



Procurement and Contracting Services
30 Victoria Street
Gatineau, Quebec K1A 0M6

REQUEST FOR PROPOSAL AMENDMENT

The Request for Proposal is hereby amended; unless otherwise indicated, all other terms and conditions of the Request for Proposal remain the same.

RFP Amendment No. 1	RFP Amendment Date: May 11, 2017
Office of the Chief Electoral Officer File No. ECTD-RFP-16-0011	
Title: Regional Media Advisors	
Request for Proposal Closing Date: May 30, 2017	
ENQUIRIES – address enquiries to the Contracting Authority: Office of the Chief Electoral Officer of Canada Procurement and Contracting Services 30 Victoria Street Gatineau, Quebec K1A 0M6 proposition-proposal@elections.ca	
Attention: Tiffany Denny	Tel No. 819-939-1481

Part 1. Interpretation

- 1.1** Elections Canada hereby amends in accordance with this amendment the Request for Proposal for Regional Media Advisors bearing number ECTD-RFP-16-0011 and dated May 5, 2017 (the “RFP”). This amendment hereby forms part of the RFP.
- 1.2** Unless defined herein or unless the context otherwise requires, all of the words and phrases defined in the RFP and used in this amendment shall have the same meanings assigned to them in the RFP.

Part 2. Questions and Answers

The following question(s) have been asked in response to the Request for Proposal and Elections Canada hereby answers as follows:

2.1 Question No. 1

Question:

It says it is a Notice of Proposed Procurement however the document says it is a Request for Proposals. Can you please clarify which it is and if it is in fact a Request for Proposals?

Answer:

Elections Canada confirms that this is a Request for Proposal

2.2 Question No. 2

Question:

Is Ottawa considered one of the regions requiring these suppliers? I live in Ottawa and would like to bid on this but I won't if Ottawa is not one of the regions.

Answer:

Yes, Ottawa is considered the region requiring these services. Please refer to annex A – Statement of Work, PART IV – Parameters, Location of Work.

2.3 Question No. 3

Question:

Pertaining to 1.3 Summary, 1.3.1 Requirement: The proposal states: a) answering French and English media queries, by phone or email. Does this mean you are looking for bilingual RMA's only, or can the work be formed in either official language?

Answer:

The Request for Proposal is hereby amended in accordance with Section 3.1 and Section 3.2 of this amendment.

Part 3. Amendments

3.1 Amendment to Section 1.3 of Part 1 of the RFP

Section 1.3 of the Request for Proposal is hereby amended to read in its entirety as follows:

During and between Electoral Events, EC provides media and public relations services. this involves:

- a) answering French **or** English media queries, by phone or email
- b) conducting interviews (print/broadcast/online)
- c) developing proactive media relations strategies to support EC's communications objectives
- d) writing media lines, backgrounders, Q&As, web content and other documents
- e) preparing and disseminating press releases, media advisories and other media products
- f) organizing news conferences and media briefings
- g) researching and providing background information on topics of interest to members of the agency
- h) preparing daily and special press clippings, analyses and reports on media issues and coverage
- i) providing media training and public relations/media relations support to EC employees, FLOs and ROs
- j) supporting and implementing EC's ongoing strategic communications objectives and deliverables

3.2 Amendment to Section 5.01 of Annex A- Statement of Work

Section 5.01 of Annex A – Statement of Work is hereby amended to read in its entirety as follows:

During and between Electoral Events, EC provides media and public relations services. This involves:

- a) answering French **or** English media queries, by phone or email;
- b) conducting interviews (print/broadcast/online);

- c) developing proactive media relations strategies to support EC's communications objectives;
- d) writing media lines, backgrounders, Q&As, web content and other documents;
- e) preparing and disseminating press releases, media advisories and other media products;
- f) organizing news conferences and media briefings;
- g) researching and providing background information on topics of interest to members of the agency;
- h) preparing daily and special press clippings, analyses and reports on media issues and coverage;
- i) providing media training and public relations/media relations support to EC employees, FLOs and ROs; and
- j) supporting and implementing EC's ongoing strategic communications objectives and deliverables