculated as follows:

- ˆ Total price of all Financial Offers =  $(\$188,900 \div 7) \times 1.10 = \$29,684.28$
  - ˆ All offers with a price higher than \$29,684.28 are eliminated.
  - ˆ In this scenario, offerors A, C, E and H will form the "pool of equals".
4. Standing offers will be issued to qualified offerors from lowest price to highest price.

### 3. Certifications

#### 3.1 Certifications with the offer

In order to be considered for issuance of a standing offer, an Offeror whose offer is technically and financially responsive, must meet the following conditions:

##### 3.1.1 Federal Contractors Program for Employment Equity - Certification

1. The Federal Contractors Program for Employment Equity (FCP-EE) requires that some organizations offering for federal government contracts, valued at \$200,000 or more (including all applicable taxes), make a formal commitment to implement employment equity, as a condition precedent to contract award. If the Offeror is subject to the Program, evidence of its commitment must be provided before the issuance of a standing offer.

Offerors that have been declared Ineligible Contractors by the Department of Human Resources and Skills Development (HRSD) are no longer eligible to receive government contracts over the threshold for solicitation of offers as set out in the Government Contracts Regulations (currently at \$25,000, including all applicable taxes), either as a result of a finding of noncompliance by the Department of HRSD, or following their voluntary withdrawal from the Program for a reason other than the reduction in their workforce. Any offer from ineligible offerors will not be considered for issuance of a standing offer.

2. The Offeror certifies its status with FCP-EE, as follows:

The Offeror

- (a) ( ) is not subject to FCP-EE, having a workforce of less than 100 permanent full or part-time employees in Canada,
- (b) ( ) is not subject to FCP-EE, being a regulated employer under the Employment Equity Act;
- (c) ( ) is subject to the requirements of FCP-EE, having a workforce of 100 or more permanent full or part-time employees in Canada, but has not previously obtained a certificate number from the Department of HRSD, (having not bid on requirements of \$200,000 or more), in which case a duly signed certificate of commitment is provided herewith (attached);
- (d) ( ) is subject to FCP-EE, and has a valid certification number as follows: \_\_\_\_\_ (e.g. has not been declared Ineligible Contractor by the Department of HRSD).



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3. If the Offeror does not fall within the exceptions enumerated in 2. (a) or (b), the Program requirements do apply, and as such, the Offeror is required to submit to the Department of HRSD form LAB1168, Certificate of Commitment to Implement Employment Equity, DULY SIGNED or a valid Certificate number confirming its adherence to the FCP-EE.
4. The Offeror acknowledges that Canada will rely on this certification to issue a standing offer. Should a verification by Canada disclose a misrepresentation on the part of the Offeror, the Canada will have the right to treat any contract resulting from the standing offer as being in default, to terminate it pursuant to the Default provisions of the Contract and set aside the Standing Offer.
5. In all cases, the Offeror is required to produce evidence or supporting information on demand before issuance of a standing offer, if such evidence is not included with its offer.

\_\_\_\_\_  
Signature of authorized representative

\_\_\_\_\_  
Date

Information on the FCP-EE and the Certificate of Commitment (LAB1168) are available on the following Department of HRSD Website:

<http://www.hrsdc.gc.ca/en/gateways/topics/wzp-gxr.shtml> and  
<http://www100.hrdc.gc.ca/labswenm1e.shtml>, respectively.

### 3.1.2 Work Force Reduction Program - Details

1. In accordance with the requirements of clause A9103T, Offerors must provide information regarding their status as former public servants in receipt of either a lump sum payment or a pension, or both, pursuant to the terms of the Early Departure Incentive (DEI) Program, the Early Retirement Incentive (REI) Program, the Forces Reduction Program, the Executive Employment Transition Program and any other current and future similar programs implemented by Treasury Board.
2. All Offerors shall indicate their status by checking the applicable line and sign the certification below. Offers that are subject to the Work Force Reduction Program (s), shall also include the specified details. Failure to indicate the status will be considered as having not met this requirement and will render the offer non-responsive.

( ) This offer (**is not**) subject to the Work Force Reduction Program(s).

( ) This offer (**is**) subject to the Work Force Reduction Program(s).

Name of Offeror: \_\_\_\_\_  
Terms and Conditions of the Lump Sum Payment Incentive - copy attached: \_\_\_\_\_  
Date of Termination of Employment as a Public Servant: \_\_\_\_\_  
Amount of Lump Sum Payment: \$ \_\_\_\_\_  
Rate of Pay on which Lump Sum Payment is based: \$ \_\_\_\_\_ /Week  
Period of Lump Sum Payment:  
Start Date: \_\_\_\_\_ Completion Date: \_\_\_\_\_ Weeks: \_\_\_\_\_

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Other contracts subject to Work Force Reduction Program Restrictions:

Contract Number	Contract Amount (Professional Fees)
_____	\$ _____
_____	\$ _____
_____	\$ _____
Total: \$ _____	

\_\_\_\_\_  
Signature of authorized representative

\_\_\_\_\_  
Date

### 3.1.3 Joint Venture Certification

1. The Offeror represents that the bidding entity **is/is not (delete as applicable)** a joint venture in accordance with the definition in paragraph 3.
2. An Offeror that is a joint venture represents the following additional information:
  - (a) Type of joint venture (mark applicable choice):

- \_\_\_\_\_ incorporated joint venture
- \_\_\_\_\_ limited partnership joint venture
- \_\_\_\_\_ partnership joint venture
- \_\_\_\_\_ contractual joint venture
- \_\_\_\_\_ other

Composition: (names and addresses of all members of the joint venture.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### 3. Definition of joint venture

A joint venture is an association of two or more parties who combine their money, property, knowledge, skills, time or other resources in a joint business enterprise agreeing to share the profits and the losses and each having some degree of control over the enterprise. Joint ventures may be carried on in a variety of legal forms divided into three categories:

- (a) the incorporated joint venture;
  - (b) the partnership venture;
  - (c) the contractual joint venture where the parties combine their resources in the furtherance of a single business enterprise without actual partnership or corporate designation.
4. The joint venture team arrangement is to be distinguished from other types of contractor arrangements, such as:

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- (a) prime contractor, in which, for example, the purchasing agency contracts directly with a contractor (prime) who acts as the system assembler and integrator, with major components, assemblies and subsystems normally subcontracted;
  - (b) associated contractor, in which for example, the purchasing agency contracts directly with each of the major component suppliers and performs the integration tasks or awards a separate contract for this purpose.

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Signature of authorized representative

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Date

### 3.1.4 Canadian Content Certification

1. This procurement is limited to Canadian goods and/or services as defined in clause K4000D.
2. The Offeror represents and warrants that, of the goods and/or services being offered, no less than 80 percent of the offer price consists of Canadian goods and/or services as defined in clause K4000D.
3. The Offeror acknowledges that Canada relies upon such representation and warranty to evaluate offers and to issue a standing offer as a result of this request for standing offers. Such representation and warranty of Canadian content may be verified in such manner as Canada may reasonably require.
4. Should a verification by Canada disclose a breach of such covenant, Canada will have the right to treat any contract resulting from the Standing Offer as being in default.

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Signature of authorized representative

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Date

### 3.1.5 Supplier's Representation Certification

1. The Offeror represents and warrants that in performing the services detailed in this Standing Offer or in performing any work pursuant to this Standing Offer:
  - 1.1 it shall not infringe or in any manner interfere with the copyright or other proprietary interest of any person, corporation or organization; and
  - 1.2 it shall obtain an appropriate license or consent from the owner of any copyright or other proprietary interest with respect to the use of such interest to the extent which such license or consent may be required in order to enable it to lawfully perform the said services or work.

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2. The Offeror further recognizes and acknowledges that this standing offer neither expressly nor implied authorized it, nor is intended to authorize it, to perform the services or work herein in a manner which constitutes an unlawful use of the copyright or other proprietary interest of any person, corporation or organization.

\_\_\_\_\_  
Signature of authorized representative

\_\_\_\_\_  
Date

### 3.1.6 Education and Experience - Certification

The Offeror certifies that all the information provided in the résumés and supporting material submitted with its offer, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Offeror to be true and accurate. Furthermore, the Offeror warrants that the individuals proposed by the Offeror for the requirement are capable of satisfactorily performing the Work described herein.

\_\_\_\_\_  
Signature of authorized representative

\_\_\_\_\_  
Date

### 3.1.7 Status and Availability of Resource

The Offeror certifies that, should it be awarded a standing offer as a result of this offer, the persons proposed in its offer will be available to commence performance of the Work as required by Canada's representatives and at the time specified in this offer solicitation or agreed to with Canada's representatives.

If the Offeror has proposed any person in fulfillment of this requirement who is not an employee of the Offeror, the Offeror certifies that it has written permission from such person to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada.

During the offer evaluation, the Offeror must, upon request from the Standing Offer Authority, provide a copy of the written permission given by the person proposed and confirmation of his/her availability. Failure to comply with such request may result in the rejection of the offer without further consideration.

\_\_\_\_\_  
Signature of authorized representative

\_\_\_\_\_  
Date

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### 3.1.8 Standing Offer Utilization Reports

The Offeror certifies that, should it be awarded a standing offer as a result of this offer, it will compile and maintain complete and accurate records on its provision of goods, services or both to the federal government under contracts resulting from the Standing Offer. This data must include all purchases paid for by a Government of Canada Acquisition Card. The data must be submitted on a quarterly basis to the Public Works and Government Services Canada (PWGSC) Standing Offer Authority. The report must include all the data elements shown at Annex E. Where the Offeror did not receive a call-up against a standing offer during the reporting period, the Offeror must still provide a "NIL" report.

Electronic reports must be completed and forwarded to the PWGSC Standing Offer Authority no later than 15 calendar days after the end of each quarterly period specified in this document. In addition, the Offeror must also attach a complete copy of all call-ups that are shown on the report.

Failure to provide complete and accurate reports on a quarterly basis in accordance to the instructions herein, may result in the setting aside of the Standing Offer and the application of a vendor performance corrective measure.

\_\_\_\_\_  
Signature of authorized representative

\_\_\_\_\_  
Date

### 3.1.9 Security Clearance

The Offeror is committed to provide in a timely matter all necessary information to the Canadian and International Industrial Security Directorate (CIISD) of PWGSC.

For information purposes only, please indicate:

The security level your firm currently holds (if applicable): \_\_\_\_\_

The name of the person responsible for security in your firm: \_\_\_\_\_

List personnel proposed in standing offer with security clearance (if applicable) and date of birth.

<u>Name of Proposed Personnel</u>	<u>Security Clearance</u>	<u>Date of Birth</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

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Signature of authorized representative

\_\_\_\_\_  
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## **PART 5 - A. STANDING OFFER AND RESULTING CONTRACT CLAUSES**

### **A. STANDING OFFER**

#### **1. Offer**

The Offeror offers to perform the Work in accordance with the Statement of Work at Annex A.

#### **2. Security Requirement**

There is a security requirement associated with the requirement and resulting call-up document (if applicable). The applicable clauses will be inserted in the final version of the RFISO.

#### **3. Standard Clauses and Conditions**

All clauses and conditions identified in the Standing Offer and resulting Contract(s) by title, number and date are set out in the Standard Acquisition Clauses and Conditions Manual issued by Public Works and Government Services Canada (PWGSC).

The Manual is available on the PWGSC Website: <http://sacc.pwgsc.gc.ca/sacc/index-e.jsp>.

##### **3.1 General Conditions**

The following General Conditions apply to and form part of this Standing Offer:

2005 (2006-08-15) General Conditions - Standing Offers - Goods or Services

9676 (2006-08-15) General Conditions - Services

##### **3.2 Standing Offer Reporting**

The Offeror must compile and maintain records on its provision of goods, services or both to the federal government under contracts resulting from the Standing Offer. This data must include all purchases paid for by a Government of Canada Acquisition Card. The data must be submitted on a quarterly basis to the Public Works and Government Services Canada (PWGSC) Standing Offer Authority. The reported data must include the data shown at Annex E.

Quarterly periods are defined as follows:

1st quarter: April 1, to June 30;

2nd quarter: July 1 to September 30;

3rd quarter: October 1 to December 31;

4th quarter: January 1 to March 31.

Electronic reports must be completed and forwarded to the PWGSC Standing Offer Authority no later than 15 calendar days after the end of the quarterly period. An electronic version of the report in Excel will be provided to the Offeror electronically by the Standing Offer Authority. In addition, the Offeror will also provide to the Standing Offer Authority no later than 15 calendar days after the end of the quarterly period a copy of all the call-ups that are shown on the electronic report.

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cw015

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All data fields of the report must be completed as requested. If some data is not available, the reason must be indicated in the report. If no goods or services are provided during a given period, the Offeror must provide a "NIL" report.

Failure to provide fully completed quarterly reports in accordance with the above instructions may result in the setting aside of the Standing Offer and the application of a vendor performance corrective measure.

#### **4. Term of Standing Offer**

##### **4.1 Period of Standing Offer**

The period for issuing Call-ups Against the Standing Offer is twelve (12) months from the date of authorization.

##### **4.2 Extension of Standing Offer**

Should the Standing Offer be authorized for use beyond the initial period, the Offeror offers to extend its offer for an additional twelve (12) month period, under the same conditions and at the rates or prices specified in the Standing Offer or at the rates or prices calculated in accordance with the formula specified in the Standing Offer.

The Offeror will be advised of the decision to authorize the use of the Standing Offer for an extended period by the Standing Offer Authority before the expiry date of the Standing Offer. A revision to the Standing Offer will be issued by the Standing Offer Authority.

#### **5. Authorities**

##### **5.1 Standing Offer Authority**

The Standing Offer Authority for the Standing Offers is:

Martine Genest (or her authorized representative)  
Public Works and Government Services Canada  
Acquisitions Branch  
Services and Specialized Acquisitions Management Sector  
Communication Procurement Directorate  
12th floor, 360 Albert Street  
Ottawa, ON K1A 0S5  
Telephone: 613-993-7846  
Facsimile: 613-991-5870

The Standing Offer Authority is responsible for the establishment of the Standing Offer, its administration and its revision, if applicable. Upon the making of a call-up, as Standing Offer Authority, she (or her authorized representative) is responsible for any contractual issues relating to individual call-ups made against the Standing Offer by any Identified User and/or Project Authority.



## 5.2 Project Authority

The Project Authority for the Standing Offers will be identified in each call-up.

The Project Authority is the representative of the department or agency for whom the Work will be carried out pursuant to a call-up under the Standing Offer and is responsible for all the technical content of the Work under the resulting Contract.

## 6. Identified Users

The Identified Users authorized to make call-ups against the Standing Offers include any government department, agency or Crown Corporation listed in Schedules I, I.I, II, III, IV and V of the *Financial Administration Act*, R.S.C. 1985, c. F-11, located in the National Capital Region.

## 7. Call-up Procedures

All holders of Standing Offers will form a "pool of equals" for each of the following categories of service:

Category A: Strategic Communications and Public Relations Services

Category B: Communications Project Management Services

Category C: English Writing Related Services  
French Writing Related Services

The Identified User and/or Project Authority will proceed to issue Call-ups Against the Standing Offers as follows:

### a) For requirements of a value up to \$25,000.00 (including GST)

The Identified User and/or Project Authority will select an Offeror from the "pool of equals" for a specific category based on: the past experience of the Offeror with the subject matter, the expertise of the Offeror, or the "best fit" of the Offeror's capabilities with the specific needs of the client. The Identified User and/or Project Authority will then forward to the selected Offeror a description of the task(s) to be performed. The Offeror will be given a minimum of two (2) hours and up to a maximum of forty-eight (48) hours turnaround time depending on the type of requirement to state their availability to provide the services within the project time frame and to submit a firm all inclusive lot proposal based on the applicable rate(s) as specified in the Basis of Payment for completion of the work outlined in the Statement of Work. The breakdown of costs shall be submitted with every proposal as per the Basis of Payment at Annex B. Should the Offeror decline to provide the services or be unable to carry out the proposed services within the required time frame, the Identified User and/or Project Authority will approach another Offeror within the same "pool of equals" on the standing offer.

### b) For requirements of a value between \$25,000.00 to \$80,000.00 (including GST)

The Identified User and/or Project Authority will invite no less than three (3) holders of standing offers from the "pool of equals" for a specific category to submit a cost quotation based on an identical description of the task(s) to be performed. Invited Offerors will have a minimum of two (2) hours and up to a maximum of forty-eight (48) hours turnaround time depending on the type of requirement to state their availability to provide the services within the project time frame and to submit a firm all inclusive lot proposal based on the applicable rate(s) as specified in the Basis of Payment at Annex B for completion of the work outlined in the Statement of Work. The breakdown of costs shall be

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submitted with every proposal. The Identified User and/or Project Authority will select the Offeror with the lowest cost proposal to perform the work.

- c) The Offeror will be authorized to proceed with the task(s) by issuance of a Call-up Against the Standing Offer (PWGSC - TPSGC 236) by the Identified User and/or Project Authority. The Offeror must not undertake any of the specified work unless and until a call-up is issued by the Identified User and/or Project Authority. The estimated cost stated in the call-up must not be exceeded without the specific written authorization of the Identified User and/or Project Authority.
- d) The deliverables and deadlines as negotiated and specified in the call-up document must be adhered to.

## **8. Call-up Instrument**

The Work will be authorized or confirmed by the Identified User and/or Project Authority using form PWGSC-TPSGC 236, "Call-up Against a Standing Offer" which can be downloaded at:

<http://publiservice-app.tpsgc-pwgsc.gc.ca/forms/index.cfm?fuseaction=search.details&lang=e&display=8018>

## **9. Limitation of Call-ups**

Individual call-ups against this Standing Offer must not exceed \$80,000.00 (Goods and Services Tax included).

## **10. Priority of Documents**

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

1. the call up against the Standing Offer, including any annexes;
2. the Standing Offer;
3. 2005 (2006-08-15) General Conditions - Standing Offers - Goods or Services;
4. 9676 (2006-08-15) General Conditions - Services;
5. the Offeror's offer dated \_\_\_\_\_.

## **11. Inspection and Acceptance**

The services performed shall be subject to inspection and acceptance by the Identified User and/or Project Authority or authorized representative.

## **12. Client Time Verification**

Verification for acceptability of the time charged by the Offeror is the responsibility of the Identified User and/or Project Authority who will ensure that the amount of time charged by the Offeror is acceptable for the Work performed.

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### 13. Applicable Laws

The Standing Offer and any contract resulting from the Standing Offer must be interpreted and governed by the laws in force in Ontario.

### 14. Indemnity Against Moral Rights Infringement

The Offeror shall indemnify and save harmless Her Majesty and the Minister from and against all claims, losses, damages, costs and expenses sustained or incurred by Her Majesty resulting from any action or legal proceeding on infringement, made, sustained, brought, prosecuted, threatened to be brought or prosecuted, by any person that was under the direction and control of the Offeror during the term of this Standing Offer and which person is claiming or claims a moral right, as set out under the Copyright Act. The obligation to indemnify under this clause survives termination of each call-up, and will remain in force for the duration of the copyright in the work created under each individual call-up.

### 15. Conflicting Interests

1. Subject to subsection (2), the Offeror represents, warrants and shall ensure that, to its knowledge, the services to be provided pursuant to this Standing Offer (the "services") are not, and will not, during the course of this Standing Offer, be in conflict with competing or opposing interests of other clients of the Offeror.
2. Where the Offeror is aware that the services are or may be in conflict with interest of other clients of the Offeror, the Offeror shall identify the potentially competing services and interests involved, and forthwith offer an explanation setting out the reasons why the situation would not represent a conflict of interest.
3. Where the Minister becomes aware that the services are or may be in conflict with interests of other clients of the Offeror, the Minister shall inform the Offeror of this situation, requesting and explanation setting out the reasons why the situation would not represent a conflict of interest.
4. Following a review of the Offeror's explanation, the Minister may accept or reject the explanation, at the sole discretion of the Minister. The Minister shall deliver his decision in writing. The Offeror shall have a ten (10) working day period, from the date of receipt of the Minister's decision, to submit either a supplementary or an alternate explanation. Following a review of the Offeror's supplementary explanation, if any, the Minister may either accept/agree with this supplementary explanation, or, at the sole discretion of the Minister, proceed to the measures set out in subsection (5).
5. Where the Minister rejects the Offeror's initial explanation (or supplementary explanation, if any) referred to in subsection (4), the Minister may set aside the Standing Offer in accordance with subsection (6).
6. The Offeror agrees that the Minister relies upon subsection (1) to authorize the Standing Offer. Any breach of subsection (1) shall entitle the Minister to terminate for default any contract resulting from a call-up pursuant to the Standing Offer and shall authorize the Minister to advise the Offeror that Her Majesty will no longer make call-ups against the Standing Offer.

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## 16. International Sanctions

1. Persons in Canada, and Canadians outside of Canada, are bound by economic sanctions imposed by Canada. As a result, the Government of Canada cannot accept delivery of goods or services that originate, either directly or indirectly, from the countries or persons subject to economic sanctions.

Details on existing sanctions can be found at:

[Http://www.dfait-maeci.gc.ca/trade/sanctions-e.asp](http://www.dfait-maeci.gc.ca/trade/sanctions-e.asp)

2. It is a condition of this Standing Offer and of any ensuing call-ups, if any, that the Offeror not supply to the Government of Canada any goods or services which are subject to economic sanctions.
3. By law, the Offeror must comply with changes to the regulations imposed during the life of the Standing Offer. During the performance of any call-up under the Standing Offer should the imposition of sanctions against a country or person or the addition of a good or service to the list of sanctioned goods and services prevent the Offeror from performing all or part of its obligations pursuant to a call-up made against this Standing Offer, the Offeror shall treat the situation as a force majeure. The Offeror shall forthwith inform Canada of the situation; the procedures applicable to force majeure shall then apply.

## 17. Certifications

### 17.1 Compliance

Compliance with the Certifications provided by the Offeror is a condition of authorization of the Standing Offer and subject to verification by Canada during the entire period of the Standing Offer and of any resulting contract that would continue beyond the period of the Standing Offer. In the event that the Offeror does not comply with any certification or that it is determined that any certification made by the Offeror in its offer is untrue, whether made knowingly or unknowingly, the Standing Offer Authority has the right to terminate any resulting contract for default and set aside the Standing Offer.

### 17.2 Work Force Reduction Program

1. It is a term of this Standing Offer:
  - (a) that the Offeror has declared to the Standing Offer Authority whether the Offeror has received a lump sum payment made pursuant to any work force reduction program, including but not limited to the Work Force Adjustment Directive, the Early Departure Incentive Program, the Early Retirement Incentive Program or the Executive Employment Transition Program, which has been implemented to reduce the public-service;
  - (b) that the Offeror has informed the Standing Offer Authority of the terms and conditions of that work force reduction program, pursuant to which the Offeror was made a lump sum payment, including the termination date, the amount of the lump sum payment and the rate of pay on which the lump sum payment was based; and
  - (c) that the Offeror has informed the Standing Offer Authority of any exemption in respect of the abatement of a contract fee received by the Offeror under the Early Departure Incentive Program Order or paragraph 4 of Policy Notice 1995-8, of July 28, 1995.

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2. The Offeror represents and warrants that the information submitted with its offer is accurate and complete. The Offeror acknowledges that the Minister has relied upon such representation to enter into this Standing Offer. Such representation may be verified in such manner as the Minister may reasonably require.
  3. The Offeror acknowledges that in the event of a breach of such covenant, the Minister shall have the right to set aside the Standing Offer.
  4. Nothing in this clause shall be interpreted as limiting the rights and remedies which Canada or the Minister may otherwise have in relation to or pursuant to this Standing Offer.

### **17.3 Canadian Content Certification**

1. The Offeror represents and warrants that the certification of Canadian Content submitted with its offer is accurate and complete, and that the goods and services to be provided to Canada pursuant to the resulting Standing Offer will be in accordance with the said certification. The Offeror acknowledges that the Minister has relied upon such representation and warranty to enter into this Standing Offer. Such representation and warranty may be verified in such manner as the Minister may reasonably require.
2. The Offeror acknowledges that in the event of a breach of such covenant, the Minister shall have the right to treat the Standing Offer as being in default in accordance with the default provisions of the Standing Offer.
3. The Offeror shall keep proper records and documentation relating to the origin of the goods and services provided to Canada. The Offeror shall not, without the prior written consent of the Minister, dispose of any such records or documentation until the expiration of six (6) years after final payment under this Standing Offer, or until settlement of all outstanding claims and disputes, whichever is later. All such records and documentation shall at all times during the aforementioned retention period be open to audit, inspection and examination by the authorized representatives of the Minister, who may make copies and take extracts thereof. The Offeror shall provide all facilities for such audits, inspections and examinations, and shall furnish all such information as the representatives of the Minister may from time to time require with respect to such records and documentation.
4. Nothing in this clause shall be interpreted as limiting the rights and remedies, which Canada or the Minister may otherwise have in relation to or pursuant to this Standing Offer.

### **17.4 Federal Contractor's Program for Employment Equity**

The Offeror has certified in its proposal its status with the Federal Contractors Program for Employment Equity.

The Offeror acknowledges that the Minister has relied upon such certification to enter into a Standing Offer. Such certification may be verified in such manner as the Minister may reasonably require. The Contractor acknowledges that in the event of a misrepresentation, the Minister shall have the right, pursuant to the Default provisions of the Standing Offer, to set aside the Standing Offer for default.

## 5B. RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from a call-up against the Standing Offer.

### 1. Statement of Work

The Contractor must perform the Work described in the call-up.

### 2. Security Requirement

The Contractor must meet the security requirement described in the call-up (if applicable).

### 3. Standard Clauses and Conditions

9676 (2006-08-15) General Conditions - Services

### 4. Term of Contract

#### 4.1 Period of contract

The work must be completed in accordance with the Call-up.

### 5. Payment

The Contractor will be paid its costs reasonably and properly incurred in the performance of the work in accordance with Annex B.

#### 5.1 Method of Payment

Payment by Canada for the Work will be made following delivery, inspection and acceptance of the Work, and upon presentation of invoices and any other substantiating documentation as Canada requires.

#### 5.2 SACC Manual Clauses

THE FOLLOWING TERMS AND CONDITIONS ARE INCORPORATED HEREIN:		
SACC Ref.	Title	Date
A9117C	T1204 - Direct Request by Customer Department	2006-06-16
C0701D	Time Verification	1996-10-30
C2215D	Goods and Services Tax	2004-05-14
H1001D	Method of Payment - Multiple Deliveries	2004-12-10

### 6. Invoicing Instructions

The Contractor must submit their invoices in accordance with the information required in Article 36, Invoice Submission, of the 9676 (2006-08-15) General Conditions - Services.

## ANNEX A: STATEMENT OF WORK

### 1. Requirement

The purpose of this Request for Standing Offer (RFSO) is to initiate a competitive process leading to the selection of qualified firms to enter into Regional Master Standing Offers (RMSO's) with Public Works and Government Services Canada (PWGSC) to provide strategic communications services and public relations services, communications project management services and writing related services to various Government of Canada departments and agencies listed under Schedules I, I.I, II and III of the Financial Administration Act, located in the National Capital Region, on an "as and when requested basis".

It is important to note that no travel expenses will be paid under these Standing Offers unless travel is deemed necessary by the Identified User and/or Project Authority. Where travel is deemed necessary the Offeror must have prior authorization by the Identified User and/or Project Authority.

PWGSC will establish "pools of equals" for each of the following categories of service as described in article 2 of Part 4 - Evaluation Procedures, Basis of Selection and Certifications.

Category A: Strategic Communications and Public Relations Services

Category B: Communications Project Management Services

Category C: English and French Writing Related Services

Please refer to the Statement of Work for definitions of the terms: "public opinion research" and "advertising services" as the requirements included in this RFSO are to be performed without using techniques or methodologies that could be considered "public opinion research" and/or "advertising services".

### 2. Objectives

The objectives of the RFSOs are:

- ˆ to establish an open and competitive procurement process for the acquisition of strategic communications and public relations services, communications project management services and writing related services that are often required on short notice;
- ˆ to establish an effective and cost-efficient process for government organizations the ordering of strategic communications and public relations services, communications project management services and writing related services;
- ˆ to maximize the value of strategic communications and public relations services, communications project management services and writing related services acquired by the Government of Canada;
- ˆ to establish and optimize the terms and conditions under which strategic communications and public relations services, communications project management services and writing related services are to be delivered to government organizations.

### **3. Background**

The Government of Canada provides services to all Canadians. Strategic communications and public relations, communications project management and writing related services are crucial to government organizations in the efficient and effective implementation of programs, which provide benefits to the people of Canada. In carrying out their responsibilities, government organizations may, from time to time, complement their internal capacity by contracting for such services with qualified suppliers.

### **4. Scope of Work for Each Category of Service**

Successful Offerors may be required to provide the following services in support of Government of Canada: strategic communications and public relations services, communications project management services and writing related services (English and French) on an "as and when requested basis" as follows:

#### **4.1 Category A - Strategic Communications and Public Relations Services**

##### **4.1.1 Strategic Communication Services**

- ˆ Develop short or long term strategic communications;
- ˆ Develop short or long term marketing planning related to a specific program, campaign or activity;
- ˆ Provide strategic advice to senior executives on internal and external communications strategies and tools;
- ˆ Prepare presentation decks for the Minister and senior officials;
- ˆ Prepare and facilitate consultations with senior management, key individuals, committees, networks, stakeholders and other audiences including regions and other Federal government departments and other levels of government;
- ˆ Utilize input from public environment analysis sources;
- ˆ Provide advice on how to react to issues and/or crisis management;
- ˆ Develop communications and/or marketing objectives;
- ˆ Determine target audiences;
- ˆ Develop messages;
- ˆ Identify communications impediments and barriers;
- ˆ Determine communications and marketing activities and products;
- ˆ Produce calendar of events;
- ˆ Evaluate impacts and benchmark data;



- ´ Supply costs analysis;
- ´ Provide ongoing assessment and/or final evaluation of strategic communications and/or marketing planning implementation;
- ´ Develop communications evaluation framework and action plan;
- ´ Assess major corporate issues and initiatives from the perspectives of both internal and external environments;
- ´ Participate in meetings with departmental officials and ministerial staff and provide advice on matters relating to policy/program development approaches/options, and communications planning alternatives (internal and external);
- ´ Develop communications plans including assessing the need for communications plans, plans for special events, media relations and crises communications; and
- ´ Review and advise on the content (logical flow) and style (format, clarity, grammar, etc.) of draft internal and external communications products, such as Qs and As, news releases, speeches, backgrounds, fact sheets, publications, brochures, exhibits, kits and Web sites.

#### **4.1.2 Public Relations Services**

- ´ Essential functions of research, planning, communications and evaluation are implied;
- ´ Counsel management at all levels in the organization with regard to policy decisions, courses of action, and communications, taking into account their public ramifications and the organization's responsibilities;
- ´ Research, conduct and evaluate, on a continuing basis, programs of action and communication to achieve the informed public understanding necessary to the success of an organization's aims; and
- ´ Plan, implement, set objectives and manage all of the above.

#### **4.1.3 Minimum Required Qualification of Proposed Personnel**

##### **4.1.3.1 Senior Communications Consultant**

- ´ minimum of ten (10) years demonstrated experience in strategic communications
- ´ a university degree in an applicable or related field
- ´ professional development training and/or professional designation/accreditation

#### 4.1.3.2 Junior Communications Consultant

- ´ minimum of five (5) years demonstrated experience in strategic communications
- ´ a university degree or college diploma in an applicable or related field
- ´ professional development training and/or professional designation/accreditation

#### 4.1.3.3 Senior Public Relations Consultant

- ´ minimum of ten (10) years demonstrated experience in public relations
- ´ a university degree in an applicable or related field
- ´ professional development training and/or professional designation/accreditation

#### 4.1.3.4 Junior Public Relations Consultant

- ´ minimum of five (5) years demonstrated experience in public relations
- ´ a university degree or college diploma in an applicable or related field
- ´ professional development training and/or professional designation/accreditation

## 4.2 Category B - Communications Project Management Services

### 4.2.1 Communications Project Management Services

#### ´ **Integration Management**

Develop a Project Plan and be responsible for the execution of all aspects of the Project plan, as well as providing overall change control and updating of the Plan as required.

#### ´ **Scope of Work Management**

Develop a scope of work for the various aspects of the project according to the Project Plan. To plan the various stages of the project, define the specific requirements of each stage and update and/or revise the scope of work as required.

#### ´ **Time Management**

Define what activities are required according to the Project Plan and the Scope of Work, develop a schedule which indicates the sequencing and duration of all activities, as well as provide change control for the scheduling.

#### ´ **Cost Management**

Provide financial resource planning including the development of costs estimates and overall project budgets

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- ˆ **Quality Management**

Advise the Identified User and/or Project Authority on the overall quality of all aspects of the project (includes quality assurance and quality control procedures).

- ˆ **Human Resource Management**

Identify organizational requirements, staffing and team development. This may include coordinating work with contracted resources and government human resources.

- ˆ **Communications Management**

Provide communications planning, dissemination of information to all those involved in the project, performance reporting, and administrative closure for all aspects of the project.

- ˆ **Risk Management**

Provide risk management for all aspects of the project including identification of various risks, defining how great these risks are, how to respond to these risks and how to control the responses to the various risks.

- ˆ **Technical Advisor**

Act as technical advisor on all aspects of the project.

#### **4.2.2 Minimum Required Qualification of Proposed Personnel**

##### **4.2.2.1 Senior Project Manager**

- ˆ minimum of ten (10) years demonstrated experience in communications project management
- ˆ a university degree in an applicable or related field
- ˆ professional development training and/or professional designation/accreditation

##### **4.2.2.2 Junior Project Manager/Project Coordinator**

- ˆ minimum of (5) years demonstrated experience in project management/project coordination
- ˆ a university degree or college diploma in an applicable or related field
- ˆ professional development training and/or professional designation/accreditation

### **4.3 Writing Related Services (English and/or French)**

#### **4.3.1 Writing Services**

- ˆ Provide writing services for a wide variety of communications products such as but not limited to messages to federal institutions, messages to government employees, news releases, research based and feature articles, back grounders, press releases, pamphlets, brochures, material for web sites, fact sheets, reports, publications, guides, abstracts, promotional materials, newsletters;
- ˆ Rewrite primary communications materials to respond to a wide variety of secondary uses, in both traditional and electronic publishing (i.e. revision of previously written materials for use in newsletters, bulletins, magazines, press releases, Intranet/Internet, etc.);
- ˆ Attend meetings/briefing sessions with government officials; and
- ˆ Research and analyze background material and facts from different sources and reflect various perspectives.

#### **4.3.2 Speech Writing Services**

- ˆ Write speeches for ministerial and senior officials for special events, press conferences, conferences, regional and national meetings, and public events. Requirements may cover but are not limited to departmental initiatives and programs, and legislative issues;
- ˆ Research and analyze background material and facts from different sources and reflecting various perspectives; and
- ˆ Attend meetings with department officials and ministerial staff.

#### **4.3.3 Editing Services**

- ˆ Edit documents for a wide variety of communications products such as but not limited to messages to federal institutions, messages to employees, news releases, research based and feature articles, back grounders, press releases, pamphlets, brochures, material for Web sites, fact sheets, communication plans, reports, publications, guides, abstracts, promotional materials, newsletters;
- ˆ Copy edit of drafts such as, but not limited to back grounders, fact sheets, brochures, articles, material for Web sites.

#### **4.3.4 Translation and Adaptation Services**

- ˆ Provide translation and adaptation services for a wide variety of communications products such as but not limited to messages to federal institutions, messages to employees, news releases, research based and feature articles, back grounders, press releases, pamphlets, brochures, material for web sites, fact sheets, communication plans, reports, publications, guides, abstracts, promotional materials, newsletters; and

- Provide a finished product that is grammatically correct and free of typographical and spelling errors while maintaining the same content as the version being adapted.

#### **4.3.5 Minimum Required Qualification of Proposed Personnel**

##### **4.3.5.1 Speech Writer**

- minimum of five (5) years demonstrated experience in providing speech writing services
- a university degree in an applicable or related field
- professional development training and/or professional designation/accreditation

##### **4.3.5.2 Writer**

- minimum of five (5) years demonstrated experience in providing writing services
- a university degree in an applicable or related field
- professional development training and/or professional designation/accreditation

##### **4.3.5.3 Editor**

- minimum of five (5) years demonstrated experience in providing editing services
- a university degree in an applicable or related field
- professional development training and/or professional designation/accreditation

##### **4.3.5.4 Translator (including adaptation services)**

- minimum of five (5) years demonstrated experience in providing translation and adaptation services
- a university degree in an applicable or related field
- professional development training and/or professional designation/accreditation

#### **4.4 Exclusion of Public Opinion Research and/or Advertising Services**

The requirements included in this Statement of Work are to be performed **without** using techniques or methodologies that could be considered public opinion research and/or advertising services as described in "Communications Policy of the Government of Canada". For more information, this policy can be found at the following web site:

[http://www.tbs-sct.gc.ca/pubs\\_pol/sipubs/comm/comm\\_e.asp](http://www.tbs-sct.gc.ca/pubs_pol/sipubs/comm/comm_e.asp)

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**Advertising** is currently defined as:

Government of Canada advertising is defined as any message, conveyed in Canada or abroad, and paid for by the government for placement in media such as newspapers, television, radio, Internet, cinema and out-of-home.

**Public Opinion Research** is currently defined as:

The planned gathering, by or for a government institution of opinions, attitudes, perceptions, judgments, feelings, ideas, reactions, or views that are intended to be used for any government purpose, whether that information is collected from persons (including employees of government institutions), businesses, institutions or other entities, through quantitative or qualitative methods, irrespective of size or cost.

#### **4.5 Language Requirement**

The Offeror must be able to provide the services described herein in the following languages:

##### Category A: Strategic Communications and Public Relations Services

ˆ both official languages (English and French)

##### Category B: Communications Project Management Services

ˆ both official languages (English and French)

##### Category C: Writing Related Services

ˆ English and/or French

#### **4.6 Location of Work**

The Offeror's personnel may be required to work on-site (client facilities) for specific projects when time frames or client needs require that the Offeror do so. Otherwise, the Offeror's personnel will be expected to work at the Offeror's facilities.

#### **4.7 Format of Materials**

The Offeror must be able to provide hard copy and/or electronic copies of any materials they produce as specified by the Identified User and/or Project Authority.

The Offeror should have the capability to receive and transmit information electronically, and have Internet access for research purposes.

All research information and end products must not be divulged to any other party other than the Identified User/Project Authority.

The Offeror must be prepared to work according to the Identified User and/or Project Authority instructions and must adhere to the policies, guidelines, style and format of the client organization. These standards can be obtained from the Identified User and/or Project Authority at the time of the call-up.

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The Offeror must be familiar with rules and recommendations specified in "The Canadian Style" (published by Dundurn Press Limited in cooperation with Public Works and Government Services Canada Translation Bureau). For more information on the above text please see:

[http://translationbureau.gc.ca/pwgsc\\_extranet/en/publications/alpha/gui\\_can\\_sty\\_e.htm](http://translationbureau.gc.ca/pwgsc_extranet/en/publications/alpha/gui_can_sty_e.htm)

Documents must be written/edited to a high professional standard.

#### **4.8 Time Frames**

Due to the nature of the work, the Offeror may be requested to provide services outlined herein on an urgent basis. Call-ups may reflect a requirement to provide services under tight deadlines, possibly at night, during weekends and/or on statutory holidays (i.e. minimum of two (2) hours notice).

#### **4.9 Reporting Requirements**

The Offeror will be required to provide a Standing Offer Usage Report detailing all call-up activity on a quarterly basis to the Standing Offer Authority no later than 15 calendar days after the end of each quarterly period as specified in article 3.2 of Part 5 A. Standing Offer and Resulting Contract Clauses. A copy of the report can be found at Annex E.

An electronic version of the report in Excel will be provided to the Offeror as an e-mail attachment. In addition, the Offeror will also provide to the Standing Offer Authority no later than 15 calendar days after the end of each quarterly period a copy of all the call-ups that are shown on the electronic report. The call-ups will be sent to the Standing Offer Authority by facsimile.

Failure to provide fully completed reports and actual call-up documents in accordance with the above instructions may result in the setting aside of the Standing Offer and the application of a vendor performance corrective measure.

#### **4.10 Responsibilities of the Offeror**

The Project Manager as identified by the Offeror will maintain efficient communications with the Identified User and/or Project Authority and his or her designate, either in person, by telephone or by e-mail as requested.

To ensure the integrity and efficiency of Government of Canada communications, the Offeror must provide services and produce materials in compliance with the policies and directives of the Government of Canada issued by the Treasury Board, including, but not exclusive to the following:

┌ Communications Policy of the Government of Canada available for review at:  
└ [http://www.tbs-sct.gc.ca/Pubs\\_pol/sipubs/comm/comm\\_e.asp](http://www.tbs-sct.gc.ca/Pubs_pol/sipubs/comm/comm_e.asp).

┌ The Federal Identity Program Policy available for review at:  
└ [http://www.tbs-sct.gc.ca/pubs\\_pol/sipubs/TB\\_fip/siglist\\_e.asp](http://www.tbs-sct.gc.ca/pubs_pol/sipubs/TB_fip/siglist_e.asp).

┌ The Contracting Policy available for review at:  
└ [http://tbs-sct.gc.ca/pubs\\_pol/dcpubs/contracting/contractingpol\\_e.asp](http://tbs-sct.gc.ca/pubs_pol/dcpubs/contracting/contractingpol_e.asp).

┌ The Official Languages Act available for review at:  
└ [http://www.tbs-sct.gc.ca/pubs\\_pol/hrpubs/offlang/dolr\\_e.asp](http://www.tbs-sct.gc.ca/pubs_pol/hrpubs/offlang/dolr_e.asp).

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Common Look and Feel for the Internet available for review at:  
[http://www.tbs-sct.gc.ca/clf-nsi/index\\_e.asp](http://www.tbs-sct.gc.ca/clf-nsi/index_e.asp).

#### **4.11 Responsibilities of Identified User and/or Project Authority**

- ' Providing the Offeror a description of the work to be performed in the call-up;
- ' All matters concerning the technical aspects of the work;
- ' Arranging for access to their facilities and equipment when required;
- ' Reviewing communications pieces with the Offeror;
- ' Providing comments on deliverables within the agreed upon time frame(s);
- ' Providing access to any necessary documents, reports, government and departmental policies and procedures, as required;
- ' Reviewing and accepting all work performed; and
- ' Reviewing and approving all invoices submitted.

#### **4.12 Travel**

It is important to note that no travel expenses (including local travel) will be paid under this standing offer unless travel is deemed necessary by the Identified User and/or Project Authority. Where travel is deemed necessary, the Offeror will submit a cost estimate to the Identified User and/or Project Authority as stipulated in the Basis of Payment at Annex B.

The Offeror will be paid for authorized reasonable and proper travel and living expenses incurred in the performance of the work, without any allowance therein for overhead or profit, and these costs will be reimbursed in accordance with the Treasury Board Travel Directive ([http://www.tbs-sct.gc.ca/hr-rh/gtla-vgcl/index\\_e.asp](http://www.tbs-sct.gc.ca/hr-rh/gtla-vgcl/index_e.asp).) in effect at time of travel. All travel must have prior authorization of the Identified User and/or Project Authority.



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## ANNEX B: BASIS OF PAYMENT

### **B.1 Note to the Offeror**

The ceiling hourly rates will be all-inclusive and will be used in the evaluation (**price ranges will not be accepted**).

### **B.2 Basis of Payment / All-inclusive Ceiling Hourly Rates**

The all-inclusive ceiling hourly rates identified hereunder include the cost of labor, fringe benefits, general and administrative expenses, overhead, profit and any other direct costs associated with performing tasks described in the Statement of Work, GST extra if applicable. All other expenses normally incurred in providing the services (i.e. project office space [including Contractor's hardware and software], word processing, reports, photocopying, courier and telephone charges, local [within the NCR] travel and any other incidental costs associated with performing tasks described in the Statement of Work) will not be permitted (or authorized) as direct charges under any resulting Call-up against a Standing Offer.

### **B.3 Travel and Living Expenses**

It is important to note that no travel expenses (including local travel) will be paid under this standing offer unless travel is deemed necessary by the Identified User and/or Project Authority. Where travel is deemed necessary, the Offeror will submit a cost estimate to the Identified User and/or Project Authority as stipulated herein.

The Offeror will be paid for authorized reasonable and proper travel and living expenses incurred in the performance of the work, without any allowance therein for overhead or profit, and these costs will be reimbursed in accordance with the Treasury Board Travel Directive ([http://www.tbs-sct.gc.ca/hr-rh/gtla-vgcl/index\\_e.asp](http://www.tbs-sct.gc.ca/hr-rh/gtla-vgcl/index_e.asp).) in effect at time of travel. All travel must have prior authorization of the Identified User and/or Project Authority.

All payments are subject to government audit.

### **B.4 Contractual Joint Venture (if applicable)**

The Contractor is a contractual joint venture and the signatories are acting and responsible jointly and severally. The payment of moneys under the call-up to the identified lead member, (*insert name*), shall be deemed a payment to all signatories and furthermore, will act as a release from all parties. In addition, it is agreed that giving notice by the Minister to the identified lead member shall be deemed notice to all parties.

**B.5 Initial Period (twelve months from date of authorization)****Category A - Strategic Communications and Public Relations Services**

<b>Categories of Personnel</b>	<b>Name of Resources</b>	<b>All-inclusive Ceiling Hourly Rates for Normal Business Hours (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Nights and Weekends (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Statutory Holidays (GSTextra)</b>
Senior Communications Consultant				
Junior Communications Consultant				
Senior Public Relations Consultant				
Junior Public Relations Consultant				
Administrative Support				

**Category B - Communications Project Management Services**

<b>Categories of Personnel</b>	<b>Name of Resources</b>	<b>All-inclusive Ceiling Hourly Rates for Normal Business Hours (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Nights and Weekends (GSTextra)</b>	<b>All-inclusive Ceiling Hourly Rates for Statutory Holidays (GST extra)</b>
Senior Project Manager				
Junior Project Manager / Project Coordinator				
Administrative Support				

**Category C - English Writing Related Services**

<b>Categories of Personnel</b>	<b>Name of Resources</b>	<b>All-inclusive Ceiling Hourly Rates for Normal Business Hours (GSTextra)</b>	<b>All-inclusive Ceiling Hourly Rates for Nights and Weekends (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Statutory Holidays (GST extra)</b>
Speech Writer				
Writer				
Editor				
Translation and Adaptation Services				

**Category C - French Writing Related Services**

<b>Categories of Personnel</b>	<b>Name of Resources</b>	<b>All-inclusive Ceiling Hourly Rates for Normal Business Hours (GSTextra)</b>	<b>All-inclusive Ceiling Hourly Rates for Nights and Weekends (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Statutory Holidays (GST extra)</b>
Speech Writer				
Writer				
Editor				
Translation and Adaptation Services				

### **B.6 Option Period (twelve months)**

Subject to the exercise of the Standing Offer option to extend the Standing Offer period, the Offeror shall be paid the following all-inclusive ceiling hourly rates to complete all work required to be performed in relation to the Standing Offer extension.

#### **Category A - Strategic Communications and Public Relations Services**

<b>Categories of Personnel</b>	<b>Name of Resources</b>	<b>All-inclusive Ceiling Hourly Rates for Normal Business Hours (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Nights and Weekends (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Statutory Holidays (GSTextra)</b>
Senior Communications Consultant				
Junior Communications Consultant				
Senior Public Relations Consultant				
Junior Public Relations Consultant				
Administrative Support				

#### **Category B - Communications Project Management Services**

<b>Categories of Personnel</b>	<b>Name of Resources</b>	<b>All-inclusive Ceiling Hourly Rates for Normal Business Hours (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Nights and Weekends (GSTextra)</b>	<b>All-inclusive Ceiling Hourly Rates for Statutory Holidays (GST extra)</b>
Senior Project Manager				
Junior Project Manager / Project Coordinator				
Administrative Support				

**Category C - English Writing Related Services**

<b>Categories of Personnel</b>	<b>Name of Resources</b>	<b>All-inclusive Ceiling Hourly Rates for Normal Business Hours (GSTextra)</b>	<b>All-inclusive Ceiling Hourly Rates for Nights and Weekends (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Statutory Holidays (GST extra)</b>
Speech Writer				
Writer				
Editor				
Translation and Adaptation Services				

**Category C - English Writing Related Services**

<b>Categories of Personnel</b>	<b>Name of Resources</b>	<b>All-inclusive Ceiling Hourly Rates for Normal Business Hours (GSTextra)</b>	<b>All-inclusive Ceiling Hourly Rates for Nights and Weekends (GST extra)</b>	<b>All-inclusive Ceiling Hourly Rates for Statutory Holidays (GST extra)</b>
Speech Writer				
Writer				
Editor				
Translation and Adaptation Services				

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Buyer ID - Id de l'acheteur

cw015

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File No. - N° du dossier

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CCC No./N° CCC - FMS No/ N° VME

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### ANNEX C - CORPORATE PROFILE

Offerors are invited to complete the following corporate profile. Offerors are encouraged to provide the profile in French and English as this profile will be posted on the Standing Offer Index as part of the general information available for each authorized Standing Offer.

Offerors are to address each of the points listed. In addition to the basic information requested, offerors may include whatever information they believe will enhance the understanding of their capabilities.

The corporate profile must be prepared in MS Word and must not contain any graphics or images. The length is limited to two (2) pages single-sided 8.5 x 11 inch or 216 mm x 279 bond paper for each language. PWGSC will edit responses to maintain the two (2) page maximum.

**The corporate profile must be submitted on a CD ROM with the Offeror's technical offer.**

The corporate profile will not be considered in the evaluation process for this RFSO and only profiles of authorized standing offer holders will be posted.

CORPORATE LEGAL NAME:

ADDRESS (P.O. BOX is not acceptable):

NO. OF YEARS IN BUSINESS:

NO. OF EMPLOYEES:    \_\_\_ FULL-TIME                    \_\_\_ PART-TIME

PRINCIPAL CONTACT:

TELEPHONE NO.:

FAX NO.:

E-MAIL:

WEB SITE (if applicable):

AREAS OF EXPERTISE:

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File No. - N° du dossier

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## **ANNEX D: SECURITY REQUIREMENT CHECK LISTS (SRCL's)**

The SRCL's will be inserted in the final version of the RFSO.

