

RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À:
**Bid Receiving - PWGSC / Réception des
soumissions - TPSGC**
11 Laurier St. / 11, rue Laurier
Place du Portage, Phase III
Core 0A1 / Noyau 0A1
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776

**REQUEST FOR PROPOSAL
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

Comments - Commentaires

| | |
|--|---|
| Title - Sujet Media Monitoring | |
| Solicitation No. - N° de l'invitation 03003-140345/A | Date 2013-10-28 |
| Client Reference No. - N° de référence du client 03003-14-0345 | |
| GETS Reference No. - N° de référence de SEAG PW-\$\$CY-002-63775 | |
| File No. - N° de dossier cy002.03003-140345 | CCC No./N° CCC - FMS No./N° VME |
| Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2013-11-25 | |
| Time Zone Fuseau horaire Eastern Daylight Saving Time EDT | |
| F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input checked="" type="checkbox"/> Other-Autre: <input type="checkbox"/> | |
| Address Enquiries to: - Adresser toutes questions à: Gariépy, Jacques | Buyer Id - Id de l'acheteur cy002 |
| Telephone No. - N° de téléphone (613) 998-8582 () | FAX No. - N° de FAX () - |
| Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: OFFICE OF THE AUDITOR GENERAL OF CANADA WEST TWR 9TH FL. 240 SPARKS ST OTTAWA Ontario K1A0G6 Canada | |

Instructions: See Herein

Instructions: Voir aux présentes

Vendor/Firm Name and Address
**Raison sociale et adresse du
fournisseur/de l'entrepreneur**

Issuing Office - Bureau de distribution

Communication Procurement Directorate/Direction de
l'approvisionnement en communication
360 Albert St./ 360, rue Albert
12th Floor / 12ième étage
Ottawa
Ontario
K1A 0S5

| | |
|--|--|
| Delivery Required - Livraison exigée See Herein | Delivery Offered - Livraison proposée |
| Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur | |
| Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur | |
| Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie) | |
| Signature | Date |

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PART 1 - GENERAL INFORMATION

1. Introduction

The bid solicitation is divided into seven parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided;
- Part 6 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work and the Basis of Payment.

2. Summary

- (i) This requirement is to supply the Communications Group of the Office of the Auditor General of Canada (OAG) a comprehensive, integrated web-based media monitoring and communications-management system to make their media relations practices more comprehensive and more efficient.
- (ii) The period of the contract is from February 1, 2014 to January 31, 2015 with four (4) optional one (1) year periods.
- (iii) The requirement is subject to Agreement on Internal Trade (AIT).
- (iv) The requirement is subject to a preference for Canadian goods and/or services.

3. Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days of receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

PART 2 - BIDDER INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2013-06-01) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

1.1 SACC Manual Clauses

A3015T (2008-12-12) Certifications

2. Submission of Bids

Bids must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

Due to the nature of the bid solicitation, bids transmitted by facsimile to PWGSC will not be accepted.

3. Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts with FPS, bidders must provide the information required below before contract award.

Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the Financial Administration Act, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- A. an individual;
- B. an individual who has incorporated;
- C. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the Public Service Superannuation Act (PSSA), R.S., 1985, c.P-36, and any increases paid pursuant to the Supplementary Retirement Benefits Act, R.S., 1985, c.S-24 as it affects the PSSA. It does not include pensions payable pursuant to the Canadian Forces Superannuation Act, R.S., 1985, c.C-17, the Defence Services Pension Continuation Act, 1970, c.D-3, the Royal Canadian Mounted Police Pension Continuation Act, 1970, c.R-10, and the Royal Canadian Mounted Police Superannuation Act, R.S., 1985, c.R-11, the Members of Parliament Retiring Allowances Act, R.S., 1985, c.M-5, and that portion of pension payable to the Canada Pension Plan Act, R.S., 1985, c.C-8.

Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes () No ()**

If so, the Bidder must provide the following information, for all FPS in receipt of a pension, as applicable:

A. name of former public servant;

B. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes () No ()**

If so, the Bidder must provide the following information:

A. name of former public servant;

B. conditions of the lump sum payment incentive;

C. date of termination of employment;

D. amount of lump sum payment;

E. rate of pay on which lump sum payment is based;

F. period of lump sum payment including start date, end date and number of weeks;

G. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

4. Enquiries - Bid Solicitation

All enquiries must be submitted in writing to the Contracting Authority no later than seven (7) calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the questions or may request that the Bidder do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all bidders. Enquiries not submitted in a form that can be distributed to all bidders may not be answered by Canada.

5. Applicable Laws

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the bidders.

PART 3 - BID PREPARATION INSTRUCTIONS

1. Bid Preparation Instructions

Canada requests that bidders provide their bid in separately bound sections as follows:

Section I: Technical Bid (4 hard copies)

Section II: Financial Bid (1 hard copy)

Section III: Certifications (1 hard copy)

Prices must appear in the financial bid only. No prices must be indicated in any other section of the bid.

Canada requests that bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

Section I: Technical Bid

In their technical bid, bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability and describe their approach in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

Section II: Financial Bid

Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B". The total amount of Applicable Taxes must be shown separately.

Section III: Certifications

Bidders must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and the financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

Prior to contract award, Bidders may be requested to provide a live demonstration to demonstrate that their system is able to meet all the requirements as described in the Annex "A" Statement of Work.

Canada reserves the right to declare a bid non-responsive, in the event that the Bid Evaluation Team determines that the Bidder has not successfully demonstrated their technical ability to meet the requirement.

- (c) The evaluation team will determine first if there are three (3) or more bids with a valid Canadian Content certification. In that event, the evaluation process will be limited to the bids with the certification; otherwise, all bids will be evaluated. If some of the bids with a valid certification are declared non-responsive, or are withdrawn, and less than three responsive bids with a valid certification remain, the evaluation will continue among those bids with a valid certification. If all bids with a valid certification are subsequently declared non-responsive, or are withdrawn, then all the other bids received will be evaluated.

1.1 Technical Evaluation

1.1.1 Mandatory Technical Criteria

Bidders **must meet all** the mandatory requirements. Proposals not meeting all of the mandatory requirements will be given no further consideration and will be declared non-responsive. Proposals meeting all of the mandatory requirements will go on to be evaluated for the Point-Rated Requirements.

M1 Bilingual Service

Bidders must demonstrate that they have the language capabilities to provide services as described in the statement of work, equally effectively, in both official languages (English and French).

M2 Customer Support

Bidders must demonstrate that they have the ability and the resources to provide on-site implementation, on-site training and ongoing customer support.

M3 Television, radio and print

Bidders must provide a list of Canadian radio and television stations and newspapers regularly monitored. Lists may be submitted in hardcopy or on CD, DVD or USB, and must include province, city and station/publication name.

At a minimum, the Bidder must monitor the following English and French television and radio stations and newspapers:

National Television - 24 hour news coverage:

CBC National Network

CTV News Channel

RDI

CPAC

LCN

National Radio:

CBC Radio 1

SRC Radio 1

National Newspapers:

The Globe and Mail

National Post

La Presse

M4 Web and social media coverage

Bidders must demonstrate that they have the ability to provide print articles from online media sources and mentions from social media as they happen.

M5 Reporting

Bidders must demonstrate they have the ability to push information from their platform, in various formats, to e-mail and personal handheld devices

M6 Contact Database

Bidders must demonstrate they have the ability to include an up-to-date and comprehensive media contact database (local, regional, provincial and national media outlets: radio, television, print, magazines) to allow for the OAG to distribute press releases either through an integrated web-based distribution system or in the form of downloadable contact lists. The database media contact management system must allow tracking of contacts with journalists through the input of notes as well as the ability to archive, organize and search the notes.

M7 Content / Form-based system

Bidders must demonstrate that they have the ability to provide a form-based system, integrated into the platform, which facilitates tracking of contact with journalists and allows for the organization, archiving and searching of entered notes, as well as entry of media items not appearing through searches within the tool.

M8 Media Analysis Tools

Bidders must demonstrate that their platform includes media analysis tools which can analyze the media coverage of the OAG over the short and long term by automatically generating graphs that visually explain the analysis.

1.1.2 Point Rated Technical Criteria

Only proposals that meet all of the Mandatory Requirements will be considered in the evaluation of the Points-Rated requirements. To be considered responsive, an proposal must obtain a minimum score of 70% for each of the points rated criteria, as well as an overall minimum score of 75% for the points rated criterias.

R1. Approach and Methodology (maximum 40 points / minimum 28 points)

The Bidder should describe the approach and methodology they will use to carry out the tasks/deliverables outlined in the Statement of Work. The Bidder's response should include information on the following:

R1.1 Methodology: (maximum 10 points)

Methodology, including specific activities the Bidder will undertake to deliver all aspects of the requirements as detailed in the Statement of Work. This should include a detailed work plan that includes an implementation plan and defines the roles and responsibilities of the Bidder and its agents, employees and subcontractors who will be involved in providing the deliverables.

R1.1 will be evaluated as follows:

| R1.1 - Methodology | Weighting* | 0 points (criterion is not met) | 1 point (criterion is partially met) | 2 points (criterion is fully met) |
|---|------------|---------------------------------|---|---|
| Methodology (maximum 6 points) | 3 | Not provided | Methodology provided; Does not clearly demonstrate ability; Does not fully demonstrate an understanding of the requirements; Does not address all requirements as detailed in the statement of work | Methodology provided; Clearly demonstrates ability; Demonstrates complete and full understanding of requirements; Addresses all requirements as detailed in the statement of work |
| Work Plan (maximum 4 points) | 2 | Not provided | Limited details; Does not clearly define roles and responsibilities; Some clarification required | Detailed and complete; Clearly defines roles and responsibilities; Implementation plan is clear; No clarification required |
| Total points for R1.1: _____ / 10 points | | | | |

***Weighting:** To determine the Bidder's points, the points obtained for each criterion will be multiplied by the weighting factor. For example, where a weighting factor for a criterion is 3 and the Bidder's score is 2 points, the total points for that criteria will be 6.

R1.2 Approach: (maximum 30 points)

Bidders should provide the following:

Detail the media monitoring functions of the web-based system (access, search ability, alerts, media analysis and reporting functions; (15pts)

Detail the media relations functions of the web-based system (media contacts database, press release distribution, entering, searching and archival of notes, organization/categorization of communications materials) (15 points)

R1.2 will be evaluated as follows:

| R1.2 - Approach | Weighting | 0 points (criterion is not met) | 1 point (criterion is partially met) | 2 points (criterion is fully met) |
|--|------------------|--|--|---|
| Media monitoring functions (maximum 15 points) Each of the following will be evaluated: i) system access (max 3 points) ii) search ability (max 3 points) iii) alerts capability (max 3 points) iv) media analysis capability (max 3 points) v) reporting functions (max 3 points) | 1.5 | Not provided | Limited details; Does not clearly demonstrate ability; Does not fully demonstrate an understanding of the requirements; Some clarification required | Detailed and complete; Clearly demonstrates ability; Demonstrates complete and full understanding of requirements; No clarification required |
| Media relations functions (maximum 15 points) Each of the following will be evaluated: i) media contacts database (max 3 points) ii) ability to send press releases (max 3 points) iii) ability to enter and archive notes (max 3 points) iv) ability to search notes (max 3 points) v) ability to include and organize communications materials (max 3 points) | 1.5 | Not provided | Limited details; Does not clearly demonstrate ability; Does not fully demonstrate an understanding of the requirements; Some clarification required | Detailed and complete; Clearly demonstrates ability; Demonstrates complete and full understanding of requirements; No clarification required |
| Total points for R1.2: _____ / 30 points | | | | |

Total points for R1: _____ / 40 points

R2 Experience and Expertise (maximum 40 points / 28- points minimum)

Bidders should provide a details of two relevant* projects completed or ongoing (for a minimum of 6 months) within the last three years from the closing date of this RFP, that demonstrate their experience in providing a web-based media monitoring system as described in the statement of work.

*relevant is defined as projects where the bidder has provided a web-based media monitoring system capable of providing the services as described in the statement of work at Annex A.

The following information should be included for each project submitted:

1. Project Description

- a. Name and address of the client;
- b. A description of the project including dates and duration;
- c. Name, title, role, and current telephone number of the primary client contact. This person may be contacted to verify details provided.

2. Services Provided:

A description of the following services provided for each project:

- i) Provision of a bilingual interface;
- ii) Monitoring of news articles from Canadian newspapers available on the Internet;
- iii) Monitoring of online news sites, major International and Regional online publications, corporate and Government sites;
- iv) Integration of news content available through the Government of Canada Electronic Media Monitoring Program;
- v) Summaries from national, regional and local television news and public affairs programming airing across Canada;
- vi) Access to video clips from Canadian television stations in near-real time;
- vii) Summaries from national, regional and local radio news and public affairs programming airing across Canada;
- viii) Access audio clips from Canadian radio stations in near-real time;
- ix) Monitoring of social media including Facebook, Twitter, Internet forums, comments, videos and blogs;
- x) Access to a media contacts database;
- xi) Ability to distribute press releases;
- xii) Provision of a media contact management system that allows tracking of contacts with journalists through the input of notes as well as the ability to archive, organize and search the notes;
- xiii) Automated alerts that push media content by email or to hand-held devices;
- xiv) Media analysis tools;
- xv) Reporting features that allow generation of reports in electronic formats (i.e. Word, Excel, PDF)

Each project will be evaluated up to a maximum of 20 points per project

| 1. Project Description Criterion | Weight-ing | 0 points (criterion is not met) | 1 point (criterion is partially met) | 2 points (criterion is fully met) |
|--|-------------------|--|--|---|
| Project Description (max 5 points per project) | 2.5 | No provided | Not fully described; Some elements missing; Does not demonstrate experience. | Fully Described; All elements provided; Clearly demonstrates capability and experience. |
| Total points for Description: _____ / 10 (Max 5 point per project) | | | | |

| 2. Services Provided Criterion | 0 points (criterion is not met) | .5 point (criterion is partially met) | 1 point (criterion is fully met) |
|---|--|--|---|
| Description of services provided will be evaluated as follows to a maximum of 1 points per criterion) | Service not provided | Description demonstrates basic capability; Limited experience; Description is unclear Some clarification required. | Description clearly demonstrates capability and experience; Information clear and complete; No clarification required |
| i) Bilingual Interface | | | |
| ii) Newspaper Monitoring | | | |
| iii) Monitoring of Online News Sites | | | |
| iv) Integration of EMM content | | | |
| v) Television Monitoring | | | |
| vi) Access to video clips | | | |
| vii) Radio Monitoring | | | |
| viii) Access to audio clips | | | |
| ix) Monitoring of Social Media | | | |
| x) Media Contacts Database | | | |
| xi) Ability to send press releases | | | |
| xii) Media Contact Management System | | | |
| xiii) Automated Alerts | | | |
| xiv) Media Analysis | | | |
| xv) Reporting | | | |
| Total points for Services Provided: _____ / 30 (Max 15 points per project) | | | |

Total points for R2: _____ / 40 (Max 20 points per project)

R3 Samples (max 30 points / minimum 21)

The Bidder should provide the following screen shots from a past project of the same or similar size and scope as the one identified in the RFP:

- i) Search screen (2 points)
- ii) Results page (2 points)
- iii) Sample broadcast (radio/television) summary in French and English (4 points)
- iv) Sample broadcast (radio/television) transcript in French and English (4 points)
- v) Sample French language newspaper article (2 points)
- vi) Sample English language newspaper article (2 points)
- vii) Sample video clip (2 points)
- viii) Sample media analysis graph (3 points)
- ix) Sample Media Report (3 points)
- x) Sample form for entering media contact notes (3 points)
- xi) Sample social media items, in both French and English (3 points)

R4 Scope of Coverage (30 points max / 21 points minimum)

Bidders should submit the following for evaluation of scope of coverage:

- i) Complete list of English and French television stations monitored.
- ii) Complete list of English and French radio stations monitored.
- iii) Complete list of English and French Canadian print media monitored
- iv) Brief description and number of Internet news sites monitored
- v) Full description of social media monitoring offered.
- vi) Brief description and number of contacts in the Contractors media contact database, and explanation of updating regularity

| Scope of Coverage | Weighting | 0 points (criterion is not met) | 1 point (criterion is partially met) | 2 point (criterion is fully met) |
|---|-----------|---------------------------------|--|---|
| i) Television stations monitored (max 5 points) | 2.5 | Not provided | Stations monitored are limited; The number of stations monitored is limited or no regional affiliates | All Stations monitored are extensive and includes the regional affiliates |
| ii) Radio stations monitored (max 5 points) | 2.5 | Not provided | Stations monitored are limited; The number of stations monitored is limited or no regional affiliates | All Stations monitored are extensive and includes the regional affiliates |
| iii) Print media monitored (max 5 points) | 2.5 | Not provided | Print media monitored is limited; -coverage includes most major cities and some smaller markets Does not include the ability to integrate EMM sources | Print media monitored is extensive -all major cities as well as many of the smaller markets are included and includes the ability to integrate EMM sources. |

| | | | | |
|---|-----|--------------|--|--|
| iv) Internet sites monitored (max 5 points) | 2.5 | Not provided | Number of Internet news sites monitored is limited (less than 25,000) | Number of Internet news sites monitored is extensive (more than 25, 000) |
| v) Social media monitored (max 5 points) | 2.5 | Not provided | Social media monitored is limited and does not include all of the following: Twitter Facebook Youtube Internet forums Blogs | Social media monitored is extensive and includes all of the following: Twitter Facebook Youtube Internet forums Blogs |
| vi) Media contacts database (max 5 points) | 2.5 | Not provided | Number of contacts is limited; Does not provide regular, timely updating | Number of contacts is extensive; The database is updated regularly and frequently |
| Total points for Scope of Coverage: _____ / 30 | | | | |

Total points (R1, R2, R3, R4): 140 points max / 98 points minimum (70%)

1.1.2.1 Demonstration

Prior to contract award, Bidders may be requested to provide a live demonstration to demonstrate that their system is able to meet all the requirements as described in the Annex "A" Statement of Work.

Canada reserves the right to declare a bid non-responsive, in the event that the Bid Evaluation Team determines that the Bidder has not successfully demonstrated their technical ability to meet the requirement.

The demonstration must be conducted at no cost to Canada.

Canada will provide no fewer than five days working days of notice before the scheduled date for the demonstration.

Despite the written bid, if Canada determines during a demonstration that the Bidder's proposed solution does not meet the requirements of this bid solicitation, the bid will be declared non-responsive.

1.2 Financial Evaluation

For evaluation purposes only, the following yearly estimated quantities will be used by the Contracting Authority to calculate the TOTAL AGGREGATE PRICE (TAP). The TAP will be evaluated on the total requirement, including option years, using the firm all-inclusive rates proposed by the Bidder in Annex "B".

Yearly estimated quantities:

| Requirement | Description | Unit | Quantity |
|--|---|-----------|----------|
| 1. Monthly Access Fee for 2 users | As indicated at Annex "B" Basis of Payment | Per month | 12 |
| 2. Rate for clips/transcripts received in excess of 20 per year: | Requested video clips from television broadcasts | Per clip | 10 |
| | Requested audio clips from radio broadcasts | Per clip | 10 |
| | Requested transcripts from radio and television programming | Per word | 800 |
| 3. Customization | Requested customization of the service | Per hour | 2 |

2. Basis of Selection

To be declared responsive, a bid must:

- (a). comply with all the requirements of the bid solicitation;
- (b). meet all mandatory technical evaluation criteria; and
- (c). obtain the required minimum of 75% percent overall of the points for the technical evaluation criteria which are subject to point rating.
- (d). the bidder must demonstrate if requested, through a live demonstration, that their system is able to meet all the requirements as described in the Annex A Statement of Work.

2. Bids not meeting (a) or (b) or (c) or (d) will be declared non-responsive. Neither the responsive bid that receives the highest number of points nor the one that proposed the lowest price will necessarily be accepted. The responsive bid with the lowest evaluated price per point will be recommended for award of a contract.

PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and documentation to be awarded a contract.

The certifications provided by bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default, if any certification made by the Bidder is found to be untrue whether during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with this request will also render the bid non-responsive or will constitute a default under the Contract.

1. Mandatory Certifications Required Precedent to Contract Award

1.1 Code of Conduct and Certifications - Related documentation

By submitting a bid, the Bidder certifies that the Bidder and its affiliates are in compliance with the provisions as stated in Section 01 Code of Conduct and Certifications - Bid of Standard Instructions 2003. The related documentation therein required will assist Canada in confirming that the certifications are true.

2. Additional Certifications Precedent to Contract Award

The certifications listed below should be completed and submitted with the bid but may be submitted afterwards. If any of these required certifications is not completed and submitted as requested, the Contracting Authority will so inform the Bidder and provide the Bidder with a time frame within which to meet the requirement. Failure to comply with the request of the Contracting Authority and meet the requirement within that time period will render the bid non-responsive.

2.1 Canadian Content Certification

2.1.1. *SACC Manual* clause A3050 (2010-01-11) Canadian Content Definition.

PART 6 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

1. Statement of Work

1.1 The contractor will fulfill the requirement in accordance with the Statement of Work at Annex B.

2. Standard Clauses and Conditions

All clauses and conditions identified in the Contract by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

2.1 General Conditions

2035 (2013-06-27) General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

3. Security Requirement

There is no security requirement applicable to this Contract.

4. Term of Contract

4.1 Period of the Contract

The period of the contract is from February 1, 2014 to January 31, 2015, inclusive.

4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) additional one (1) year period under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

4. Authorities

4.1 Contracting Authority

The Contracting Authority for the Contract is:
Jacques Gariépy (or the authorized representative)
Public Works and Government Services Canada
Communication Procurement Directorate
360 Albert Street, 12th Floor
Ottawa, Ontario K1A 0S5
Tel: 613- 998-8582

Fax: 613-993-2581

E-mail jacques.gariepy@pwgsc-tpsgc.gc.ca

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

5.2 Project Authority

The Project Authority for the Contract is (to be inserted at contract award).

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

5.3 Contractor's Representative:

Name: _____

Title: _____

Telephone: ____-____-_____

Facsimile: ____-____-_____

E-mail: _____

6. Payment

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price, as specified in Annex B- Basis of Payment for a cost of \$ _____ (to be inserted at contract award). Customs duties are included, and applicable Taxes are extra.

6.1 Basis of Payment - Limitation of Expenditure

1. Canada's total liability to the Contractor under the Contract must not exceed \$ _____ (to be inserted at contract award). Customs duties are included and Applicable Taxes are extra.

2. No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

- A. when it is 75 percent committed, or
- B. four (4) months before the contract expiry date, or
- C. as soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work,

whichever comes first.

3. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

6.2 SACC Manual Clauses

A2000C (2006-06-16) Foreign Nationals (Canadian Contractor)

A2001C (2006-06-16) Foreign Nationals (Foreign Contractor)

C0705C (2010-01-11) Discretionary Audit

H1008C (2008-05-12) Monthly Payment

7. Invoicing Instructions

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Invoices must be distributed as follows:

A. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.

B. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

8. Certifications

Compliance with the certifications and related documentation provided by the Contractor in its bid is a condition of the Contract and subject to verification by Canada during the term of the Contract. If the Contractor does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

9. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

10. Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the general conditions 2035 (2013-06-27) General Conditions - Higher Complexity - Services;
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) The offeror's offer dated _____.

ANNEX A

STATEMENT OF WORK

1. Objective

The Communications Group of the Office of the Auditor General of Canada (OAG) has a requirement for a comprehensive, integrated web-based media monitoring and communications-management system to make their media relations practices more comprehensive and more efficient.

2. Scope

The Contractor must provide OAG with access to a web-based system that integrates the following media monitoring and analysis, and media relations tasks, and provides:

2.1 Media monitoring, alerts and analysis

Reliable and instantaneous access to, and monitoring of media is required. The Contractor must monitor and deliver through the web-based system, relevant media items according to keywords identified by the Project Authority from the following media sources:

2.1.1 Print

News articles from Canadian newspapers available on the Internet, or through the Government of Canada Electronic Media Monitoring Program (EMM). The Contractor should have the ability to integrate the EMM content into the system. The Contractor must have the necessary permissions from the EMM content providers (CEDROM-SNi Inc., Canadian Press Enterprises Inc., Postmedia Network Inc., Sun Media Corporation and The Globe and Mail Inc., and any other relevant source) in order to retrieve and process the EMM files contents on behalf of the OAG, for the purpose of media monitoring and analysis.

2.1.2 Television

Near real time summaries from national, regional and local television news and public affairs and other programming airing across Canada, including access to near real time* video clips on an as and when requested basis.

Summaries must be content relevant and provide sufficient contextual information to allow for in-depth analysis.

The list of English and French television stations monitored must include CBC/Radio-Canada and affiliates CTV Globemedia and affiliates, CPAC, Quebecor and affiliates, Shaw and affiliates, APTN, V and affiliates, Télé-Québec, Global and affiliates.

*Near real time is defined as the delay in time required for electronic communication and automatic data processing. This implies that there are no significant delays.

2.1.3 Radio

Near real time summaries from national, regional and local radio news and public affairs and other programming airing across Canada including access to near real time audio clips on an as and when requested basis.

Summaries must be content relevant and provide sufficient contextual information to allow for in-depth analysis.

The list of English and French radio stations monitored must include CBC/Radio-Canada and affiliates, Astral Media, Bell Media Radio, Corus Entertainment, Rogers Communications, RNC Media, Vista Broadcast Group

2.1.4 Internet

- News articles from Canadian newspapers, trade publications, community newspapers and newswires available via the Internet;
- Online news sites, major International and Regional on-line publications, corporate and Government of Canada websites;

Social Media

The contractor must provide real time monitoring of social media including:

- Facebook
- Micromedia (Twitter)
- Internet forums
- Videos (e.g. Youtube)
- Blogs

2.2 Media Relations

2.2.1 Media Contact Database

The system must include a media contacts database providing detailed, up to date news organizations and contacts to allow the OAG to distribute press releases either through an integrated web-based distribution system or in the form of downloadable e-mail lists. The media contacts database must contain media contact information for national, regional and community newspapers, radio and television stations from across Canada.

2.2.2 Media Contact Management

The system must include a form-based method to facilitate tracking of contact with journalists and to allow for the organization and archiving of notes. Content entered must be archived and searchable.

2.2.3 Integration of Communications Material

The system must allow for the archiving/organizing of communications material related to specific subjects important to the OAG and linked to media monitoring to assess effectiveness of communications strategies.

2.3 Alerts, Analysis and Reporting

The system must allow to the users(s) to create automated alerts that will push the media content via email compatible with mobile devices, especially BlackBerry.

The system must include media analysis tools to analyze the media coverage of the OAG over the short and long term by automatically generating graphs that explain:

- tone of coverage
- coverage by language in English and French
- coverage by category (e.g. "news", "editorial/opinion")
- coverage by media type (print, radio, television, Internet)
- coverage by region
- coverage by topic
- coverage by date

Reporting features must be provided to allow the OAG to assess coverage and produce media reports in several electronic formats (word, excel, PDF) that can be distributed by e-mail within the OAG.

3. Constraints

The system must be customizable, have a bilingual (English and French) interface, and offer full on-site implementation, training and ongoing support to users.

The Project Authority may require customization of the system to enable the OAG to adapt their own coding and reporting methodologies and to allow for accurate evaluation of media coverage. If minor customizing is required there shall be no additional cost to OAG. Where there is a request by the Project Authority for customization that is not minor in nature, the Contractor must provide details of the alterations and associated costs to the Project Authority for review and approval. The Contractor cannot undertake any alteration without the written authorization of the Contracting Authority and will be evidenced through a contract amendment.

ANNEX B**BASIS OF PAYMENT**

The bidder MUST provide unit prices in the unit requested. If the bidder's proposal contains pricing in a unit other than the ones requested, their bid will be found non-compliant and no further evaluation will be Done.

The bidder is required to submit firm, all inclusive unit rates, as detailed below, GST/HST extra if applicable. All prices are to include travel living and direct expenses incurred in the performance of the work such as copyright fees, long distance calls, and any other cost reimbursable items.

It is the responsibility of the Contractor to obtain and maintain at its own cost all permits, licenses, regulatory approvals and certificates required to perform the Work. Canada will not provide payment to any third party for such permits, licenses or approvals.

B.1. For the initial contract period from February 1, 2014 to January 31, 2015:

| Requirement | Description | Unit | Rate |
|--|---|-------------|-------------|
| 1. Monthly Access Fee for 2 users | Includes: <ul style="list-style-type: none"> ✓ Setup ✓ Unlimited training ✓ Monthly Access ✓ Unlimited television monitoring and broadcast summaries* ✓ Unlimited radio monitoring and broadcast summaries ✓ Unlimited print and Web articles ✓ Up to 20 radio/television clips and/or transcripts per year ✓ Internet monitoring ✓ Access to media contact database <p>*The summaries must be content relevant and provide sufficient contextual information to allow for in-depth analysis.</p> | Per month | |
| 2. Rate for clips/transcripts received in excess of 20 per year: | Requested video clips from television broadcasts | Per clip | |
| | Requested audio clips from radio broadcasts | Per clip | |
| | Requested transcripts from radio and television programming | Per word | |
| 3. Customization | Requested customization of the service | Per hour | |

B.2. For the first optional contract period from February 1, 2015 to January 31, 2016:

| Requirement | Description | Unit | Rate |
|--|--|-----------|------|
| 1. Monthly Access Fee for 2 users | <p>Includes:</p> <ul style="list-style-type: none"> ✓ Unlimited training ✓ Monthly Access ✓ Unlimited television monitoring and broadcast summaries* ✓ Unlimited radio monitoring and broadcast summaries ✓ Unlimited print and Web articles ✓ Up to 20 radio/television clips and/or transcripts per year ✓ Internet monitoring ✓ Access to media contact database <p>*The summaries must be content relevant and provide sufficient contextual information to allow for in-depth analysis.</p> | Per month | |
| 2. Rate for clips/transcripts received in excess of 20 per year: | Requested video clips from television broadcasts | Per clip | |
| | Requested audio clips from radio broadcasts | Per clip | |
| | Requested transcripts from radio and television programming | Per word | |
| 3. Customization | Requested customization of the service | Per hour | |

B.3. For the second optional contract period from February 1, 2016 to January 31, 2017:

| Requirement | Description | Unit | Rate |
|--|--|-----------|------|
| 1. Monthly Access Fee for 2 users | <p>Includes:</p> <ul style="list-style-type: none"> ✓ Unlimited training ✓ Monthly Access ✓ Unlimited television monitoring and broadcast summaries* ✓ Unlimited radio monitoring and broadcast summaries ✓ Unlimited print and Web articles ✓ Up to 20 radio/television clips and/or transcripts per year ✓ Internet monitoring ✓ Access to media contact database <p>*The summaries must be content relevant and provide sufficient contextual information to allow for in-depth analysis.</p> | Per month | |
| 2. Rate for clips/transcripts received in excess of 20 per year: | Requested video clips from television broadcasts | Per clip | |
| | Requested audio clips from radio broadcasts | Per clip | |
| | Requested transcripts from radio and television programming | Per word | |
| 3. Customization | Requested customization of the service | Per hour | |

B.4. For the third optional contract period from February 1, 2017 to January 31, 2018:

| Requirement | Description | Unit | Rate |
|--|---|-----------|------|
| 1. Monthly Access Fee for 2 users | Includes: <ul style="list-style-type: none"> ✓ Unlimited training ✓ Monthly Access ✓ Unlimited television monitoring and broadcast summaries* ✓ Unlimited radio monitoring and broadcast summaries ✓ Unlimited print and Web articles ✓ Up to 20 radio/television clips and/or transcripts per year ✓ Internet monitoring ✓ Access to media contact database <p>*The summaries must be content relevant and provide sufficient contextual information to allow for in-depth analysis.</p> | Per month | |
| 2. Rate for clips/transcripts received in excess of 20 per year: | Requested video clips from television broadcasts | Per clip | |
| | Requested audio clips from radio broadcasts | Per clip | |
| | Requested transcripts from radio and television programming | Per word | |
| 3. Customization | Requested customization of the service | Per hour | |

B.5. For the forth optnal contract period from February 1, 2018 to January 31, 2019:

| Requirement | Description | Unit | Rate |
|--|--|-----------|------|
| 1. Monthly Access Fee for 2 users | <p>Includes:</p> <ul style="list-style-type: none"> ✓ Unlimited training ✓ Monthly Access ✓ Unlimited television monitoring and broadcast summaries* ✓ Unlimited radio monitoring and broadcast summaries ✓ Unlimited print and Web articles ✓ Up to 20 radio/television clips and/or transcripts per year ✓ Internet monitoring ✓ Access to media contact database <p>*The summaries must be content relevant and provide sufficient contextual information to allow for in-depth analysis.</p> | Per month | |
| 2. Rate for clips/transcripts received in excess of 20 per year: | Requested video clips from television broadcasts | Per clip | |
| | Requested audio clips from radio broadcasts | Per clip | |
| | Requested transcripts from radio and television programming | Per word | |
| 3. Customization | Requested customization of the service | Per hour | |