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**REQUEST FOR PROPOSAL (RFP)**

**REFERENCE NUMBER: 1000153097B**

**CLOSING TIME and TIME ZONE: MARCH 6, 2014, 3:00 PM EST**

**PROJECT TITLE:** Updating, delivering, and promoting an on-demand e-learning module “Outdoor Air Quality and Health and the Air Quality Health Index (AQHI)” for physicians and other health professionals

**HEALTHY ENVIRONMENT AND CONSUMER SAFETY BRANCH**

**FOR ADDITIONAL INFORMATION PLEASE CONTACT:**

[Donna.pettit@hc-sc.gc.ca](mailto:Donna.pettit@hc-sc.gc.ca)

**RFP ISSUE DATE: FEBRUARY 20, 2014**

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**PART I STATEMENT OF WORK****1.1 Title**

Updating, delivering, and promoting an on-demand e-learning module “Outdoor Air Quality and Health and the Air Quality Health Index (AQHI)” for physicians and other health professionals

**1.2 Introduction**

The Air Quality Health Index (AQHI) is a federal program coordinated by Health Canada and Environment Canada, with the support of provincial and municipal governments as well as non-governmental organizations. The AQHI is a health-based communications tool, which helps people reduce their risk from short-term exposure to air pollution. The Index is presented on a scale from 1-10+, representing low, moderate, high, or very high levels of risk. At each level on the scale, health messages are provided for both general, and at-risk, populations.

An evaluation of the national Air Quality Health Index program conducted in February, 2010, recommended Health Canada prioritize outreach to at-risk populations. Engaging healthcare professionals is one of the most effective ways to reach at-risk populations. Healthcare professionals are considered to be credible sources of information, and their advice resonates strongly with patients. They are also in regular, often one-on-one contact with at-risk people. Since 2009, the AQHI e-learning Accredited Course has been available to health professionals through the University of British Columbia, in two separate contracts.

Since Health Care professionals are a difficult group to target, and their awareness of the AQHI is generally low, the AQHI is seeking to continue to offer an e-learning, fully Accredited Course available through a major learning institution. Physicians and other health professionals need to continue to be better informed about the AQHI, and the connection between air quality and health, in order to increase their patients’/ clients’ awareness of the AQHI and to support them in using it effectively.

**1.3 Estimated Value**

The total value of any contract resulting from this Request for Proposal (RFP) shall not exceed an all-inclusive sum of \$120,000 CAD taxes not included.

**1.4 Objectives of the Requirement**

To update, accredit, deliver, and promote the AQHI on-demand e-learning module for physicians (e.g. family physicians, pediatricians, respirologists, cardiologists, public health physicians) and other health professionals (e.g. public health inspectors and nurses, asthma educators).

**1.5 Background, Assumptions and Specific Scope of the Requirement**

In 2009, Health Canada contracted with the University of British Columbia’s (UBC) School of Continuing Education to develop an AQHI e-learning module for healthcare professionals. The module was available through the UBC School of Continuing Education until August 31, 2011, when accreditation for continuing education credits through the College of Family Physicians of Canada (CFPC) expired. A second accredited course was offered starting in February 2012, through UBC’s School of Population and Public Health. The accreditation for this course expires on January 31, 2014.

In order to re-accredit the AQHI e-learning module through College of Family Physicians of Canada (CFPC), a panel of physician reviewers must be recruited to review the course content. A ‘needs assessment’ may be required, as well as the creation of new content in the form of case studies or clinical scenarios. Finally, the existing course content must be updated to include any new or emerging science,

as well as developments in the AQHI program since the course was first created in 2009. Once these updates are completed, the course can be accredited with the CFPC's.

Recognizing that physicians are inundated with information on a variety of topics and that air pollution may be perceived as a low priority issue, it is important that once updated, and re-accredited, the e-learning course is widely promoted to increase uptake and success. Marketing, communication and the development of a national strategic promotion and marketing plan is an important objective in ensuring the success of the course over the period of the contract.

## 2.0 Requirements

### 2.1 Tasks, Activities, Deliverables and Milestones

The contractor is required to:

- Conduct all necessary activities to ensure the AQHI e-learning module meets the requirements for accreditation through the College of Family Physicians of Canada, which may include:
  - Striking and coordinating a physician review panel
  - Conducting a needs assessment (if required)
  - Providing additional course content (if required)
  - Remitting accreditation fees
- Update existing AQHI e-learning curriculum materials (including pre- and post-tests and evaluation materials) in consultation with Health Canada to reflect the current state of science. This should include, but is not limited to:
  - Additional readings and references
  - Developments in the AQHI program
- Redesign the course content to suit the type of online learning module.
- Obtain accreditation from additional professional associations (listed below) is highly desirable but not mandatory, :
  - Royal College of Physicians and Surgeons of Canada
  - American Board of Industrial Hygiene
  - Board of Canadian Registered Safety Professionals
  - Canadian Registration Board of Registered Occupational Hygienists
  - The Canadian Network for Asthma Care (CNAC)
  - The Canadian Nurses Association (CNA)
  - Canadian Society of Respiratory Therapists
  - Canadian Institute of Public Health Inspectors
- Design and implement a national strategic marketing and promotion plan in consultation with Health Canada, including outreach through:
  - Health professional associations
  - Advertisements in journals, newsletters, and other industry publications
  - Medical, and other professional, schools
  - Co-promotion with other environmental health e-learning courses
  - Social media activities
- Make the curriculum available to health professionals on-line for two-years from the date of the course launch
- Provide technical support to course participants
- Track course activity, provide summary statistics and reports
- Evaluate learning outcomes
- Set specific target goals, track and evaluate marketing and outreach activities and uptake
- Re-accredit course with the College of Family Physicians of Canada
- Update existing e-learning module
- Develop and implement national promotion plan
- Host on-demand e-learning module

- Evaluate learning outcomes
- Provide technical support to course participants
- Track course activity and provide summary statistics

All materials must be available in English and French (translation and quality control to be carried out by the contractor). Draft documents will be provided in Microsoft Word (version compatible with 2003) and final documents in Adobe Acrobat (compatible with version 8.0).

## **2.2 Specifications and Standards**

The Technical Authority will complete and approve the revisions of the module content within two (2) weeks. Upon completion of the revisions, the Contractor will submit a final report outlining all changes to the course content, and summarizing the accreditation process.

## **2.3 Method and Source of Acceptance**

All deliverables and services rendered under this contract are subject to the inspection of the Project Authority. Should any deliverable and/or service not be to the satisfaction of the Project Authority, as submitted, the Departmental Representative shall have the right to reject it or require correction before payment shall be authorized

All reports may also be submitted, at the Project Coordinator's discretion, to an internal and/or external peer-review prior to acceptance.

## **2.4 Reporting Requirements**

The contractor shall provide monthly e-mail reports to the project coordinator, submit written confirmation of completion of each deliverable with the applicable invoice, and submit the deliverables described in 2.1.

The Contractor must submit one (1) electronic copy a report to the Project Authority outlining the accomplishments for the given period, open issues and upcoming milestones on a monthly basis.

In addition to the timely submission of deliverables and satisfaction of all obligations, the Contractor shall facilitate and maintain regular communication with the project manager. Communication means reasonable efforts to inform all parties of plans, decisions, actions proposed, the implementation and results of the work to ensure that those operations are performed well and as expected.

Communication includes such telephone calls, emails, faxes, mail and meetings. In addition, the Contractor shall immediately notify the project manager when he faces concerns, problems or to problematic situations concerning the work performed under this contract.

## **2.5 Project Management Control Procedures**

Refer to 2.4.

## **2.6 Change Management Procedures**

In the event of unforeseen situations or issues that may be obstacles to the continuation of the work described in the contract, the contractor and the project manager should meet to resolve the situation. In the event that the Project is not available, an alternate representative from Health Canada must meet the contractor.

The contractor will propose (in writing) all changes to the scope of work so that they are reviewed and approved by the project manager of Health Canada. For each listed change, the Contractor shall indicate why this change is recommended, an estimate of costs and resource implications (contractor and Crown) and the deliverables in the project products. No changes will be made prior to obtaining approval of the project manager of Health Canada and a formal contract amendment signed by the Departmental Representative.

## **2.7 Ownership of Intellectual Property**

Ownership of intellectual property created especially for this project will reside with the Contractor. <http://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=13697&section=text#Toc490365256>.

## **3.0 Other Terms and Conditions of the SOW**

### **3.1 Authorities**

Technical Authority: To be provided at contract award

Project Authority: To be provided at contract award

The Project Authority is responsible for all matters concerning the technical content of the Work under the Contract. Any proposed changes to the scope of the Work are to be discussed with the Project Authority, but any resulting changes can only be confirmed by a Contract Amendment issued by the Departmental Representative. The contact person will be identified in the contract.

Administration and invoicing questions will be handled by: To be provided at contract award

### **3.2 Canada's Obligations**

- The Technical Authority will provide comments on materials within 1 week of receipt and act as a content resource.
- The Project Authority will work with the contractor to support national outreach

### **3.3 Contractor's Obligations**

- The Contractor shall complete all obligations outlined within this SOW.
- Inform the Departmental Representative and the Project Authority as soon as possible should anything arise impeding the progress of the agreed upon work.

### **3.4 Location of Work, Work site and Delivery Point**

The work is to be performed in the Contractor's facilities.

Any contract resulting from this contract will be interpreted and governed by the laws of the Province of Ontario.

Due to existing workload and deadlines, all personnel assigned to any contract resulting from this contract must be ready to work in close and frequent contact with the Technical Authority and Project Coordinator and other departmental personnel.

### **3.5 Language of Work**

All materials must be available in English and French.

**3.6 Special Requirements**

Refer to 5.0

**3.7 Security Requirements**

There is no security associated with this requirement.

**3.8 Insurance Requirements**

It is the sole responsibility of the contractor to decide whether or not any insurance coverage is necessary for its own protection or to fulfill its obligations under the contract and to ensure compliance with required federal, provincial or municipal law. Any such insurance shall be provided and maintained by the contractor at its own expense.

Any insurance secured is to the benefit and protection of the successful bidder and shall not be deemed to release or diminish its liability in any manner including as may be referenced elsewhere by the provision of this Contract.

**3.9 Travel and Living**

There is no travel and living associated with this requirement.

**4.0 Project Schedule**

**4.1 Expected Start and Completion Dates**

The services of the Contractor will be required for a period of approximately 26 months upon contract award. The expected start date for this contract is April 1, 2014, and the expected completion date is 15th day of February, 2016.

**4.2 Schedule and Estimated Level of Effort (Work Breakdown Structure)**

**Year one (2014-2015) Contract award to March 31, 2015**

Task	Timeline
Update course curriculum and materials	April 17, 2014 – May 17, 2014
Obtain course accreditation	May 17, 2014 – June 30, 2014
Manage E-Learning Course	July 1, 2014– February 15, 2016 (on-going)
Conduct promotional activities	May 1, 2014 – November 15, 2014
Interim report and summary statistics on course activity and promo activities	December 15, 2014
Conduct promotional activities	December 15, 2014 to March 31st, 2015

**Year two (2015-2016) February 15, 2016**

Task	Timeline
Manage E-Learning Course	July 1, 2014 – February 15, 2016 (ongoing)
Conduct promotional activities	April 1, 2015 – November 15, 2015 (ongoing)
Interim report and summary statistics on course activity and promo activities	April 15, 2015
Conduct promotional activities	December 15th 2015 to February 15th 2016
Interim report and summary statistics on course activity	February 15th, 2016

## 5.0 Required Resources or Types of Roles to be Performed

The project requires expertise in continuing professional development, including needs assessment, curriculum development, and evaluation. Expertise in application of information technology to continuing professional development is essential.

## PART II PROPOSAL REQUIREMENTS

### 7.0 Administrative Instructions for Completion of the RFP

#### 7.1 General Information

##### 7.1.1 Components, Language and Number of Copies

Canada requests that bidders provide their offer in **separately** bound volumes as follows:

- a) VOLUME 1 - TECHNICAL PROPOSAL (MANDATORY) - four (4) hard copies required; and
- b) VOLUME 2 - FINANCIAL PROPOSAL (MANDATORY) - two (2) hard copies required; and
- c) VOLUME 3 - CERTIFICATIONS - one (1) hard copy required

##### **NOTE:**

- Proposal(s) can be submitted in either Official Language (English or French).
- The RFP Reference Number and the name of the Contracting Officer must be marked on all documents, binders and respective envelopes.
- Prices **must** appear in the financial proposal only. No prices must be indicated in any other volume of the proposal.

Canada requests that bidders follow the format instructions described below in the preparation of their proposal.

- a) use 8.5 x 11 inch paper;
- b) use a numbering system that corresponds to the bid solicitation.

##### **VOLUME 1: TECHNICAL PROPOSAL**

In the technical proposal, bidders should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

##### **VOLUME 2: FINANCIAL PROPOSAL**

In the financial proposal, bidders must submit their financial proposal in accordance with “Annex B, Financial Proposal Format”. The total amount of the Goods and Services Tax or Harmonized Sales Tax must be shown separately, if applicable.

##### **VOLUME 3: CERTIFICATIONS**

Bidders must submit the certifications as per Annex “A”.

##### 7.1.2 Bid Validity Period

See Annex “A”

### 7.1.3 No Payment for Pre-Contract Costs

No payment will be made for costs incurred in the preparation and submission of a proposal in response to this RFP. No costs incurred before receipt of a signed contract or specified written authorization from the Departmental Representative can be charged to the proposed contract.

### 7.2 Delivery Instructions for Bid / Proposal

Bid submission envelopes are to be returned to the following address: Bid submission envelopes are to be returned to the following address:

Health Canada Bid Receiving Unit  
Federal Records Centre Building,  
161 Goldenrod Driveway (Loading Dock),  
Ottawa, Ontario K1A 0K9  
**Attention: Donna.Pettit@hc-sc.gc.ca**  
**RFP Reference Number: 1000153097B**

**Hours of Operation:** 07h30 to 16h30 (EST)

All bids must be time stamped at the Bid Receiving Unit. Each bid submission envelope must include the RFP reference number and the name of the responsible Departmental Representative

Proposals must be sent to the attention of the representative of the Department at the address as being that of "issuing office" on the cover page of this RFP.

It lies to the bidders to see that bids are received at the address and time specified. The bidder's responsibility to ensure proper and timely delivery of entire submission to the Crown, including all the information and all pages of the proposal necessary.

### 7.3 Non-Acceptance of Proposal by Facsimile or Electronic Means

Proposals sent by fax, telex, e-mail and telegraphic means will **not be accepted**.

### 7.4 Closing Date and Time

See front page of this RFP

### 7.5 Time Extension to Closing Date

There will be no extensions to the closing date.

### 7.6 Non-Compliance / Unacceptable Proposals

Failure to meet the mandatory requirements of this RFP will result in your proposal being declared non-responsive.

Proposals received after the proposal closing time will not be considered and will be returned unopened to the bidder. Further, for any proposals which are found to be non-compliant, the financial part of the bid or proposal will be returned unopened with a letter from Health Canada indicating that the bid/proposal was non compliant.

### 7.7 Bidders Conference / Site Visits

Not Applicable

### 7.8 Announcement of Successful Contractor

The name of the successful bidder will be announced on BuyandSell only upon contract award and sign-off.

### 7.9 Rights of the Crown

The Crown reserves the right to:

- reject any or all proposals received in response to this RFP;
- accept any proposal in whole or in part; and
- cancel the bid solicitation at any time;
- reissue the bid solicitation;
- seek clarification or obtain verification of statements made in a proposal;
- enter into negotiations with Bidders on any or all aspects of their proposal;
- verify any or all information provided by the Bidder with respect to the solicitation including references;
- retain all proposals submitted in response to the solicitation;
- declare a proposal non-responsive if Health Canada determines during the evaluation phase that the Bidder does not have the legal status, the facilities or the technical, financial and/or managerial capabilities to fulfill the requirements stated herein;
- discontinue the evaluation of any proposal which is determined, at any stage of the evaluation process, to be non-responsive.

### 7.10 Sample Long Form Contract

The successful bidder for this requirement will be expected to enter into agreement with Health Canada as per departmental contract terms and conditions.

### 7.11 Employment Equity

*See Certifications Annex "A"*

### 7.12 Procurement Business Number (PBN)

Public Works and Government Services Canada (PWGSC) has adopted the Procurement Business Number (PBN) for all its purchasing databases, and now requires that its suppliers have one for each of their offices that may be awarded contracts. Register with Contracts Canada's Supplier Registration Information (SRI) service to obtain your PBN. As an existing or potential supplier to the Department, you must obtain a PBN to avoid possible delays of any contract award. It is Health Canada's intention to use this sourcing system for all its procurements of goods and services to which the trade agreements do not apply.

SRI is a database of suppliers who have registered to do business with the Government of Canada. The PBN is created using your Canada Customs and Revenue Agency Business Number to uniquely identify a branch, division or office of your company. Unlike many existing departmental vendor databases, your information in SRI is accessible to all federal government buyers. SRI can help to open up new opportunities with the federal government for requirements not posted on the electronic tendering service, Buy and Sell.

Visit the Buy and Sell Internet site at <https://buyandsell.gc.ca/> for information and registration procedures.

### **7.13 Order of Precedence**

In the case of any dispute which may arise during the period which may be covered by any ensuing contract, the following documents will be considered in order of precedence in terms of importance in resolving any disputes between the parties:

- The Health Canada Contract;
- Any changes to the terms and conditions contained herein which have been approved by General Counsel for Health Canada;
- The Statement of Work in this RFP; and
- The terms identified in this RFP.

## **8.0 Technical Proposal**

### **8.1 General Information**

Your technical proposal must address all the requirements of the SOW and demonstrate that you are capable of meeting all obligations of the contractor specified in the same. Your technical proposal must meet all of the Mandatory Requirements listed in Section 12.0, as well as the minimum score identified for the Point Rated Requirements in Section 13.0.

Furthermore, your technical proposal should include the following:

### **8.2 Understanding of the Requirements**

A brief statement that demonstrates that the contractor understands the requirements of the SOW, including the objectives, scope of work and deliverables.

### **8.3 Approach and Methodology:**

#### **8.3.1 General Approach**

A description of the overall approach and strategy to this project.

#### **8.3.2 Methodology**

Identify methodologies and techniques to be used, including identifying any proprietary information which is proposed to be used in the program.

#### **8.3.3 Work Plan / Project Schedule**

Break down the work by task - show phases, planned start, completion dates and the estimated level of effort (i.e. person days) needed to complete the task. The work plan may include a matrix and/or time line charts. A project schedule structured in weeks, reflecting milestones and deliverables, should be included.

### 8.3.4 Performance and Quality Control

Specify how you propose to deal with the performance and quality assurance of the work provided by your organization to the Crown. Include information about quality control methods and reporting mechanisms.

## 8.4 Proposed Team

### 8.4.1 Personnel

Identify the proposed personnel, including **Project Manager**, who will be assigned to this contract, describe the role they will be performing, including the amount of direct time dedicated to the project by principals and/or senior personnel, and explain why they are well suited for the work, referring to their qualifications, certifications, education and experience.

If applicable, include a list of proposed sub-contractors, with reference to their capabilities, experience and degree of involvement in the work.

The bidder must certify in the technical proposal that the information provided in all the personnel résumés has been verified to be true and accurate. In addition, for every resource proposed by the bidder who is not an employee of the firm, the actual resource must certify that they are aware that they are being bid as part of the bid/ proposal and state their relationship with the firm.

### 8.4.2 Contingency Plan

If the contract cannot be completed by the assigned personnel, the following individual(s) will complete the work. *Attach résumés.*

## 8.5 Contractor Profile

### 8.5.1 Organization

Provide background information about your company, including its legal name and the province in which the company is incorporated.

### 8.5.2 Relevant Work Experience

Describe your company's capacity and experience in this field.

### 8.5.3 References (As per 12.2)

## 8.6 Résumés of Personnel

Attach résumés of proposed personnel.

## 9.0 Cost / Price Proposal

### 9.1 General Information

The Price Proposal (Annex "B") must contain a detailed breakdown of the **total quoted price**, by phase, or by major tasks, or both. The Price Proposal should address each of the following, if applicable:

### 9.1.1 Per Diem

For each individual and/or labour category to be employed on the project, including subcontractors, indicate the proposed time rate and the estimated time requirement. Although detailed support for the rates is not requested at this time, you should be prepared to substantiate the proposed rates.

### 9.1.2 Travel

*See section 3.9, Part I, Statement of Work*

### 9.1.3 Other Expenses

List any other expenses which may be applicable, giving an estimated cost for each (e.g. long distance communications, reproduction, shipping, equipment, rentals, materials, etc.).

### 9.1.4 Goods and Services Tax / Harmonized Sales Tax

Various items in your cost proposal may be subject to GST / HST or custom duties, and this charge must be included in the cost estimates where applicable.

## 9.2 Price Justification

The Bidder must provide, on Canada's request, one or more of the following price justification:

- a current published price list indicating the percentage discount available to Canada; or
- a copy of paid invoices for the like quality and quantity of the goods, services or both sold to other customers; or
- a price breakdown showing the cost of direct labour, direct materials, purchased items, engineering and plant overheads, general and administrative overhead, transportation, etc., and profit; or
- price or rate certifications; or
- any other supporting documentation as requested by Canada.

## 10.0 Enquiries

All enquiries or issues concerning this procurement must be submitted **in writing only** to the Departmental Representative named on the front cover page of this RFP document **not later than five (5) calendar days prior to the bid closing date.**

To ensure consistency and quality of information to Bidders, the Departmental Representative will provide, simultaneously to all bidders to which this solicitation has been sent,

- any information with respect to significant enquiries received, and
  - the replies to such enquiries without revealing their sources,
- provided that such enquiries are received no less than five (5) calendar days prior to the bid closing date.**

All enquiries and other communications with government officials throughout the solicitation and evaluation period are to be directed **only** to the Departmental Representative named on the front cover page of this RFP document. **Non compliance with this condition during the bid solicitation and evaluation period may be sufficient reason for bid disqualification.**

## PART III BID SELECTION PROCESS

### 11.0 Introduction

A Health Canada evaluation team will evaluate all Proposals which have been received by the closing date and time stipulated on the cover page of this RFP. The evaluation will be based on the contents of the Bidder's submitted Proposal, and not on any prior knowledge of, or experience with, the Bidder or the Bidder's work, beyond that which is referred to in the Bidder's Proposal. It is therefore the Bidder's responsibility to ensure its Proposal is complete, clear, and provides sufficient detail to allow the evaluators to evaluate it on the basis of the Bidder's response to the RFP, including the Mandatory and Point Rated Requirements contained therein.

The bid evaluation process has three (3) main components, as follows:

1. assessment of the Proposal against Mandatory Requirements;
2. assessment of the Technical Proposal against Point Rated Requirements; and
3. assessment of the Financial Proposal.

### 12.0 Mandatory Requirements

#### 12.1 Method of Evaluation

Mandatory requirements are evaluated on a simple pass or fail basis. Failure by bidders to meet any of the mandatory requirements will render the bidder's proposal **non-responsive**. The treatment of mandatory requirements in any procurement process is absolute.

Proposers must meet **all** the mandatory requirements described below. This will be evaluated as either "Yes" or "No". Proposals not receiving "Yes" for any mandatory requirement will **not** be considered further.

**12.2 Mandatory Requirements**

<b>Attention Bidders: Write beside each of the criteria the relevant page number(s) from your proposal that addresses the requirement identified in the criteria.</b>				
<b>Criteria</b>		<b>Page #</b>	<b>Yes</b>	<b>No</b>
<b>M1</b>	<p><b>Compliance</b>                      The Bidder must demonstrate that the firm has a minimum of 2 years of experience (as of the closing date of this RFP) providing e-learning accreditation and delivery to health professionals                      Experience must be demonstrated in months and years.</p>			
<b>M2</b>	<p><b>Resource(s) Team</b>                      The Bidder has clearly identified all of his/her proposed resources for each position proposed within the Bidders proposal in order to successfully complete the services required under this RFP as well as provide a CV of all resources proposed.</p> <p>The Bidder must identify the Lead Resource. The Lead Resource must be an internal resource of the proposed Bidder.                      The Lead Resource must have a minimum of two (2) years experience in developing and managing e-learning environmental and /or health related courses, and possess a minimum of a Bachelor of Science/Environmental Studies /or equivalent education (Education Certifications to be provided with the bid).</p> <p>*Equivalent meaning a degree or equivalent accreditation in a field related to the services required as outlined in the Statement of Work and as established by a recognized Canadian academic credentials assessment service, if obtained outside Canada.</p> <p>*The list of recognized organizations can be found under the <u>Canadian Information Centre for International Credentials web site (www)</u>.</p> <p>All other proposed resources must each have a minimum of two (2) years experience in developing and managing e-learning courses. The bidder can submit the same name for various positions identified. However, the bidder must clearly identify for which position (s) each CV is submitted. Years must be indicated in month and years.</p> <p>Experience must be demonstrated in months and years.</p> <p><i>*Note: Health Canada reserves the right to check references by contacting one or all of the references provided. Health Canada also reserves the right to reject a bidder should one or more of the references provided not be available within one week from completion of bid evaluation and if in checking references they do not confirm the resources work experience, quality of work and information provided by the bidder.</i></p>			
<b>M3</b>	<p><b>Quality Control</b>                      The Bidder must provide a Quality Assurance/Control Procedure that he/she has in place. (this will be further evaluated at R3)</p>			

<b>M4</b>	<b>Languages</b> The Bidder must provide resources that can provide customer service and work in both official languages.(English and French) The Bidder must provide an example of a project available in both English and French.			
<b>M5</b>	<b>Experience</b> The Bidder must demonstrate its capability and experience in providing e-learning module accreditation, delivery and promotion by providing 2 separate projects completed by the firm within the last 3 years of the closing date of the RFP. <ul style="list-style-type: none"> <li>• Two (2) e-learning module/ project that demonstrates experience in developing and implementing on-line learning specifically for health professionals.</li> </ul> The Bidder must also provide examples of how these projects were promoted/advertised to the target audience (web links, hard copy examples etc)  The Bidder must provide examples of the above projects developed in both English and French.			

**13.0 POINT RATED REQUIREMENTS**

**13.1 Method of Evaluation**

Only those proposals meeting ALL of the Mandatory Requirements shall be deemed responsive and shall be evaluated by HC on the basis of the Point-Rated Requirements. It is the responsibility of the Bidder to ensure the completeness, clarity, and provision of sufficiently detailed evidence to enable the HC Evaluation Committee to evaluate the Bidder's proposal. Proposals which meet all the mandatory technical criteria will be evaluated and scored as specified in the tables inserted below.

Bids which fail to obtain the minimum number of points specified for R1, R2, R3 and R5 and obtain an overall of 60% of points specified will be declared non-responsive. Each point rated technical criterion should be addressed separately.

**13.2 Point Rated Requirements**

Req#	Criteria	Page #	Points allocated for the criteria	Minimum points required
R1	<p><b>Understanding of the requirement</b></p> <p><b>Understanding of the requirement</b></p> <p>Bidders must include in their proposal a statement that demonstrates their understanding of the required e-learning modules' deliverables, as detailed in the Statement of Work. The written submission and presentation is to be clear and concise</p> <p>In their statement, Bidders should seek to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the full scope of the project and the required elements to most effectively meet the objectives;</li> <li>• Demonstrate a clear understanding of the opportunities and challenges of this project ;</li> <li>• Demonstrate an understanding of the target audience and how to most effectively communicate with them;</li> <li>• Demonstrate an understanding and scope of the e-learning modules and further demonstrate how to plan, engage, communicate and manage the project;</li> </ul> <p><b>A maximum of 10 points will be allocated for each of the 4 points above.</b> (Maximum 40 points)</p>		40	25
R2	<p><b>Marketing and Promotion Objectives</b></p> <p>Bidders have included in their proposal a statement that demonstrates their ability to reach the target audience and develop a comprehensive marketing and promotion strategy to increase uptake in the e-learning module. The written submission and presentation is to be clear and concise;</p> <p>In their statement, Bidders should seek to:</p> <ul style="list-style-type: none"> <li>• Demonstrate an understanding of the full scope of the project and the required elements to most effectively meet the objectives;</li> <li>• Demonstrate a clear understanding of the target audience objectives messages</li> <li>• Demonstrates understanding of the requirement of the AQHI –learning module project as detailed in the SOW;</li> <li>• Demonstrates an understanding of the target audience and how to most effectively communicate with them.</li> </ul> <p><b>A maximum of 10 points will be allocated for each of the</b></p>		40	25

	<b>4 points above.</b> (Maximum 40 points)			
R3	<p><b>Quality Assurance</b></p> <p>Bidders are requested to submit a brief description of their quality assurance performance measurements process(es) and contingency plans in addition to the proposed reporting mechanisms and management of any issues arising throughout the course of the assigned work.</p> <p>In their statement, Bidders should seek to:</p> <ul style="list-style-type: none"> <li>• Demonstrate the ability to manage a budget and timelines;</li> <li>• Demonstrate the ability to account for contingencies and mitigate potential disruptions or problems affecting the schedule; i.e. power outages, IT issues.</li> <li>• Demonstrate what quality assurance systems the Bidder has in place, or suggests to put in place, to mitigate logistical problems related to the implementation of the project; and</li> <li>• Demonstrate what quality assurance the Bidder has in place to track client changes, provide additional estimates on changes and how he/she will track various approvals during the life of the project.</li> </ul> <p>The following factors will be evaluated:</p> <p><b>A maximum of 10 points will be allocated for each of the 4 points above.</b> (Maximum 40 points)</p>		40	25
R4	<p><b>Experience of Personnel</b></p> <p>The Team Lead has additional experience over the Mandatory 5 number of years as per M2. Two points will be awarded for each additional year up to a maximum of 10 years. (Years must be indicated in month and years)</p> <p>The Team Lead has additional accreditation (education i.e. Masters/PHD) in addition to the required education as per M2.</p> <p>Five points will be awarded to additional accreditation to a maximum of 15 points.</p>		25	

R5	<p><b>Experience of Firm</b></p> <p>As per M5 The Bidder has demonstrated their experience by providing 2 projects completed by the firm within the last 3 years of the closing date of the RFP. For each project the bidder should provide the Project Elements details identified at section 2.1 of this document.</p> <p>The following factors will be evaluated:</p> <p><b>Strategy</b> The degree to which:</p> <ul style="list-style-type: none"> <li>• The approach effectively addressed the objectives of the project, resonated with the target audience and demonstrated success;</li> <li>• Recommendations went beyond the original brief and task;</li> <li>• The concept including creative and marketing tactics together is appropriate to reach the stated target audience;</li> <li>• The use of both official languages is effective.</li> </ul> <p><b>Logistics</b> The degree to which the approach of online learning:</p> <ul style="list-style-type: none"> <li>• was appropriate for the target audience and is clearly aligned with the stated objectives;</li> <li>• is innovative and has impact; and</li> <li>• demonstrated uptake</li> </ul> <p><b>Results</b> The degree to which the Bidder:</p> <ul style="list-style-type: none"> <li>• Demonstrates how results achieved stated business objectives;</li> </ul> <p>The bidder has provided visual reference of the project on paper AND also provide either a secure reference link or a CD/DVD to evaluate any interactive material submitted. Please note that ONLY the interactive material should be submitted via secure reference link or CD/DVD.</p> <p><b>A maximum of 10 points will be allocated for each of the 3 points above (Strategy, Creativity, Results) for each of the 2 projects. (Maximum 60 points)</b></p> <p><b>* Please see legend below.</b></p>		60	40
	<b>TOTAL</b>		205	123

**LEGEND**

<b>Score</b>	<b>Meaning</b>
<b>Excellent 10/10</b>	The Bidder's response to this criterion is in depth and the requirement is exceeded. The approach or plan clearly demonstrates a full understanding of this portion of the rated criteria and should ensure a highly effective performance on this aspect of the work. Addresses and exceeds all elements as outlined in the Statement of Work
<b>Very Good 7-9/10</b>	The Bidder's response to this criterion addresses the requirement well. The approach or plan demonstrates a very good understanding that is relevant to all areas of this portion of the rated criteria and should ensure a more than adequate performance on this aspect of the work. Addresses all elements as outlined in the Statement of Work.
<b>Good 5-6/10</b>	The Bidder's response satisfactorily addresses this criterion. The approach or plan meets the minimum needed for adequate performance on this aspect of the work. Addresses most elements as outlined in the Statement of Work.
<b>Inadequate 1-4/10</b>	The Bidder's response minimally addresses the criterion. The knowledge, experience or approach demonstrated is insufficient for the effective performance of the work. Addresses some elements as outlined in the Statement of Work
<b>Non-responsive 0/10</b>	The Bidder does not address the criterion. Does not address any elements as outlined in the Statement of Work.

## 14.0 BASIS OF AWARDING CONTRACT

### Highest Compliant Combined Rating of Technical Merit and Price:

It is understood by the parties submitting proposals that, to qualify, bidders **must** meet all mandatory requirements as well as the minimum score identified for the point-rated criteria. The contract will be awarded based on a determination of best value taking into account both the technical merit of the proposals and the price evaluations. To arrive at an overall score achieved by a firm, a weighting has been established whereby technical merit will be valued at 75% of the bid and price at 25%.

The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract. In the event two or more responsive bids have the same highest combined rating of technical merit and price, in descending order of the overall scores obtained for all the technical evaluation criteria subject to point rating detailed in Part III Bid Selection Process; the responsive bid obtaining the highest overall score being ranked the highest will be recommended for award of a contract.

The table below illustrates an example where the selection of the contractor is determined by a 75/25 ratio of the technical merit and price, respectively.

### EXAMPLE ONLY

<b>Basis of Selection - Highest Combined Rating of Technical Merit (75%) and Price (25%)</b>			
<b>Bidder</b>	<b>Bidder 1</b>	<b>Bidder 2</b>	<b>Bidder 3</b>
<b>Overall Technical Score</b>	<b>88</b>	<b>82</b>	<b>92</b>
<b>Bid Evaluated Price</b>	<b>\$60,000</b>	<b>\$55,000</b>	<b>\$50,000</b>
<b>Calculations</b>	<b>Technical Merit Points</b>	<b>Price Points</b>	<b>Total Score</b>
<b>Bidder 1</b>	$88 / 100 \times 75 = 66$	$50,000 / 60,000 \times 25 = 20.83$	86.83
<b>Bidder 2</b>	$82 / 100 \times 75 = 61.5$	$50,000^* / 55,000 \times 25 = 22.73$	83.93
<b>Bidder 3</b>	$92 / 100 \times 75 = 69$	$50,000^* / 50,000 \times 25 = 25$	94

\* represents the lowest evaluated price

**ANNEX “A”  
Certifications**

Bidders must provide the required certifications to be awarded a Contract. Canada will declare a bid non-responsive if the required certifications are not completed and submitted as requested.

Compliance with the certifications Bidders provide to Canada is subject to verification by Canada during the bid evaluation period **(before award of a contract) and after award of a contract**. The Contracting Authority will have the right to ask for additional information to verify Bidders' compliance with the certifications before award of a contract. The bid will be declared non-responsive if any certification made by the Bidder is untrue, whether made knowingly or unknowingly. Failure to comply with the certifications or to comply with the request of the Contracting Authority for additional information will also render the bid non-responsive.

**Certifications Required with the Bid**

Bidders must submit as part of their bid the Certifications for Education requested in Mandatory Criteria 2 with the Bid, duly completed.

**Certifications Precedent to Contract Award**

The certifications listed below should be completed and submitted with the bid but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Contracting Authority will so inform the Bidder and provide the Bidder with a time frame within which to meet the requirement. Failure to comply with the request of the Contracting Authority and meet the requirement within that time period will render the bid non-responsive.

**1. Compliancy with Terms and Conditions**

The Bidder by signing below hereby certifies that it has read the RFP in its entirety, including the Statement of Work, and signifies compliance with and acceptance of all the articles, clauses, terms and conditions contained or referenced in this RFP document.

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

In order to confirm the authority of the person or persons signing the certifications or to establish the legal capacity under which the Bidder proposes to enter into Contract, any Bidder who carries on business in other than its own personal name shall, if requested by Health Canada, provide satisfactory proof of:

- (a) such signing authority; and
- (b) the legal capacity under which it carries on business;

prior to contract award. Proof of signing authority may be in the form of a certified copy of a resolution naming the signatory(s) that is (are) authorized to sign this tender on behalf of the corporation or partnership. Proof of legal capacity may be in the form of a copy of the articles of incorporation or the registration of the business name of a sole proprietor or partnership.

**2. Legal name and bidder's information (print clearly)**

Bidder's Legal Name \_\_\_\_\_

Bidder's Complete Address \_\_\_\_\_

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

Bidder's Phone number (\_\_\_\_\_) \_\_\_\_\_

Bidder's Authorized Representative \_\_\_\_\_

Bidder's Authorized Representative Phone number (\_\_\_\_\_) \_\_\_\_\_

Bidder's Authorized Representative e-mail \_\_\_\_\_

Bidder's Procurement Business Number \_\_\_\_\_

Bidder's province in which he is incorporated. \_\_\_\_\_

**3. Certification of Education Experience and Language Requirements**

Offers, to be considered responsive, must contain the following certification:

"The Bidder hereby certifies that all statements made with respect to education, experience and language requirements are true and that any person proposed by the Bidder to perform the work or part of the work is either an employee of the Bidder or under a written agreement to provide services to the Bidder."

The Crown reserves the right to verify the above certification and to declare the proposal non-responsive for any of the following reasons:

- a unverifiable or untrue statement;
- b unavailability of any person proposed on whose statement of education and experience the Crown relied to evaluate the offer and award the contract.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

**4. Certification of Availability and Status of Personnel**

**Availability of Personnel and Facility**

The Bidder certifies that, should it be authorized to provide services under any contract resulting from this solicitation, the persons and facility proposed in its offer shall be available to commence performance of the work within a reasonable time from contract award, of within the time specified herein and shall remain available to perform the work in relation to the fulfillment of this requirement.

**5. Status of Personnel**

If the Bidder has proposed any person in fulfillment of this requirement who is not an employee of the Bidder, the Bidder hereby certifies that it has written permission from such person (or the employer of such person) to propose the services of such person in relation to the work to be performed in fulfillment of this requirement and to submit such persons résumé to the Contracting Authority.

During the offer evaluation, the Bidder MUST upon the request of the Contracting Authority provide a copy of such written permission, in relation to any or all employees proposed. The Bidder agrees that failure to comply with such a request may lead to disqualification of the Bidder's offer from further consideration.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

**6. Federal Contractors Program - over \$25,000 and below \$200,000**

Suppliers who are subject to the Federal Contractors Program for Employment Equity (FCP) and have been declared ineligible contractors by Human Resources and Social Development Canada (HRSDC) are no longer eligible to receive federal government contracts over the threshold for solicitation of bids as set out in the Government Contract Regulations. Suppliers may be declared ineligible contractors either as a result of a finding of non-compliance by HRSDC, or following their voluntary withdrawal from the FCP for a reason other than the reduction of their workforce to less than 100 permanent full time, part-time or temporary employees in Canada. Any bids from ineligible contractors will not be considered for award of a contract. Any bids from ineligible contractors will be declared non-responsive.

The Bidder, or, if the Bidder is a joint venture the member of the joint venture, certifies its status with the FCP, as follows:

The Bidder or the member of the joint venture

- (a) ( ) is not subject to the FCP, having a workforce of less than 100 permanent full time, part-time or temporary employees in Canada,
  
- (b) ( ) is not subject to the FCP, being a regulated employer under the Employment Equity Act, S.C. 1995, c.44 (<http://laws-lois.justice.gc.ca/eng/acts/E-5.401>);

- (c) ( ) is subject to the requirements of the FCP, having a workforce of 100 or more permanent full time, part-time or temporary employees in Canada, but has not previously obtained a certificate number from HRSDC, having not bid on requirements of \$200,000 or more;
  
- (d) ( ) has not been declared an ineligible contractor by HRSDC, and has a valid certificate number as follows: \_\_\_\_\_.

Further information on the FCP is available on the following HRSDC Website.<http://www.hrsdc.gc.ca/eng/labour/equality/fcp/index.shtml>

**7. Proposal Validity Period**

The Bidder hereby signing certifies that all pricing identified in his/her Cost/Price Proposal shall be valid for a period of one hundred and twenty (120) days from closing date of this RFP.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date

**ANNEX "B"**  
**Financial Proposal Format**

**\*\*\*This Cost/Price Proposal is to be submitted separately.**

Bidders meeting ALL Mandatory Requirements and achieving the minimum number of points specified for R1, R2, R3 and R5 and obtain an overall of 60% will be evaluated on the basis of their Financial Proposal.

The Financial Evaluation will be carried out by the Contracting Authority independent of the Evaluation Committee responsible for evaluating the Technical Proposal. Financial Proposals will be evaluated based on the methodology detailed below.

***All of the information required in this section MUST appear in the Bidder's Financial Proposal ONLY. The Bidder's Financial Proposal MUST be submitted in a sealed envelope, separate from the Bidder's Technical Proposal if sending it in by mail or a separate document if sending it electronically. The Bidder's failure to comply with this condition could result in the Bidder's Proposal being declared non-compliant and being given no further consideration.***

Failure on the part of the Bidder to provide the information required within the Financial Proposal Table(s) will result in HC deeming the Bidder's Proposal to be non-compliant, with the Proposal being given no further consideration by HC.

Rates provided by Bidders should not include such things as travel and administration for evaluation of the Cost/Price Proposal. Similarly, per diems should be exclusive of the Goods and Services Tax (GST) and/or the Harmonized Sales Tax (HST). All Bidder rates/per diems are to be exclusive of the Goods and Services Tax (GST) and/or the Harmonized Sales Tax (HST).

#### **Resource Category Per Diems**

Using Table "A" below, for each Resource Category, the Bidder **MUST** provide a firm, all-inclusive per diem rate (CAD) for which their resources have been proposed for the term of the Contract(s). The per diem rate is inclusive of all costs and profits required for the proposed individual to complete the work (note: per diem rates are not to be quoted as ranges).

The firm, all-inclusive per diem rate is to be exclusive of the Goods and Services Tax (GST) and/or the Harmonized Sales Tax (HST). Such amounts will be added upon Award by HC.

The Financial Proposal will be used to calculate 25% of the overall score.

Bidders should indicate the proposed per diem rate for all members of the proposed project team.

**The rates and prices specified below, when quoted by the Bidder, include any of the following expenses that may need to be incurred to satisfy the terms of any contract that may result from its bid:**

- a. **all travel and living expenses for work performed within the National Capital Region (NCR). The NCR is defined in the National Capital Act, R.S.C. 1985, c. N-4, S.2. The National Capital Act is available on the Justice Website: <http://laws-lois.justice.gc.ca/eng/acts/N-4/>;**
- b. **any travel expenses for travel between the Contractor's place of business and the NCR; and**
- c. **any travel and living expenses for the relocation of resources to satisfy the terms of any resulting contract. These expenses cannot be charged directly and separately from the professional fees to any contract that may result from the bid solicitation.**

**The inclusion of volumetric data in this document does not represent a commitment by Canada that Canada's future usage of the services described in the bid solicitation will be consistent with this data.**

**Professional Fees:**
**Table "A1" – Contract award to March 31st, 2015**

A	B	C	D (BxC)
Category of Personnel Insert rows as required	Per Diem Rate(s) (CAD)	Level of Effort/Number of Days Required	Total Costs for Professional Fees TAXES NOT INCLUDED (CAD)
1.	\$		\$
2.	\$		\$
3.	\$		\$
<b>Sub-Total 1:</b>			\$

**Table "A2" - April 1, 2015 to February 15, 2016**

A	B	C	D (BxC)
Category of Personnel Insert rows as required	Per Diem Rate(s) (CAD)	Level of Effort/Number of Days Required	Total Costs for Professional Fees TAXES NOT INCLUDED
1.	\$		\$
2.	\$		\$
3.	\$		\$
<b>Sub-Total 1:</b>			\$

 Miscellaneous Expenses (all other expenses) *(if applicable and requires Health Canada pre-authorization):*
**Table "A3" - Contract award to March 31, 2015**

Item	Description	Total Estimated Miscellaneous Expense Cost (CAD)
1		\$
2		\$
<b>Sub-Total 3:</b>		\$

**Table "A4" - April 1, 2015 to February 15, 2016**

Item	Description	Total Estimated Miscellaneous Expense Cost (CAD)
1		\$
2		\$
<b>Sub-Total 3:</b>		\$

**TOTAL TENDERED BIDDER PRICE**

Bidder total tendered price to perform the work from contract award to February 15, 2016 (Total value of Tables A1 to A4 above,). TAXES NOT INCLUDED.	\$CAD
TAXES AS APPLICABLE	\$CAD