



Invoice to/Facturer à:

City of Ottawa
Accounts Payable
P.O. Box 3426 Stn D, Ottawa, ON K1P 0B9

Purchase Order 45069610
Bon de commande

PO created: 2011/07/27
Page: 1 of/de 3

Vendor # - No.de vendeur: 362495

Invoice Contact Name: Janice Marks

THE BOXFISH GROUP
285 MCLEOD STREET
OTTAWA ON K2P 1A1

Please Ship to/À expédier à:

Laurier Headquarters
City of Ottawa
110 Laurier Ave West
Ottawa ON K1P 1J1

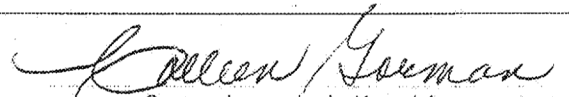
tel./Téléphone: 613-235-2274-225
Fax/Télécopieur: 613-563-2274

Contracting authority: Colleen Gorman
Autorité contractante:
Contact Phone: 613-580-2424 Ext. 25829
Téléphone:
Contact Fax: 613-560-2126
Télécopieur:

Terms of payment/Modalités de paiement:
Payable Immediately upon delivery

Terms of delivery/Conditions de livraison :
FOB DESTINATION

Item# Artic le N°	Material Article	Vendor Material N° article fournisseur	Description	Delivery Date Date de livraison y/a m/m d/j	Quantity Quantité	Unit Unité	Price per Unit Prix unitaire	Extended Price Prix calculé
			<p>To provide professional consulting services to the Light Rail Office with the full range of Strategic, Legislative and Communications Activities. Approved by Deputy City Manager, Infrastructure Services and Community Sustainability on 25 July 2011. Work to be completed in accordance with:</p> <p>a) City of Ottawa Request for Standing Offer No. 01111-91858-S01</p> <p>b) The Boxfish Group Proposal dated 13 June 2011.</p> <p>c) The Boxfish Group Response to Request for Standing Offer No. 01111-91858-S01 dated 28 April 2011.</p> <p>In the event of a discrepancy between one document over another, the first document appearing on the list will take precedence.</p> <p>Period of Contract: 28 July 2011 - 30 December 2011.</p>					


Contracting authority/Autorité contractante



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<p>Basis of Payment: Total Upset Limit of \$147,000.00 excluding taxes, in accordance with the hourly rates listed in the proposal and actual time worked on the project. Disbursements to be reimbursed against this item without any allowance thereon for overhead or profit.</p> <p>Method of Payment: Payment will be made based on time expended following receipt and acceptance of an invoice by the Project Authority. The invoice should include a breakdown by hours worked by individual team members on each major task and progress to the date on invoice.</p> <p>Limitation of Expenditure: The City's Liability to the Contractor under this contract shall not exceed \$147,000.00 excluding HST unless otherwise authorized in writing by the Contracting Authority.</p>								
10			Strategic Advisory Services Professional consulting services to assist RIO with the full range of strategic, legislative and communications activities including procurement strategy, project governance, document and report preparation, legislative and inter governmental relations an external communications and consultation strategy.	2011/12/30	1,000	1 Serv. u	147,000.00	147,000.00
The item covers the following services:								

Total includes all applicable taxes CAD 166,110.00
 La somme comprend les taxes applicables

Contracting authority/Autorité contractante

City of

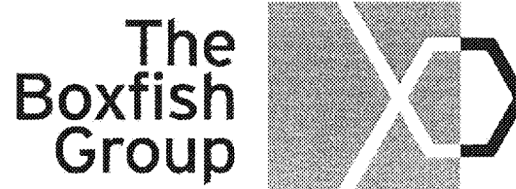
Ville d'


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Expected value of unplanned services:			147,000.00					
							Sub-total	147,000.00
							HST	19,110.00
							Total includes all applicable taxes CAD 166,110.00	
							La somme comprend les taxes applicables	

 Contracting authority/Autorité contractante



Proposal for Supply of Consulting Services

June 13, 2011

Proposal submitted to:

**Rail Implementation Office
City of Ottawa**

Prepared by:

The Boxfish Group
285 McLeod Street
Ottawa, Ontario, K2P 1A1
Tel: 613 235-2274
Fax: 613-563-2274



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1. Introduction

The Boxfish Group is pleased to offer its uniquely suited expertise to the Rail Implementation Office of the City of Ottawa. The following proposal sets out the proposed services Boxfish can provide to assist with the implementation of this important project. This proposal describes the services that would be rendered starting July 4, 2011 until December 31, 2011 which would be renewable as suitable.

2. Scope of Work

Boxfish would assist RIO with the full range of strategic, legislative and communications activities. Specifically the team would attend meetings, review and advise on:

- Procurement strategy
- Project governance
- Risk mitigation
- Transit planning during construction
- Document preparation
- Report writing as required
- Legislative relations
- Intergovernmental relations and arrangements
- Cost control measures
- Overall City Financial planning and affordability
- Community Relations
- External communications
- Consultation strategy

3. Level of Effort and Budget

Forecast July 4, 2011 to December 31, 2011:

120 days at a diem rate of \$1,225 (7 hours/day) plus applicable taxes.

\$175.00/hr.

Out of pocket expenses will be billed at cost.

Either party may terminate this agreement for whatever reason with a minimum of 30 days written notice. Monthly billing would be capped at \$25,000 per month regardless of excess hours in a given month.



4. About The Boxfish Group

The Boxfish Group creates and participates in projects that drive significant environmental and social benefit. We have the unique combination of skills needed to take unusual and challenging projects from concept to reality. We are entrepreneurial, we are smart, and we are diligent agents of change.

Our work intersects the Private Sector, Government and Civil Society. Our deep technical expertise combined with diverse communications experience allow us to distil complex technical analysis into easily understood and effective communications. Our financial knowledge allows for better business decisions. Our experience in the civil society sector helps identify and maximize social and environmental benefit. And our deep understanding of public policy underlies everything we do.

4.1 Lead Consultants

Brian Guest

Brian Guest brings together detailed knowledge of government operations at all levels, municipal, provincial and federal. He combines a proven ability to grapple with complex policy with the ability to capitalize on communications opportunities. Brian has been involved in issue management and crisis communications at the highest levels of government. Some of the most important figures in Canadian politics rely on his ability to find communications opportunity in deeply complex policy issues and to generate solutions that turn challenges into leadership and success.

As Ottawa Mayor Bob Chiarelli's Director of Communications and Policy, he worked through provincial and municipal issues surrounding the creation of the new City of Ottawa and led the team that implemented Ottawa's O-train pilot project. Later, as Deputy Principle Secretary in the Prime Minister's Office - Policy, Brian led the policy development team responsible for the Health Accord, Project Green, and the structure of the New Deal for Cities and Communities.

In 2005, Brian co-founded the Boxfish Group in order to pursue a wide range of climate change solutions. Through these organizations, he has worked with the Ontario Government, private clients and Canadian environmental groups to tackle the complex public policy problems of facing climate change. Brian, working with Zakiah Kassam, recently completed the successful Budget 2011 at the City of Ottawa assisting in the rapid development of draft operating and capital budgets. He also implemented the successful communications planning for the City's renewal of the transit system and Business Planning process.

Jon Lomow

In 2005 Jon founded The Boxfish Group to help the Canadian economy and individual organizations undergo "sustainable transformations" and to commercialize innovative technologies aimed at fighting climate change. Jon has played an instrumental role in the



growth and success of green innovations within a number of young and established organizations.

Shortly before forming the Boxfish Group, Jon also worked to establish the Canadian Centre for Policy Ingenuity (CCPI), a non-profit organization directed at helping Canada and Canadians take pragmatic action towards fighting climate change. CCPI works closely with prominent Canadian environmental NGOs like WWF, the David Suzuki Foundation, Equiterre and Greenpeace to promote sustainability across federal, provincial and municipal policy.

Jon has also held senior positions with a number of communications firms including Engine Creative, a firm he started and grew to 34 employees before its merger with Venture Communications in 2001. At Venture Communications Jon established a leading marketing measurement practice recognized by various industry best practice awards.

During his work in the marketing communications sector, Jon worked with a number of leading global brands including Unisys, Cisco Systems, Sunlight (Unilever), Subway Sandwiches and Toyota on a wide spectrum of initiatives ranging from marketing measurement to complex branding, advertising and grassroots campaigns.

Zakiah Kassam, P.Eng., M.Eng., MBA

Zakiah holds an undergraduate degree in Chemical Engineering from McGill University. She worked as an environmental researcher in wastewater treatment technologies at the National Research Council and extensively in the oil and gas sector as a Process Engineer for SNC-Lavalin prior to pursuing a Master of Environmental Engineering degree from the University of Calgary.

As a graduate student with the Centre for Environmental Engineering, Research and Education at the University of Calgary, her interdisciplinary program covered Environmental Design and Civil Engineering, and included graduate work in wastewater treatment in developing countries. Zakiah has done extensive work in Life Cycle Analysis for various industries including the waste management sector, as well as studies for the private sector, ENGOs, and government. Many of these studies were based on waste management options including landfills, anaerobic digestion and incineration. Zakiah has done significant work in the developing world including in the mountainous regions of Northern Pakistan, where she spent several weeks managing a science educational initiative.

Zakiah holds a Master of Business Administration from the University of Toronto and specializes in integrated financial/environmental Life Cycle Analysis. She is currently a part-time faculty member at the University of Ottawa in the Department of Chemical Engineering.

David Brook

Over the past decade, David has worked as a strategist, lead researcher, analyst and project manager on a wide array of projects and processes both individually and in conjunction with several leading consulting groups and not-for-profit organizations.

Recent projects include working with the McLaughlin-Rotman Center for Global Health to help develop the strategic plan for and launch Grand Challenges Canada, working with Grand Challenges Canada as a Senior Strategic Consultant, co-authoring with Dr. Peter Singer a



Grand Challenges Canada publication entitled Integrated Innovation, and co-authoring reports for Sustainable Prosperity on Building a Green Economic Stimulus Package for Canada and Environmental Price Reform for Canadian Universities. David was also co-leader of the secretariat for the Beyond 2010 Panel looking at the future of high performance sport in Canada. David has worked with a number of start-up green energy companies helping them to develop business strategies and to commercialize new products and technologies.

David has also worked as a Senior Research Associate with the Public Policy Forum in Ottawa. David has an Honours Degree in Interdisciplinary Studies (International Development) and a Masters Degree in Political Economy from Carleton University.

Roisin Reid

Roisin brings strategic communications experience from a 10-year career that has spanned the government, private and political sectors. In her career, Roisin has been an award-winning civil servant at the Department of Finance, Chief of Communications Services for a parliamentary research bureau, senior analyst at Export Development Canada, and an Associate of the Boxfish Group. She believes that clear messaging is the key to making complex subject matter accessible and memorable to a range of audiences. Roisin also has a background in writing and editing, encompassing speech-writing, magazine pieces, and a broad range of print and web-based communications. She holds an honours degree in English Literature from Campion College.