

File No.: 04-1000-20-2017-474

December 20, 2017

s.22(1)

Dear s.22(1)

Re: **Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")**

I am responding to your request of November 22, 2017 for:

Regarding the RFP for Advertising Agency for Empty Home Tax (No. PS20171649):

- The list of all applicants, and the report(s) that assessed, evaluated, ranked and recommended the shortlisted bidders;
- The contractor that was eventually chosen under the RFP; and
- Information about any disclosed and approved subcontractors.

Some of the information that you have requested is publicly available through the following link: <http://vancouver.ca/files/cov/results-of-open-public-competitive-bids-2017.pdf>

All other responsive records are attached. Some information in the records has been severed, (blacked out), under s.13(1) of the Act. You can read or download this section here: http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00

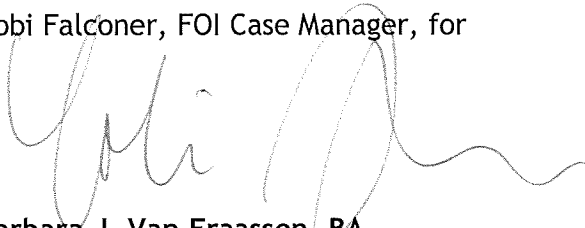
Under section 52 of the Act you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your request. The Act allows you 30 business days from the date you receive this notice to request a review by writing to: Office of the Information & Privacy Commissioner, info@oipc.bc.ca or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number assigned to your request (#04-1000-20-2017-474); 2) a copy of this letter; 3) a copy of your original request for information sent to the City of Vancouver; and 4) detailed reasons or grounds on which you are seeking the review.

Please do not hesitate to contact the Freedom of Information Office at foi@vancouver.ca if you have any questions.

Yours truly,

Cobi Falconer, FOI Case Manager, for

A handwritten signature in black ink, appearing to read 'Cobi Falconer', written over the typed name of the sender.

Barbara J. Van Fraassen, BA
Director, Access to Information & Privacy

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Phone: 604.873.7999
Fax: 604.873.7419

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EVALUATION SHEET

Project #: PS20171649
 Title: Advertising Agency for Empty Home Tax

Evaluation Committee: Tara Bojdak
 Sara Couper
 Ann Duggan

Scoring Guide		
Excellent		5
Very Good		4
Good		3
Average		2
Poor		1
Unsatisfactory		0
Substantiations (Comments) must be provided for any scores less than 2 and greater than 4		

Category Point	Weight	Evaluation Criteria	Section Reference	LMP Publication (Eastward Media & Glacier)	The Now Group	Camp Pacific	Traction Creative Communications		
s.13(1)	Form of Proposal (To be completed by Supply Chain Management)								
	Y/N	Proposal Form signed	Part C, Page C-1	s.13(1)					
	Y/N	Certificate of Insurance - Commercial General Liability - \$2 Million	Appendix 5						
	Y/N	Declaration of Supplier Code of Conduct Compliance Signed	Appendix 6						
	Y/N	Subcontracts	Appendix 9						
	Y/N	Proposed Amendments to Form of Agreement	Appendix 10						
	Y/N	Proof of WorkSafeBC Registration	Appendix 11						
	Y/N	Conflicts, Collusion and Lobbying	Appendix 12						
Technical Evaluation								Evaluator Remarks	Score (0-5)
Proponent Information									
s.13(1)			Part C, Appendix 2 - A and Entire response						
			Part C, Appendix 2 - B						
			Part C, Appendix 2 - C						
Methodology and Timeline									
s.13(1)			Part C, Appendix 2 - D						
			Appendix 2 - F						
SUSTAINABILITY (To be completed by Supply Chain Management)									
s.13(1)			Appendix 7						
FINANCIAL (To be completed by Supply Chain Management)									
s.13(1)			Appendix 3						
100									

***Evaluator's General Remarks/Assessment	Additional Comments	Additional Comments	Additional Comments	Additional Comments
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- Note:
1. Evaluation must be done impartial without any bias
 2. Evaluators are not to discuss the evaluation or any issues of the RFP with any of the Proponents
 3. Each evaluator will do the evaluation individually and will not share the scoring with another evaluator
 4. Comments will need to be provided if an evaluation item is given a score of 0 or 5.
 5. The evaluators will need to enter their names, sign and date each evaluation sheet

Please ensure Non-Disclosure and Conflict of Interest Form is signed and submitted back with the evaluation

Evaluated by: _____

Signature: _____

Date: _____

PS20171649 - ADVERTISING AGENCY FOR EMPTY HOME TAX

LMP Publication (Eastward Media & Glacier)	Section Reference	Tara K	Sara Couper	Ann Duggan	Harinder	Eval. Avg (A)	Avg. Ratio (A)/5	Item Pts. (Weight) (B)	Weighted Score (B)xRatio	%
TECHNICAL & SUSTAINABILITY (To be completed by Evaluation Committee and SCM)	Section									
s.13(1)	Entire response	s.13(1)								
	Part C, Appendix 2 B									
	Part C, Appendix 2 C									
	Part C, Appendix 2 D									
	Appendix 2 F									
	Appendix 7									
	Technical and Sustainability Score									
Part 3 - Financial Offering (To be completed by Supply Chain Management)	Appendix 3									
J										
TOTAL:										

PS20171649 - ADVERTISING AGENCY FOR EMPTY HOME TAX

The Now Group	Section Reference	Tara K	Sara Couper	Ann Duggan	Harinder	Eval. Avg (A)	Avg. Ratio (A)/5	Item Pts. (Weight) (B)	Weighted Score (B)xRatio	%
TECHNICAL & SUSTAINABILITY (To be completed by Evaluation Committee and SCM) s.13(1)	Section	s.13(1)								
	Entire response									
	Part C, Appendix 2 - B									
	Part C, Appendix 2 - C									
	Part C, Appendix 2 - D									
	Appendix 2 - F									
	Appendix 7									
Technical and Sustainability Score										
Part 3 - Financial Offering (To be completed by Supply Chain Management)										
	Appendix 3									
J										
TOTAL:										

PS20171649 - ADVERTISING AGENCY FOR EMPTY HOME TAX

Camp Pacific	Section Reference	Tara K	Sara Couper	Ann Duggan	Harinder	Eval. Avg (A)	Avg. Ratio (A)/5	Item Pts. (Weight) (B)	Weighted Score (B)xRatio	%
TECHNICAL & SUSTAINABILITY (To be completed by Evaluation Committee and SCM)	Section									
s.13(1)	Entire response	s.13(1)								
	Part C, Appendix 2 - B									
	Part C, Appendix 2 - C									
	Part C, Appendix 2 - D									
	Appendix 2 - F									
	Appendix 7									
	Technical and Sustainability Score									
Part 3 - Financial Offering (To be completed by Supply Chain Management)										
	Appendix 3									
TOTAL:										

PS20171649 - ADVERTISING AGENCY FOR EMPTY HOME TAX

Traction Creative Communications	Section Reference	Tara K	Sara Couper	Ann Duggan	Harinder	Eval. Avg (A)	Avg. Ratio (A)/5	Item Pts. (Weight) (B)	Weighted Score (B)xRatio	%	
TECHNICAL & SUSTAINABILITY (To be completed by Evaluation Committee and SCM)	Section	s.13(1)									
s.13(1)	Entire response										
	Part C, Appendix 2 - B										
	Part C, Appendix 2 - C										
	Part C, Appendix 2 - D										
	Appendix 2 - F										
	Appendix 7										
	Technical and Sustainability Score										
Part 3 - Financial Offering (To be completed by Supply Chain Management)	Appendix 3										
	TOTAL:										

	Section Reference	Item Pts. (Weight)	LMP	NOW GROUP	CAMP PACIFIC	TRACTION CREATIVE
TECHNICAL & SUSTAINABILITY (To be completed by Evaluation Committee and SCM)	Section					
s.13(1)	Entire response	s.13(1)				
	Part C, Appendix 2 - B					
	Part C, Appendix 2 - C					
	Part C, Appendix 2 - D					
	Appendix 2 - F					
	Appendix 7					
	Technical and Sustainability Score					
Part 3 - Financial Offering (To be completed by Supply Chain Management)						
	Appendix 3					
	TOTAL:					
<p>Score Breakdow - Project Management and SCM Evaluation:</p> <p style="text-align: center;">Technical /Sustainability Commercial (Financial)</p> <p style="text-align: right;">(Mm)</p> <p>Price Breakdown - Project Proponent's Financial Offering</p>						

Evaluator's Comments - PS20170882

	LMP	The Now Group	Camp Pacific	Traction Creative Communications
	s.13(1)			
Total Price				
Price for Work				
Disbursements:				
SCORE: 30				
Number of Hours Proposed:				
Breakdown of Price & Hours:				
Strategy Development				
Management of Media Planning & Buying				
Development of Creative Design				
Management & Development of Campaign Budget				
Final Summary Report				
Other				
Team Member and Hourly Rate:				
Remarks:				