



Canada
Green
Building
Council

Conseil du
Bâtiment
Durable du
Canada

February 21st, 2024

ADDENDUM NO. 1
REQUEST FOR STANDING OFFER
FOR MARKETING SERVICES

This Addendum forms part of the RFSO Documents.

Each addendum forms are a part of this RFSO and may contain important information, including changes to this RFSO. Respondents are responsible for obtaining all addenda issued by CAGBC.

1. Pertaining to Part 2 – General Information and Instructions for Respondents:

The Proposal Submissions Instructions section is replaced in its entirety with:

Proposal Submission Instructions

Respondents must submit an electronic submission by email only (multiple emails may be used if and to the extent necessary due to size restrictions and each email should be labelled “Email 1 of x”, “Email 2 of x”, etc. and each email should not exceed 150 MB file size).

Important: Notwithstanding the foregoing allowance for multiple emails and maximum email file size, Respondents are to note the maximum page limits stipulated in this RFSO, Part 3, Evaluation Process and Methodology, STAGE 1A: Mandatory Submission Requirements, paragraph 1) as instructed here, to the attention of:

RFSO Contact Person	Doreen Wong
Email Proposals and Inquiries to:	rgm@cagbc.org

2. Pertaining to Section 3 – Evaluation Process and Methodology, Evaluation and Proposal Requirements, Stage 1A: Mandatory Submission Requirements, paragraph 1 is deleted in its entirety and replaced with:

<p>1. Technical Proposal (includes response to the Technical Proposal Requirements)</p> <p>Submission File 1: Technical Proposal</p> <ul style="list-style-type: none"> File 1 must include the submission requirements for Stage 1A, 1B, and Stage 2. IMPORTANT: The Technical Proposal File 1 – must not contain Financial Proposal pricing information or the Respondent’s Proposal will be disqualified. The Technical Proposal is not to exceed thirty (30) pages, <u>not including</u> the cover page, table of contents, and the completed Appendix A – Services; Appendix B – Proposal Submission Form; and Appendix E – Project Reference Forms. CAGBC will not review any pages in excess of the stipulated thirty (30) pages. 	PASS
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3. Pertaining to Section 3 – Evaluation Process and Methodology, Evaluation and Proposal Requirements, STAGE 2: Technical Proposal Evaluation, Section B. Experience and Qualifications of the Respondents – Reference Projects & CVs is deleted in its entirety and replaced with:

Section B: Experience and Qualifications of the Respondent – Reference Projects & CVs	25 points
<p>B1: Provide two (2) relevant reference projects, completed in the last five (5) years for the Respondent.</p> <p>The Reference Projects should demonstrate the Respondent’s experience delivering the Services, using the Reference Project Form provided in Appendix E.</p> <p>Respondents should indicate which of their proposed Team Members also worked on the Reference Projects.</p> <p>Each Reference Project has an assigned maximum point weighting of 12.5 points. To score maximum points, each Reference Project should demonstrate relevance, meaning:</p> <ul style="list-style-type: none"> Alignment to the Services being requested in the RFSO; Delivery of services to not-for-profit organizations; Some or all of the proposed Team Members’ involvement in delivering the services; and Completed in the last five (5) years. <p>It is the Respondent’s responsibility to ensure that any links provided for creative samples, in support of a Reference Project, are valid and provide access to CAGBC for evaluation, and via public channels or a commercially recognized sharing platform such as DropboxTM, VimeoTM or YouTubeTM, with an accompanying link.</p>	25

Responses to requests for clarifications (Questions and Answers) prepared and issued by CAGBC are for information purposes only and do not amend the RFSO documents. Only a response to an inquiry that has been incorporated into or issued as an Addendum will modify or amend the RFSO documents. Otherwise, clarifications will have no force or effect whatsoever and should not be relied upon by any Respondent.

Questions and Answers

Question #	Questions	Responses
1	We noticed that Appendix D might be missing from the documents, since Appendices A, B, C & E are the only ones we see on MERX.com, so we were wondering. Would be great to get a confirmation back about that.	In accordance with the RFSO, Appendix D - the Form of Standing Offer Agreement will be provided to the identified Qualified Respondents. Please refer to page 29 of the RFSO.
2	<p>Given the inclusion of high-resolution examples of marketing work, our submission is expected to exceed typical email size limits, a concern likely shared by other submitters.</p> <p>Could you provide guidance on acceptable alternatives for submitting our detailed proposal? Your advice will ensure we adhere to CAGBC's submission requirements.</p>	<p>Please refer to paragraph 1 and 2 of this Addendum #1 for updates on <u>maximum</u> page limits for the submissions in response to the RFSO, and guidance on email submissions. Please also refer to paragraph 3 of this Addendum #1 for guidance to the Respondents, should they wish to submit links for creative samples in supporting of a Reference Project.</p> <p>It will be the Respondent's responsibilities to adhere to the guidelines and ensure that its complete submission (comprised of Technical Proposal File 1 and Financial Proposal (Appendix C – Blended Hourly Team Rate Form) File 2) is received by the RFSO Contact Person before the Proposal Submission Deadline.</p> <p>For information purposes, CAGBC confirms that the maximum file of a single email is 150MB (153,000KB). Both files must be submitted to the RFSO Contact Person before the Proposal Submission Deadline.</p>
3	<p>We are interested in qualifying as part of this RFSO and have one question that will determine if we can qualify:</p> <p>We are a vendor who specializes in a couple, but not all of the marketing services listed in this RFSO. Are we able to submit a response for some of these services? And if so, how would you suggest we answer questions such as A5, A3, and Appendix B Question 3.1?</p>	<p>Please review the RFSO evaluation criteria carefully. In particular, we draw your attention to the Stage 1B: Mandatory Technical Requirements for which the Respondents' Proposal must be complete and compliant to be considered further in the evaluation process. Specifically:</p> <ol style="list-style-type: none"> 1. The Respondent confirms that it has delivered ALL of the following marketing services in the last five (5) years:

		<p>a) Brand messaging; b) Brand reputation; c) Product and services marketing; and d) Creative</p> <p>2. The Respondent confirms that it has delivered ALL of the marketing services identified above to not-for-profit organization clients.</p> <p>If your organization's proposal is not able to meet these mandates, then your proposal will be disqualified, upon evaluation of the above Stage 1B, and will not continue further in the evaluation process.</p>
4	<p>We are interested in submitting a RFP proposal but we do have one question regarding the RFP. We are wondering if your company has any plans for a brand change or have a new project up coming that will require immediate work for qualified partners?</p>	<p>CAGBC, through the Request for Standing Offer (RFSO) process, is seeking to develop a prequalified list of service providers for the Services to CAGBC, from time to time, and as will be further prescribed in the Call-Up/Statement of Work process outlined in the RFSO. There is no rebrand planned, but CAGBC is focused on executing on our new brand in new and creative ways. There are immediate Services required, for which CAGBC intends using the prequalified list for Services.</p> <p>CAGBC further encourages Respondents to consider the duration of the RFSO (initial term of three (3) years, with one (1) optional two (2) year extension on the same terms and conditions.</p>

All other terms & conditions remain unchanged. If you have any questions, please do not hesitate to contact the RFSO Contact Person.

Respondents are required to acknowledge all Addenda.

RFSO Contact Person: rgm@cagbc.org