

**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**

**Revision to a Request for a Standing Offer**

**Révision à une demande d'offre à commandes**

Regional Individual Standing Offer (RISO)

Offre à commandes individuelle régionale (OCIR)

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Offer remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'offre demeurent les mêmes.

**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> WRITING SERVICES	
<b>Solicitation No. - N° de l'invitation</b> 51019-112013/A	<b>Date</b> 2012-02-23
<b>Client Reference No. - N° de référence du client</b> 51019-11-2013	<b>Amendment No. - N° modif.</b> 002
<b>File No. - N° de dossier</b> cx026.51019-112013	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CX-026-59166	
<b>Date of Original Request for Standing Offer</b> 2012-02-15	
<b>Date de la demande de l'offre à commandes originale</b>	
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2012-03-27</b>	
<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Daylight Saving Time EDT	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Andruchow, Cassandra	<b>Buyer Id - Id de l'acheteur</b> cx026
<b>Telephone No. - N° de téléphone</b> (613) 993-7846 ( )	<b>FAX No. - N° de FAX</b> (613) 993-2581
<b>Delivery Required - Livraison exigée</b>	
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	
<b>Security - Sécurité</b> This revision does not change the security requirements of the Offer. Cette révision ne change pas les besoins en matière de sécurité de la présente offre.	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Acknowledgement copy required</b> <b>Accusé de réception requis</b>	<b>Yes - Oui</b> <input type="checkbox"/>	<b>No - Non</b> <input type="checkbox"/>
<b>The Offeror hereby acknowledges this revision to its Offer.</b> <b>Le proposant constate, par la présente, cette révision à son offre.</b>		
<b>Signature</b>	<b>Date</b>	
Name and title of person authorized to sign on behalf of offeror. (type or print) Nom et titre de la personne autorisée à signer au nom du proposant. (taper ou écrire en caractères d'imprimerie)		
<b>For the Minister - Pour le Ministre</b>		

This amendment is raised to clarify the Mandatory and Rated Criteria as follows:

1) At Part 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION,

Delete: in its entirety

Insert:

## **PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION**

### **1. EVALUATION PROCEDURES**

(a) Offers will be assessed in accordance with the entire requirement of the Request for Standing Offers including the technical and financial evaluation criteria.

(b) An evaluation team composed of representatives of Canada will evaluate the offers.

#### **1.1 TECHNICAL EVALUATION**

All bids MUST be completed in full and provide all of the information requested in the Request for Proposal to enable full and complete evaluation.

##### **1.1.1 MANDATORY REQUIREMENTS**

No further consideration will be given to bidders who do not meet all the mandatory criteria.

The Mandatory requirements are:

##### **M.1. IDENTIFICATION OF THE COMPANY**

The Bidder MUST identify the company's legal name and state who has been designated as signing authorities for this project.

##### **M.2. COMPANY EXPERIENCE**

The Offeror MUST demonstrate that they have had at least three (3) years of experience in the last five (5) years in providing English and French Speech Writing and creative writing services for federal Cabinet Ministers and/or Deputy Ministers of any department, agency or crown corporation of the government of Canada. Three (3) references from federal government departments or agencies MUST be provided with names and phone numbers of the client contact.

##### **M.3. DEMONSTRATED KNOWLEDGE**

The Offeror MUST provide the following for each individual proposed for provision of the services as described in the Statement of Work:

- One (1) written submission that demonstrates that the individual has an in-depth knowledge of Canadian military history, noting significant battles and conflicts and peacekeeping missions during the 20th and 21st centuries.
- One (1) written submission that demonstrates that the individual has a thorough understanding of the policies and priorities of Veterans Affairs Canada (VAC) as well as the issues affecting veterans. This can be demonstrated through a combination of education, work experience or non-related work activities or research.

Each submission MUST be between 800-1000 words.

Individuals who meet this mandatory will be rated in R.1.

#### **M.4. CURRICULUM VITAE (CV)**

The Offeror **MUST** provide résumés for all key personnel proposed to provide the services as described in the Statement of Work, their education/training, their work history and their relevant experience and expertise in delivering speech and creative writing and other writing services to federal Cabinet Ministers and/or Deputy Ministers of any department, agency or crown corporation of the Government of Canada.

Individuals who meet this mandatory will be rated in R.2.

#### **M.5. WRITING SAMPLES**

The Offeror **MUST** provide the following for each individual proposed for provision of the services as described in the Statement of Work:

- One (1) speech writing sample completed for federal Cabinet Ministers and/or Deputy Ministers of any department, agency or crown corporation of the Government of Canada, completed in the last five (5) years.
- One (1) creative writing services sample completed for federal Cabinet Ministers and/or Deputy Ministers of any department, agency or crown corporation of the Government of Canada, completed in the last five (5) years.

One (1) sample **MUST** be in English and one (1) sample **MUST** be in French. The Offeror **MUST** clearly indicate on the sample the name of the speechwriter and the date it was produced.

Individuals who meet this mandatory will be rated in R.3.

#### **M.6. FINANCIAL OFFER**

The Offeror **MUST** provide complete costing information strictly in accordance with the Basis of Payment at Annex "B". Any deviation from the pricing schedule will render your offer non-responsive.

**FAILURE TO PROVIDE DETAILED INFORMATION FOR ANY OF THE ABOVE MAY RESULT IN THE PROPOSAL BEING DEEMED NON-RESPONSIVE. BIDS NOT MEETING THE ALL THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION.**

#### **1.1.2 POINT RATED TECHNICAL CRITERIA**

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be considered compliant, bidders must obtain the required minimum of 70 percent of the points for each rated criteria and an overall passing mark of 240 points. The rating is performed on a scale of **300 points**. Proposals scoring less than 70 percent in one of these criterion will not be given further consideration.

*NOTE: Percentage factors will be the basis used to allocate points for all rated requirements. The number of points will be calculated depending on the total value given for each criterion. For example, if we give 0.7 as a score for R.1.1 (50 points X 0.7 = 35 points), this is equal to 70% of the total value given for that criterion. We cannot deviate from the established scoring grid. For example, we could not give a score of 0.75 (75%). We would have to choose between a 0.7 or a 0.8 (70% or 80%).*

The following criteria will be evaluated:

## **R.1 OFFEROR'S KNOWLEDGE**

**Maximum: 100 points**

The Bidder shall be assessed against the writing submissions provided in accordance with **M.3**. If more than one individual is proposed by an Offeror, an average score will be arrived at for that Offeror.

**The writing submissions will be evaluated on the following rated criteria:**

### **R.1.1 Knowledge (Canadian military history) (Maximum: 50 points, Minimum: 35 points)**

*At a minimum, we are looking for:* knowledge of Canadian military history, noting significant battles and conflicts and peacekeeping missions during the 20th and 21st centuries.

Not acceptable (0): The information provided was unsuitable or insufficient.

Limited (0.5): Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.

Acceptable (0.7): **This is the established minimum.** Demonstrates basic knowledge of significant battles, conflict, and peacekeeping missions in Canadian military history during the 20th and 21st century

Good (0.8): Demonstrates knowledge of significant battles, conflict, and peacekeeping missions in Canadian military history during the 20th and 21st century

Very Good (0.9): Demonstrates in-depth knowledge of significant battles, conflict, and peacekeeping missions in Canadian military history during the 20th and 21st century

Outstanding (1): Demonstrates extensive in-depth knowledge of significant battles, conflict, and peacekeeping missions in Canadian military history during the 20th and 21st century

### **R.1.2 Knowledge of the policies and priorities of VAC. (Maximum: 50 points, Minimum: 35 points)**

*At a minimum, we are looking for:* an understanding of the policies and priorities of VAC as well as the issues affecting veterans

Not acceptable (0): The information provided was unsuitable or insufficient.

Limited (0.5): Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.

Acceptable (0.7): **This is the established minimum.** Acceptable understanding of the policies and priorities of the VAC, and the issues affecting veterans.

Good (0.8): Good understanding of the policies and priorities of the VAC, and the issues affecting veterans.

Very Good (0.9): Very Good understanding of the policies and priorities of the VAC, and the issues affecting veterans.

Outstanding (1): Outstanding understanding of the policies and priorities of the VAC, and the issues affecting veterans.

## **R.2 QUALIFICATIONS OF PROPOSED KEY PERSONNEL**

**Maximum: 100 points**

The Bidder shall be assessed against the curriculum vitae provided in accordance with **M.4**. If more than one individual is proposed by an Offeror, an average score will be arrived at for that Offeror.

**The qualifications will be evaluated on the following rated criteria:**

### **R.2.1 Curriculum Vitae (CV) (Maximum: 100 points, Minimum: 70 points)**

*At a minimum, we are looking for:* résumés for all key personnel proposed to provide the services as described in the Statement of Work, the education/training, their work history and their relevant experience and expertise in delivering speech writing and creative writing services to any department, agency or crown corporation of the Government of Canada.

Not acceptable (0): The information provided was unsuitable or insufficient.

Limited (0.5): Criterion addressed, but not enough information provided and technically not acceptable. Less than established minimum.

Acceptable (0.7): **This is the established minimum.** Acceptable work experience / expertise in providing speech and creative writing services (2-3 years). Education, training and qualifications are somewhat relevant to a Communications or related field to the Statement of Work.

Good (0.8): Relevant work experience / expertise in providing speech and creative writing services (3-4 years). Education, training and qualifications are relevant to a Communications or related field to the Statement of Work.

Very Good (0.9): Very relevant work experience / expertise in providing speech and creative writing services (4-5 years). Education, training and qualifications are relevant to a Communications or related field to the Statement of Work.

Outstanding (1): Extensive work experience / expertise in providing speech and creative writing services (5+ years). Education, training and qualifications are relevant to a Communications or related field to the Statement of Work.

### **R.3 SAMPLES**

**Maximum: 100 points**

The Bidder shall be assessed against the writing samples provided in accordance with **M.5**. If more than one individual is proposed by an Offeror, an average score will be arrived at for that Offeror.

These samples will be evaluated for the following elements of the writing evaluation standards:

- (a) sensitivities
- (b) federal style requirements
- (c) plain language
- (d) logic
- (e) clarity
- (f) innovation and originality
- (g) suitability of tone and treatment
- (h) grammar and spelling
- (i) style
- (j) format
- (k) thoroughness of proofreading

**The samples will be evaluated on the following rated criteria:**

### R.3.1: Writing Samples (Maximum: 100 points, Minimum: 70 points)

*At a minimum, we are looking for overall quality and demonstration of writing skills in areas of clarity, logic, grammar in a manner that facilitates a clear and straightforward understanding.*

Not acceptable (0): The information provided was unsuitable or insufficient.

Limited (0.5): The information provided was not satisfactory and technically not acceptable. The sample demonstrate insufficient writing skills. The sample was of poor quality and met very few elements of the evaluation standards.

Acceptable (0.7): **This is the established minimum.** The sample demonstrates acceptable writing skills. The sample was of acceptable quality and met most elements of the evaluation standards.

Good (0.8): The sample is of good quality and demonstrates good writing skills. The sample meets all elements of the speech evaluation standards.

Very Good (0.9): The sample is of very good quality and demonstrates very good writing skills. The sample meets all elements of the evaluation standards.

Outstanding (1): The sample is technically outstanding. Writing skills are of excellent quality. The sample meets all elements of the evaluation standards.

## 1.2 Financial Evaluation

The rates for the initial period and the four (4) option periods will be added together to arrive at the total offer price.

The price of the bid will be evaluated in Canadian dollars, the Goods and Services Tax or the Harmonized Sales Tax excluded, FOB destination, Canadian customs duties and excise taxes are to be included.

## 2. BASIS OF SELECTION

### 2.1 Basis of Selection - Lowest Price Per Point

1. To be declared responsive, an offer must:
  - (a) comply with all the requirements of the Request for Standing Offers;
  - (b) meet all mandatory technical evaluation criteria; and
  - (c) obtain the required minimum of 70 percent of the points for each rated criteria and an overall passing mark of 240 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 300 points.
2. Offers not meeting (a) or (b) or (c) will be declared non-responsive. Neither the responsive offer that receives the highest number of points nor the one that proposed the lowest price will necessarily be accepted. The responsive offer with the lowest evaluated price per point will be recommended for issuance of the standing offer.

Solicitation No. - N° de l'invitation

51019-112013/A

Amd. No. - N° de la modif.

002

Buyer ID - Id de l'acheteur

cx026

Client Ref. No. - N° de réf. du client

51019-11-2013

File No. - N° du dossier

cx02651019-112013

CCC No./N° CCC - FMS No/ N° VME

2) At Annex "C" - EVALUATION GRID,

Delete: in its entirety

Insert:

**ANNEX "C"**  
**EVALUATION GRID**

EVALUATION SUMMARY	
<b>MANDATORY REQUIREMENTS:</b> <input type="checkbox"/> <b>MET</b> <input type="checkbox"/> <b>NOT MET</b>	
<b>Mandatories Checked by:</b>	<b>Date:</b>
RATED REQUIREMENTS	SCORE ACHIEVED
<b>R.1    OFFEROR'S KNOWLEDGE</b>	____/ 100 points
<b>R.2    CURRICULUM VITAE</b>	____/ 100 points
<b>R.2    SAMPLES</b>	____/ 100 points
<b>OVERALL TOTAL</b>	____/ 300 points
<b>Overall Comments:</b>	

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**EVALUATION TEAM SIGNATURES:**

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

\_\_\_\_\_ Date: \_\_\_\_\_

**NOTE TO EVALUATORS:** This evaluation grid contains the basic criteria. This grid must be used in conjunction with the RFP document to ensure the evaluation is being conducted strictly in accordance with the published criteria.



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## 1.1 TECHNICAL EVALUATION

### 1.1.1 MANDATORY REQUIREMENTS

Evaluation Criteria	Met	Not met
The bid submission requirements of Standard Instructions 2003 are met.		
The certifications in Part 5 have been completed and signed (either upon or following bid submission).		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.1. Identification of the Company</b>		
The Bidder MUST identify the company's legal name and state who has been designated as signing authorities for this project.		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.2. Company Experience</b>		
The Offeror MUST demonstrate that they have had at least three (3) years of experience in the last five (5) years in providing English and French Speech Writing and creative writing services for federal Cabinet Ministers and/or Deputy Ministers of any department, agency or crown corporation of the government of Canada. Three (3) references from federal government departments or agencies MUST be provided with names and phone numbers of the client contact.		
<b>Comments:</b>		

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CCC No./N° CCC - FMS No/ N° VME


Evaluation Criteria	Met	Not met																		
<b>M.3. DEMONSTRATED KNOWLEDGE</b>																				
<p>The Offeror <b>MUST</b> provide the following for each individual proposed for provision of the services as described in the Statement of Work:</p> <ul style="list-style-type: none"> <li>One (1) written submission that demonstrates that the individual has an in-depth knowledge of Canadian military history, noting significant battles and conflicts and peacekeeping missions during the 20th and 21st centuries.</li> <li>One (1) written submission that demonstrates that the individual has a thorough understanding of the policies and priorities of Veterans Affairs Canada (VAC) as well as the issues affecting veterans. This can be demonstrated through a combination of education, work experience or non-related work activities or research.</li> </ul> <p>Each submission <b>MUST</b> be between 800-1000 words.</p> <p>Individuals who meet this mandatory will be rated in R.1.</p> <p>Name of proposed Personnel:</p> <table border="0"> <thead> <tr> <th></th> <th colspan="2"><u>Two (2) Samples</u></th> </tr> <tr> <th></th> <th>Yes</th> <th>No</th> </tr> </thead> <tbody> <tr> <td>_____</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>_____</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>_____</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>_____</td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </tbody> </table>		<u>Two (2) Samples</u>			Yes	No	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>		
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CCC No./N° CCC - FMS No/ N° VME

Evaluation Criteria	Met	Not met																
<b>M.4. CURRICULUM VITAE (CV)</b>																		
<p>The Offeror MUST provide résumés for all key personnel proposed to provide the services as described in the Statement of Work, their education/training, their work history and their relevant experience and expertise in delivering speech and/or creative writing and other writing services to federal Cabinet Ministers and/or Deputy Ministers of any department, agency or crown corporation of the Government of Canada.</p> <p>Individuals who meet this mandatory will be rated in R.2.</p> <p>Name of proposed Personnel:</p> <table> <tr> <td>_____</td> <td><u>CV</u></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>_____</td> <td></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>_____</td> <td></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> <tr> <td>_____</td> <td></td> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> </tr> </table>	_____	<u>CV</u>	<input type="checkbox"/>	<input type="checkbox"/>	_____		<input type="checkbox"/>	<input type="checkbox"/>	_____		<input type="checkbox"/>	<input type="checkbox"/>	_____		<input type="checkbox"/>	<input type="checkbox"/>		
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_____		<input type="checkbox"/>	<input type="checkbox"/>															
<b>Comments:</b>																		

Evaluation Criteria	Met	Not met
<b>M.5. Writing Samples</b>		
<p>The Offeror MUST provide the following for each individual proposed for provision of the services as described in the Statement of Work:</p> <ul style="list-style-type: none"> <li>One (1) speech writing sample completed for federal Cabinet Ministers and/or Deputy Ministers of any department, agency or crown corporation of the Government of Canada, completed in the last five (5) years.</li> <li>One (1) creative writing services sample completed for federal Cabinet Ministers and/or Deputy Ministers of any department, agency or crown corporation of the Government of Canada, completed in the last five (5) years.</li> </ul> <p>One (1) sample MUST be in English and one (1) sample MUST be in French. The Offeror MUST clearly indicate on the sample the name of the speechwriter and the date it was produced.</p> <p>Individuals who meet this mandatory will be rated in R.3.</p>		
<b>Comments:</b>		

Evaluation Criteria	Met	Not met
<b>M.6. Financial Offer</b>		
<p>The Offeror MUST provide complete costing information strictly in accordance with the Basis of Payment at Annex "B". Any deviation from the pricing schedule will render your offer non-responsive.</p>		
<b>Comments:</b>		

**OFFERS NOT MEETING ALL OF THE MANDATORY REQUIREMENTS WILL BE GIVEN NO FURTHER CONSIDERATION.**

### 1.1.2 RATED TECHNICAL CRITERIA

Proposals will be evaluated and scored in accordance with specific evaluation criteria as detailed in this section. To be considered compliant, bidders must obtain an overall passing mark of 240 points. The rating is performed on a scale of **300 points**. Proposals scoring less than 240 points will not be given further consideration.

*NOTE: Percentage factors will be the basis used to allocate points for all rated requirements. The number of points will be calculated depending on the total value given for each criterion. For example, if we give 0.8 as a score for R. 1.1 (50 points X 0.8 = 46 points), this is equal to 80% of the total value given for that criterion. We cannot deviate from the established scoring grid. For example, we could not give a score of 0.75 (75%). We would have to choose between a 0.7 or a 0.8 (70% or 80%).*

### **INSTRUCTIONS TO EVALUATORS**

**PLEASE READ THE FOLLOWING CAREFULLY AND IN ITS ENTIRETY PRIOR TO COMMENCING THE EVALUATION OF THE RATED REQUIREMENTS.**

- 1) The following scoring grid will be used for the evaluation of the rated criteria.
- 2) ONLY the Percentage Factors indicated in the table are to be entered into the evaluation grids that follow. In other words, evaluators MUST choose from ONLY the following available Percentage Factors: 1, 0.9, 0.8, 0.7, 0.5, and 0. Factors such as 0.65, 0.85, etc. MUST NOT be used.
- 3) The "Points" and "Total Points" boxes in the grids will be calculated based on the Percentage Factor(s) assigned. Evaluators MUST NOT select a number for "Points" which does not correspond to a Percentage Factor. For example, 3/10 is not an acceptable score as 0.3 is not an available number to choose

**NAME OF PROPOSED WRITER:****R.1. OFFEROR'S KNOWLEDGE**

The Offeror **MUST** provide the following for each individual proposed for provision of the services as described in the Statement of Work:

- One (1) written submission that demonstrates that the individual has an in-depth knowledge of Canadian military history, noting significant battles and conflicts and peacekeeping missions during the 20th and 21st centuries.
- One (1) written submission that demonstrates that the individual has a thorough understanding of the policies and priorities of Veterans Affairs Canada (VAC) as well as the issues affecting veterans. This can be demonstrated through a combination of education, work experience or non-related work activities or research.

Each submission **MUST** be between 800-1000 words. If more than one individual is proposed by an Offeror, an average score will be arrived at for that Offeror.

**R.1.1 Knowledge (Canadian military history)**

*At a minimum, we are looking for:* knowledge of Canadian military history, noting significant battles and conflicts and peacekeeping missions during the 20th and 21st centuries.

<b>Knowledge (Canadian military history)– Up to a maximum of 50 points</b>			
Assessment of Criteria		Percentage Factor	Points
Criterion for an established minimum acceptable response (percentage factor of 0.7):			/ 50
<p><u>Not acceptable (0)</u>: The information provided was unsuitable or insufficient.</p> <p><u>Limited (0.5)</u>: Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.</p> <p><u>Acceptable (0.7)</u>: <b>This is the established minimum.</b> Demonstrates acceptable knowledge of significant battles, conflict, and peacekeeping missions in Canadian military history during the 20th and 21st century</p> <p><u>Good (0.8)</u>: Demonstrates knowledge of significant battles, conflict, and peacekeeping missions in Canadian military history during the 20th and 21st century</p> <p><u>Very Good (0.9)</u>: Demonstrates in-depth knowledge of significant battles, conflict, and peacekeeping missions in Canadian military history during the 20th and 21st century</p> <p><u>Outstanding (1)</u>: Demonstrates extensive in-depth knowledge of significant battles, conflict, and peacekeeping missions in Canadian military history during the 20th and 21st century</p>			

Comments:	Total Points / 50
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**R.1.2. Knowledge of the policies and priorities of VAC**

*At a minimum, we are looking for:* an understanding of the policies and priorities of VAC as well as the issues affecting veterans.

Knowledge of the policies and priorities of VAC– Up to a maximum of 50 points			
Assessment of Criteria		Percentage Factor	Points
Criterion for an established minimum acceptable response (percentage factor of 0.7):			/ 50
<p><u>Not acceptable (0)</u>: The information provided was unsuitable or insufficient.</p> <p><u>Limited (0.5)</u>: Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.</p> <p><u>Acceptable (0.7)</u>: <b>This is the established minimum.</b> Acceptable understanding of the policies and priorities of the VAC, and the issues affecting veterans.</p> <p><u>Good (0.8)</u>: Good understanding of the policies and priorities of the VAC, and the issues affecting veterans.</p> <p><u>Very Good (0.9)</u>: Very Good understanding of the policies and priorities of the VAC, and the issues affecting veterans.</p> <p><u>Outstanding (1)</u>: Outstanding understanding of the policies and priorities of the VAC, and the issues affecting veterans.</p>			
Comments:			Total Points / 50

**Total points allocated for the Rated Criteria R.1: \_\_\_\_\_ / 100 points**

## R.2 CURRICULUM VITAE

The Bidder shall be assessed against the curriculum vitae provided in accordance with **M.4**. If more than one individual is proposed by an Offeror, an average score will be arrived at for that Offeror.

**The qualifications will be evaluated on the following rated criteria:**

### R.2.1 Curriculum Vitae (CV)

*At a minimum, we are looking for:* résumés for all key personnel proposed to provide the services as described in the Statement of Work, the education/training, their work history and their relevant experience and expertise in delivering speech writing and creative writing services to any department, agency or crown corporation of the Government of Canada.

Curriculum Vitae (CV) – Up to a maximum of 100 points			
Assessment of Criteria		Percentage Factor	Points
Criterion for an established minimum acceptable response (percentage factor of 0.7):			/ 100
<p><u>Not acceptable (0)</u>: The information provided was unsuitable or insufficient.</p> <p><u>Limited (0.5)</u>: Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.</p> <p><u>Acceptable (0.7)</u>: <b>This is the established minimum.</b> Basic work experience / expertise in providing speech and creative writing services (2-3 years). Education, training and qualifications are somewhat relevant to a Communications or related field to the Statement of Work.</p> <p><u>Good (0.8)</u>: Relevant work experience / expertise in providing speech and creative writing services (3-4 years). Education, training and qualifications are relevant to a Communications or related field to the Statement of Work.</p> <p><u>Very Good (0.9)</u>: Very relevant work experience / expertise in providing speech and creative writing services (4-5 years). Education, training and qualifications are relevant to a Communications or related field to the Statement of Work.</p> <p><u>Outstanding (1)</u>: Extensive work experience / expertise in providing speech and creative writing services (5+ years). Education, training and qualifications are relevant to a Communications or related field to the Statement of Work.</p>			
Comments:			Total Points / 100

**Total points allocated for the Rated Criteria R.2: \_\_\_\_\_ / 100 points**



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### R.3 SAMPLES

The Bidder shall be assessed against the writing samples provided in accordance with **M.5**. If more than one individual is proposed by an Offeror, an average score will be arrived at for that Offeror.

These samples will be evaluated for the following elements of the writing evaluation standards:

- (a) sensitivities
- (b) federal style requirements
- (c) plain language
- (d) logic
- (e) clarity
- (f) innovation and originality
- (g) suitability of tone and treatment
- (h) grammar and spelling
- (i) style
- (j) format
- (k) thoroughness of proofreading

**The samples will be evaluated on the following rated criteria:**

#### **R.3.1 Writing Samples**

*At a minimum, we are looking for overall quality and demonstration of writing skills in areas of clarity, logic, grammar in a manner that facilitates a clear and straightforward understanding.*

Writing Samples – Up to a maximum of 100 points			
Assessment of Criteria		Percentage Factor	Points
Criterion for an established minimum acceptable response (percentage factor of 0.7):			/ 100
<p><u>Not acceptable (0)</u>: The information provided was unsuitable or insufficient.</p> <p><u>Limited (0.5)</u>: Criterion addressed, but not enough information provided and/or technically not acceptable. Less than established minimum.</p> <p><u>Acceptable (0.7)</u>: <b>This is the established minimum.</b> The sample demonstrates acceptable writing skills. The sample was of acceptable quality and met most elements of the evaluation standards.</p> <p><u>Good (0.8)</u>: The sample is of good quality and demonstrates good writing skills. The sample meets all elements of the speech evaluation standards.</p> <p><u>Very Good (0.9)</u>: The sample is of very good quality and demonstrates very good writing skills. The sample meets all elements of the evaluation standards.</p> <p><u>Outstanding (1)</u>: The sample is technically outstanding. Writing skills are of excellent quality. The sample meets all elements of the evaluation standards.</p>			
Comments:			Total Points / 100

Total points allocated for the Rated Criteria R.3: \_\_\_\_\_ / 100 points

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Buyer ID - Id de l'acheteur

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51019-11-2013

File No. - N° du dossier

cx02651019-112013

CCC No./N° CCC - FMS No/ N° VME

<b>SUMMARY OF POINTS AWARDED TO BIDDER</b>			
<b>Rated Criteria</b>	<b>Maximum Points</b>	<b>Minimum Points</b>	<b>Points Awarded to Bidders</b>
<b>R.1 OFFEROR'S KNOWLEDGE</b>			
R.1.1 Knowledge (Canadian military history)	50	35	
R.1.2 Knowledge of the policies and priorities of VAC	50	35	
<b>TOTAL</b>			<b>000</b>
<b>R.2 CURRICULUM VITAE</b>			
R.2.1 Curriculum Vitae (CV)	100	70	
<b>TOTAL</b>			<b>000</b>
<b>R.3 SAMPLES</b>			
R.3.1 Writing Samples	100	70	
<b>TOTAL</b>			<b>000</b>
<b>OVERALL TOTAL</b>	<b>300</b>	<b>240</b>	<b>000</b>

**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR STANDING OFFER (RFSO)  
REMAIN THE SAME**