



Invoice to/Facteur à:

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

Changes to P.O.
Changements au bon 45075221
de commande

Revision date: 2013/08/14 07:50
PO created: 2013/06/14
Page: 1 of/de 5

Vendor # - No.de vendeur: 362495

Invoice Contact Name: Dan Farrell

THE BOXFISH GROUP
285 MCLEOD STREET
OTTAWA ON K2P 1A1

SEE SHIP TO INFORMATION BELOW

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

Contracting authority: Alison Hill
Autorité contractante:
Contact Phone: 613-580-2424 Ext. 14345
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 # Article 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 consulting services for Light Rail Transit Office support on a range of Strategic, Legislative and Communications Activities including contract administration, project governance, document and report preparation, legislative and inter governmental relations, an external communications and consultation strategy. Approved by the Deputy City Manager, Planning and Infrastructure on 14 June 2013. Work to be completed in accordance with:</p> <p>a) City of Ottawa Request for Standing Offer No. 01111-91858-S01</p> <p>b) Box Fish Groups proposal dated 27 May 2013.</p> <p>c) 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: From 02 July 2013 to 30 June 2014</p>					

Contracting authority/Autorité contractante



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			<p>Basis of Payment: Total Firm Price of \$139,650.00 excluding taxes, in accordance with the hourly rates listed in the proposal and actual time worked on the project.</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 \$139,650.00 excluding taxes unless otherwise authorized in writing by the Contracting Authority.</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p>					

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20			<p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>*** Text changed ***</p> <p>Strategic professional services-TDM</p> <p>Please deliver to: Elgin Headquarters City of Ottawa 160 Elgin Street, 21 North Ottawa ON K2P 2P7</p> <p>*** Item cancelled ***</p>	12/31/2013	1.000	1 Serv. u	16,292.50	16,292.50
30			<p>The changed item covers the following services:</p> <p>Strategic professional services-TMP</p> <p>Please deliver to: Elgin Headquarters City of Ottawa 160 Elgin Street, 21 North Ottawa ON K2P 2P7</p> <p>*** Item cancelled ***</p> <p>*** "Final invoice" indic. changed ***</p>	12/31/2013	1.000	1 Serv. u	6,982.50	6,982.50
40			<p>The changed item covers the following services:</p> <p>Strategic professional services-Western</p>	12/31/2013	1.000	1 Serv. u	16,292.50	16,292.50



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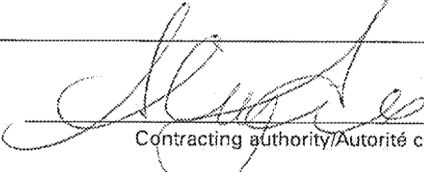
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50			<p>Please deliver to: Elgin Headquarters City of Ottawa 160 Elgin Street, 21 North Ottawa ON K2P 2P7</p> <p>*** Item cancelled ***</p> <p>*** "Final invoice" indic. changed ***</p> <p>The changed item covers the following services:</p> <p>Strategic professional services-TDM/OOTM</p> <p>Please deliver to: Elgin Headquarters City of Ottawa 160 Elgin Street, 21 North Ottawa ON K2P 2P7</p> <p>*** New item ***</p> <p>The item covers the following services:</p> <p>Strategic professional services - TMP</p> <p>Please deliver to: Elgin Headquarters City of Ottawa 160 Elgin Street, 21 North Ottawa ON K2P 2P7</p> <p>*** New item ***</p>	2013/12/31	1.000	1 Serv. u	16,292.50	16,292.50
60			<p>Strategic professional services - TMP</p> <p>Please deliver to: Elgin Headquarters City of Ottawa 160 Elgin Street, 21 North Ottawa ON K2P 2P7</p> <p>*** New item ***</p>	2013/12/31	1.000	1 Serv. u	6,982.50	6,982.50



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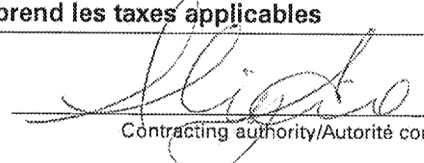
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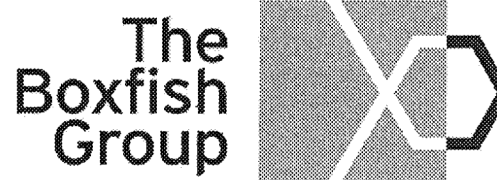
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Item # Artic le N°	Material Article	Vendor Material N° article fournisseur	Description	Delivery Date Date de livraison y/a m/m d/j	Quantity Quantité	Unit Unité	Price per Unit Prix unitaire	Extended Price Prix calculé
76			<p>The item covers the following services:</p> <p>Strategic professional services - WLRT</p> <p>Please deliver to: Elgin Headquarters City of Ottawa 160 Elgin Street, 21 North Ottawa ON K2P 2P7</p> <p>*** New item ***</p> <p>The item covers the following services:</p>	2013/12/31	1.000	1 Serv. u	16,292.50	16,292.50
							Sub-total	139,650.00
							HST	18,154.52
All other items, terms and conditions of the original document apply.								
Total includes all applicable taxes								CAD 157,804.52
La somme comprend les taxes applicables								


Contracting authority/Autorité contractante



Proposal for Supply of Consulting Services

May 27, 2013

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 continue to offer its uniquely suited expertise to the Rail Implementation Office of the City of Ottawa. The following proposal sets out proposed services that Boxfish would continue to provide to assist with the implementation of the LRT project. The period for provision of services would be June 30, 2013 until June 30, 2014.

2. Scope of Work

Boxfish will continue to assist RIO with the full range of strategic, legislative and communications activities. Specifically the team would attend meetings, review, execute 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
- Web design and development
- Consultation strategy
- Assist with Transit Demand Management initiatives and Ottawa on the Move to ensure mobility throughout construction of the Confederation Line, assorted civil works and road works.
- Assist in development of the Transportation Master Plan and in the environmental assessment challenge function for Western Light Rail Transit to ensure good alignment between the Confederation Line and the future expansions. Assist by bringing detailed knowledge of issues related to Confederation Line's procurement with an eye to improving the overall resulting transit plan.

RFSO #: 01111-91858-S01 Category # 9

3. Level of Effort and Budget

Period of Contract: from July 1, 2013 to 30 June, 2014 (up to 120 days)

Price: \$166.25 per hour (up to 120 days based on 7 hours per day)

120 days at a diem rate of \$1,163.75 (7 hours/day) plus applicable taxes.



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. Work related to the TMP and WLRT is expected to be completed by October 31, 2013.

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 while maintaining financial viability. 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 allows 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. He later worked on these types of issues as Deputy Principle Secretary – Policy, in the Prime Minister's Office.

In 2005, Brian co-founded the Boxfish Group in order to pursue a wide range of solutions to environmental, social and community problems. He has worked a number of public and private clients as well as many Canadian environmental groups to tackle complex public policy problems.

Brian played a significant challenge, strategy and support roll in the successful procurement of the LRT now under construction. He is intimately familiar with all aspects of the project and the governing agreement.



Jon Lomow

Jon's experience in marketing communications, high-tech development, business operations, and public policy provides the unique ability needed to effectively deliver and operationalize efforts that create environmental and social value.

In 2005 Jon founded The Boxfish Group to help the Canadian economy and individual organizations undergo "sustainable transformations," to commercialize innovative technologies aimed at fighting climate change, and to pursue projects that contribute to the social good. Jon has played an instrumental role in the growth and success of environmental and social innovations and programs 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 worked 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, and led campaigns for global brands in sectors ranging from consumer products, food & beverage, high-tech, entertainment and automotive.

Jon did a Bachelor of Commerce in International Business with a focus on Information Systems at 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.

Lorne Johnson

Lorne Johnson has fifteen years of experience in multi-stakeholder consultation, facilitation and consensus building working with resource industries, government, NGOs, local communities and First Nations. Lorne has a track record of proactively helping industry, government and NGOs find practical solutions to sustainability challenges.

Lorne successfully coordinated the development of regional and national corporate social responsibility standards for Canada's forest sector for the Forest Stewardship Council's (FSC) international eco-labelling system between 1996 and 2005. More recently, Lorne led World Wildlife Fund's (WWF) government relations efforts in Ottawa representing the organization



on a diversity of files including climate change, oceans management and energy policy.

Since joining Boxfish, Lorne has been responsible for successfully coordinating the development of regional and national corporate social responsibility standards for Canada's forest sector through the Forest Stewardship Council (FSC) and also led the secretariat overseeing the implementation of the historic Canadian Boreal Forest Agreement. Most recently, Lorne has led the creation of Socially and Environmentally Responsible Aggregate, a not-for-profit organization that aims to create, administer and promote widespread support for certification of responsibly sourced construction aggregates.

Lorne holds a Bachelor of Commerce from Queen's University, and a Masters of Science, Forestry, from the University of Toronto. He is now a Principal in the Boxfish Consulting Group and is based in Ottawa.

Genevieve Friesen

Genevieve graduated from McGill University in 2008, with a degree in Chemistry. She spent the next three years working as part of the Programs team at the Canada Foundation for Innovation, a crown corporation specialized in funding large-scale infrastructure installations at universities and colleges across Canada. During this time, Genevieve became intimately familiar with the issues that face the Canadian research community and the funding landscape in which this community exists.

She is actively involved in the community, and is the current vice-president for the Young McGill Alumni Association of Ottawa. From 2008-2011, she was a member of the executive team of the Ottawa Chapter of Canadian Women in Technology, an organization that promotes the advancement of women in technology based industries. Genevieve is fluent in French and English.