

Addendum No. 2

November 29, 2021

REQUEST FOR SUPPLIER QUALIFICATIONS

For Strategic Communications Services

RFSQ No. SQ341-2021-01

Delete and REPLACE Timetable, noting the revised dates in **red**, stated through out the RFSQ and issued with this Addendum.

ISSUE DATE:	Friday November 5, 2021
VENDOR INFORMATION SESSION*:	Tuesday November 16, 2021 at 11:00am ET (Toronto Local Time)
DEADLINE FOR PROPONENT ENQUIRIES	Wednesday November 24, 2021 no later than 5:00pm ET (Toronto Local Time)
DEADLINE FOR ISSUING ADDENDA & RESPONSES TO PROPONENT ENQUIRIES	Monday November 29, 2021
PROPOSAL SUBMISSION DEADLINE	Monday December 6, 2021, no later than 3:00pm - Toronto Local Time
INTERVIEWS	Week of January 4th, 2022

CLARIFICATION - QUESTIONS & ANSWERS

Please see the answers below regarding any questions raised in relation to this RFSQ.

1. Question:

Under section 5.0 Submission Requirements (pages 8-9), proponents are asked for three (3) references within the last three (3) years and each proposed candidate is also asked for two (2) references within the last three (3) years - noted under Appendix B. In the Appendix B Reference Form (page 13), proponents are asked for “references from three (3) different clients or work to whom each candidate proposed for a key role has provided services within the last three (3) years...”. Do all of the proposed team members need to have worked on each project that is included as one of the three proponent references? I am referring to the proponent references described in Section 5.0 d?

Answer: Not all proposed team members need to have worked on each project listed as a Proponent reference. Please follow Appendix B-Reference form for number of references to provide.

2. Question:

Section 5.0 e. (page 8) indicates that “each sample [case study] should include a case study description outlining situation, communications objectives, key audiences, tactical plan, evaluation of results and high-level budget breakdown (Appendix E)”. There does not appear to be an Appendix E included in the RFSQ document - is this actually referencing Appendix A - Work Sample Details? Is there another Appendix that proponents need to fill out as part of the submission?

Answer: No, references should be for Appendix A.

3. Question:

In the RFSQ on page 7, it notes that the proposal should not exceed 20 pages (excluding forms and resumes). Can you please confirm that all the Appendices are considered forms?

Answer: Yes, Appendices are considered forms.

4. Question:

Can you share any details on how the Partnership is managing the cancer screening and surgical backlog caused by the pandemic? What role do you see yourselves playing as the Steward of the Strategy?

Answer: As steward of the Strategy, the Partnership advances the priorities and actions of the *Canadian Strategy for Cancer Control*, supports partners as they respond to the pandemic and collaborates with federal, provincial and territorial governments and pan-Canadian health-care organizations to support the health system at this critical time. A new report series is planned for 2022 to support partners with pandemic recovery and screening resilience efforts.

5. Question:

Are there any major upcoming milestones or announcements that would be important to know?

Answer: The Partnership’s communications efforts will continue to focus on ongoing and new initiatives to implement the Strategy (lung cancer screening, eliminating cervical cancer and the switch to HPV primary screening from Pap tests) as well as reporting to Canadians through a new public reporting tool about progress towards the Strategy’s goals over multiple years.

6. Question:

Has any research been undertaken recently? If so, can this be shared? (e.g., digital audit, audience segment research, focus groups, polling, etc.)?

Answer: Not recently, but the Partnership plans to gather new insights in 2022.

7. Question:

Do you have any additional details on your key audiences? (e.g., professional associations, nurses, primary care physicians)?

Answer: Not at this time.

8. Question:

What does success look like to you when it comes to strategic communications over the next three years?

Answer: The Partnership will be delivering on its communications objectives with support from a range of communications agencies and freelancers who can translate our values and business into compelling communications strategies and campaigns as an extension of our team.

9. Question:

- What is your existing approach to measurement?
- What, if any, KPIs do you currently use to measure efficacy of your current communications activities? What are your metrics for success?
- Do you have any historical or current benchmarks for metrics that we will be expected to trend against?
- How do you currently measure ROI?
- What tracking systems and/or social reporting systems are you using now?

Answer: The Partnership tracks a number of metrics, including earned media impressions, share of voice compared to peers, social media engagement and website performance. Historical benchmarks and goals will be shared with successful prequalified Proponents.

10. Question:

What do you love about your agency relationships? What are the opportunities for improvement?

Answer: To be discussed with successful prequalified Proponents.

11. Question:

Outside the experience listed in the RFP, what “must haves” are you looking for in a successful agency partnership/team?

Answer: See question 8.

12. Question:

What communications program is the Partnership most proud of? Why?

Answer: #30MinutesThatMatter for both its approach to communicating important aspects of cancer care in a succinct and clear way and its successful engagement of the public which led to increased engagement during the refresh of the *Canadian Strategy for Cancer Control*.

13. Question:

Are there any exciting communications campaigns that have your attention as the type of innovative work the Partnership would like to pursue

Answer: To be discussed with successful prequalified Proponents.

14. Question:

Should a Proponent progress to Stage 2 (Technical Evaluation), are you able to share the names and/or titles of those who will be in the meeting presentation?

Answer: Yes.

15. Question:

What have been the some of the barriers to engagement between the Partnership and Indigenous partners? Are there any misperceptions that need to be addressed?

Answer: To be discussed with successful prequalified Proponents.

16. Question:

How did the launch of the refreshed strategic plan go? Are there any metrics that can be shared?

Answer: The campaign to inform the refresh of the *Canadian Strategy for Cancer Control* and the launch of the refreshed Strategy were the Partnership's largest-ever public engagement and most successful communications campaigns. Results will be shared with successful prequalified Proponents.

17. Question:

If you had to write a newspaper headline about the impact of the Canadian Partnership Against Cancer in 2022, what would it be?

Answer: Effective stewardship of the *Canadian Strategy for Cancer Control* is improving equity in cancer care for all people in Canada.

18. Question:

Can you expand on how you attract and retain partners? What are the barriers to working with regulators?

Answer: To be discussed with successful prequalified Proponents.

19. Question:

What organizations do you see as your competitors in the space?

Answer: The Partnership's peer group is comprised of the Canadian Cancer Society and other pan-Canadian health organizations (e.g. Healthcare Excellence Canada, Canadian Institute for Health Information, Canada Health Infoway, Mental Health Commission of Canada).

20. Question:

Do all references need to be from our current work/employer, or can we use past work experience?

Answer: Past work/employer references are allowed provided they demonstrate relevant experience from the past three years.

21. Question:

Will we receive the other questions and responses to other vendors?

Answer: Yes, responses will be posted on Monday November 29, 2021.

22. Question:

Can you please provide a separate copy of Appendix A through C for completion?

Answer: Yes, we will post as a separate MS Word document for your use.

23. Question:

How will you evaluate successful proponents on the work they undertake for the Partnership?

Answer: Work undertaken by successful Proponents will be evaluated by agreed upon key performance indicators and how they help the Partnership achieve its external communications objectives. Refer also to question 9.

24. Question:

What measures are most important to the Partnership?

Answer: See question 9.

25. Question:

Do you anticipate having access to any audience research that successful proponents could use in the development of strategies and tactics?

Answer: See question 6.

26. Question:

Do you anticipate any future requirement for proponents to deliver communications to First Nations, Inuit and Métis communities or other audiences in any languages aside from French and English?

Answer: The Partnership is committed to the ongoing process of reconciliation and communications efforts must reach intended audiences and demonstrate sensitivity to the cultural context of First Nations, Inuit and Métis. Currently, the Partnership's work is produced in English and French.

27. Question:

What is the size of an average engagement, both in length of engagement and respective budgets?

Answer: Assignments vary in scope and duration. Typically, the Partnership budgets \$500,000 to \$750,000 over five years for strategic communications services with most assignments under \$50,000.

28. Question:

Under Submission Requirements, item 5 (d) indicates that the Partnership is looking for references from three similar clients, and requests that we use Appendix B. Item 5 (i) indicates that the Partnership is looking for two references for each candidate listed in the response and also requests that we use Appendix B. However, Appendix B asks for references from three different clients. Can you please clarify the number of references required for the proponent's business and the number required for each proponent's team members?

Answer: Please follow Appendix B-Reference form.

29. Question:

Can proponents use the same references for both the business and team members?

Answer: Yes.

30. Question:

In some cases, clients may have requested that budget information remain confidential. If a proponent is unable to include a budget with a case study, will the proponent be disqualified from the process? Alternatively, would a budget range be sufficient?

Answer: Proponents can provide a budget range and will not be disqualified for this approach.

31. Question:

When will proponents be notified if they are selected for an interview?

Answer: Proponents will be notified no later than Monday December 20th, 2021.

End of Addendum No. 2