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11 Laurier St. / 11, rue Laurier

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Gatineau

Québec

K1A 0S5

Bid Fax: (819) 997-9776

Request For Supply Arrangement - Demande pour un arrangement en matière d'approvisionnement

Offer to: Department of Public Works and Government Services

We hereby offer to provide to Canada, as represented by the Minister of Public Works and Government Services, in accordance with the terms and conditions set out herein or attached hereto, the goods, services, and construction detailed herein and on any attached sheets.

Offre au: Ministère des Travaux publics et des Services
gouvernementaux

Nous offrons par la présente de fournir au Canada, représenté par le ministre des Travaux publics et des Services gouvernementaux, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici et sur toute feuille ci-annexée.

Comments - Commentaires

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 QS5

Title - Sujet Social Media Monitoring	
Solicitation No. - N° de l'invitation EN578-141760/B	Date 2014-01-17
Client Reference No. - N° de référence du client EN578-14-1760	GETS Ref. No. - N° de réf. de SEAG PW-\$\$CY-007-64441
File No. - N° de dossier cy007.EN578-141760	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2019-01-31	Time Zone Fuseau horaire Eastern Standard Time EST
Delivery Required - Livraison exigée See Herein	
Address Enquiries to: - Adresser toutes questions à: Westall, Susan	Buyer Id - Id de l'acheteur cy007
Telephone No. - N° de téléphone (613)949-8350 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PORTAGE III 6B1 11 LAURIER ST Gatineau Quebec K1A0S5 Canada	
Security - Sécurité This request for a Supply Arrangement does not include provisions for security. Cette Demande pour un arrangement ne comprend pas des dispositions en matière de sécurité.	

Instructions: See Herein

Instructions: Voir aux présentes

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



Item Article	Description	Dest. Code Dest.	Inv. Code Fact.	Qty Qté	U. of I. U. de D.	Unit Price/Prix unitaire FOB/FAM Destination Plant/Usine	Delivery Req. Livraison Req.	Del. Offered Liv. offerte
2	Re-posting of solicitation to keep open	EN578	EN578	1	Each	\$	\$ See Herein	

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cy007

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PART 1 - GENERAL INFORMATION

1. Introduction

The Request for Supply Arrangements (RFSA) is divided into six parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Supplier Instructions: provides the instructions applicable to the clauses and conditions of the RFSA;
- Part 3 Arrangement Preparation Instructions: provides suppliers with instructions on how to prepare the arrangement to address the evaluation criteria specified;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the arrangement, the security requirement, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided; and
- Part 6 6A, Supply Arrangement, 6B, Bid Solicitation, and 6C, Resulting Contract Clauses:
 - 6A, includes the Supply Arrangement (SA) with the applicable clauses and conditions;
 - 6B, includes the instructions for the bid solicitation process within the scope of the SA;
 - 6C, includes general information for the conditions which will apply to any contract entered into pursuant to the SA.

The Annexes include the Statement of Work, Basis of Payment, Supply Arrangement Reporting Quarterly and Usage Report.

2. Summary

- (i) Services included in this request for Supply Arrangement are as follows:
 - 1. Social Media monitoring and
 - 2. Monitoring of Internet news sites.
- (ii) Authorized clients include all departments and agencies listed in schedules I through III of the Financial Administration Act;
- (iii) The period of the supply arrangement is from February 1, 2014 to January 31, 2019;

The Nature of Proposed Procurement (NPP) will be published on the Government Electronic Tendering System (GETS) on an ongoing basis to allow suppliers to qualify for the Supply Arrangement at any time.
- (iv) The requirement is subject to the provisions of the Agreement on Internal Trade (AIT);

- (v) The requirement covered by the bid solicitation of any resulting supply arrangement may be subject to a preference for Canadian goods and/or services or may be limited to Canadian goods and/or services.

3 Canadian Content

The goods and/or services covered by the Supply Arrangement may be limited to Canadian goods and/or services as defined in clause A3050T.

SACC Manual clause A3050T (2010-01-11) Canadian Content Definition

4. Debriefings

Suppliers may request a debriefing on the results of the request for supply arrangements process. Suppliers should make the request to the Supply Arrangement Authority within 15 working days of receipt of the results of the request for supply arrangements process. The debriefing may be in writing, by telephone or in person.

5. Key Terms

Term	Description
RFSA	Request for Supply Arrangement
Supply Arrangement (SA)	A Supply Arrangement (SA) is not a contract. Supply Arrangements are non-binding agreements between PWGSC or other government departments (arranged on their behalf by PWGSC) and suppliers to provide a range of goods or services on an as requested basis. A Supply Arrangement is a list of qualified suppliers identified as potential sources from which PWGSC or their clients, can solicit bids for specific requirements. Supply Arrangements include a set of predetermined terms and conditions that will apply to any subsequent contracts.

PART 2 - SUPPLIER INSTRUCTIONS

1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the Request for Supply Arrangements (RFSA) 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.

Suppliers who submit an arrangement agree to be bound by the instructions, clauses and conditions of the RFSA and accept the clauses and conditions of the Supply Arrangement and resulting contract(s).

The 2008 (2013-06-01) Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

Subsection 5.4 of 2008, Standard Instructions - Request for Supply Arrangements - Goods or Services, is amended as follows:

Delete: sixty (60) days
Insert: ninety (90) days

2. Submission of Arrangements

Arrangements 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 Request for Supply Arrangements.

Transmission of arrangements by facsimile to PWGSC will be accepted.

3. Former Public Servant - Notification

Service contracts awarded to former public servants in receipt of a pension or a lump sum payment must bear the closest public scrutiny and reflect fairness in the spending of public funds. Therefore, the bid solicitation will require that you provide information that, were you to be the successful bidder, your status with respect to being a former public servant in receipt of a pension or a lump sum payment, will be required to report this information on the departmental websites as part of the published proactive disclosure reports generated in accordance with Treasury Board policies and directives on Contracting Policy Notice 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

4. Federal Contractors Program for Employment Equity - Notification

The Federal Contractors Program (FCP) for employment equity requires that some contractors make a formal commitment to Human Resources and Skills Development Canada (HRSDC) - Labour to implement employment equity. In the event that this Supply Arrangement would lead to a contract subject to the Federal Contractors Program (FCP) for employment equity, the bid solicitation and resulting contract templates would include such specific requirements. Further information on the Federal Contractors Program (FCP) for employment equity can be found on HRDCS-Labour's website.

5. Enquiries - Request for Supply Arrangements

All enquiries must be submitted in writing to the Supply Arrangement Authority no later than seven (7) calendar days before the Request for Supply Arrangements (RFSA) closing date. Enquiries received after that time may not be answered. All enquiries must be submitted to: **susan.westall@pwgsc.gc.ca**

Suppliers should reference as accurately as possible the numbered item of the RFSA to which the enquiry relates. Care should be taken by suppliers 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 suppliers do so, so that the proprietary nature of the question is eliminated, and the enquiry can be answered with copies to all suppliers. Enquiries not submitted in a form that can be distributed to all suppliers may not be answered by Canada.

6. Applicable Laws

The Supply Arrangement (SA) and any contract awarded under the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Suppliers may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of the arrangement, 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 suppliers.

7. Environmental Considerations

Canada is committed to greening its supply chain. In April 2006, Canada issued a policy directing federal departments and agencies to incorporate environmental considerations into the procurement process Policy on Green Procurement (<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>) by taking the necessary steps to acquire products and services that have a lower impact on the environment than those traditionally acquired.

Environmentally preferable goods and services are those that have a lesser or reduced impact on the environment over the life cycle of the good or service, when compared with competing goods or services serving the same purpose. Environmental performance considerations include, among other things: the reduction of greenhouse gas emissions and air contaminants; improved energy and water efficiency; reduced waste and support reuse and recycling; the use of renewable resources; reduced hazardous waste; and reduced toxic and hazardous substances.

In accordance with the Policy on Green Procurement, for this solicitation:

- 1- Suppliers are encouraged to offer or suggest green solutions whenever possible.
- 2- Suppliers should consider the complete lifecycle of products and services provided to favour strategies, processes, and materials that assure sustainable development.
- 3- Suppliers are requested to provide all correspondence including (but not limited to) documents, reports and invoices in electronic format unless otherwise specified by the Contracting Authority or Project Authority, thereby reducing printed material. If correspondence is not provided in electronic format, double-sided printing in black and white is strongly encouraged, whenever possible.
- 4- The paper format of the offer / arrangement should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content.
- 5- Suppliers should recycle (shred) unneeded copies of non-classified/secure documents (taking into consideration the Security Requirements).

PART 3 - ARRANGEMENT PREPARATION INSTRUCTIONS

1. Arrangement Preparation Instructions

Canada requests that suppliers provide the arrangement in separately bound sections as follows:

Section I: Technical Arrangement (1 hard copy).

Section II: Certifications (1 hard copy)

Canada requests that suppliers follow the format instructions described below in the preparation of the arrangement.

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to that of the Request for Supply Arrangements.

In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to incorporate environmental considerations into the procurement process Policy on Green Procurement

(<http://www.tpsgc-pwgsc.gc.ca/ecologisation-greening/achats-procurement/politique-policy-eng.html>). To assist Canada in reaching its objectives, suppliers should:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

Section I: Technical Proposal

In their technical proposal, bidders must demonstrate how they meet the mandatory requirements as outlined in Part 4 - Evaluation Procedures and Basis of Selection.

Section II: Certifications

Suppliers must submit the certifications required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

1. Evaluation Procedures

- (a) Arrangements will be assessed in accordance with the entire requirement of the Request for Supply Arrangements including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the arrangements.

1.1. Technical Evaluation

Bidders are advised to address these requirements in the following order and in sufficient depth to permit a complete analysis and assessment.

1.1.1 Mandatory Technical Criteria

To be considered responsive, proposals must meet the mandatory requirements of this Request for Supply Arrangement as identified below. Proposals not meeting the mandatory requirements will be given no further consideration and will be declared non-responsive.

M.1 LANGUAGE CAPABILITIES

Bidders must demonstrate that their social media and internet media monitoring service allows users to search for keywords and topics in both official languages (English and French) and to analyse information in both official languages.

M.2 EXPERIENCE

Bidders must demonstrate a minimum of one (1) year experience providing services as outlined in the statement of work, within the last three (3) years from closing date of this RFSA. To demonstrate this experience, bidders must describe when and how the experience was obtained.

M.3 PREVIOUS PROJECTS

Bidders must have provided services outlined in the statement of work to a minimum of three (3) organizations within the last three (3) years (from closing date of this RFSA) Bidders must demonstrate they meet this requirement by providing the following information for each project:

- i. Organization name and contact information;
- ii. Project date; and
- iii. A description of the work performed.

The contact information may be used to verify the information provided.

M4 ACCESS

Bidders must confirm that the service is accessible seven (7) days per week, twenty-four (24) hours per day, 365 days per year.

M5 MONITORING

Bidders must demonstrate that their social media and internet monitoring service can monitor all of the following:

- i) blogs;
- ii) micro-blogs (Twitter);
- iii) social networking sites (Facebook);
- iv) forums and message boards;
- v) traditional news websites and comments sections;
- vi) media sharing websites (videos, photos and user-generated content websites including YouTube).

M6 FUNCTIONAL CAPABILITIES

Bidders must confirm that their social media monitoring service has the following functional capabilities by inserting a checkmark in each of the following criteria. Failure to complete the following table of mandatory functional capabilities including placing the required check marks for confirmation, will render your proposal non-responsive.

Mandatory Functional Capabilities Criteria

Confirm by placing a checkmark () in the []

Instant, up-to-the-minute or "real time" analysis	[]
Ability to apply country and language parameters to search results	[]
Ability to graphically illustrate demographics, geographies and trends	[]
Digital tracking of issues based on specific key words	[]
Ability to target key influencers found in blog commentary and social conversations	[]
Ability to illustrate and analyze tone (positive, neutral or negative)	[]
Capacity to perform historical searches and analysis back a minimum of 30 days	[]

M7 REPORTING AND ANALYSIS

Bidders must demonstrate that their service can generate reports and export the reports to popular electronic formats (Excel, PDF at a minimum).

Bidders must also demonstrate that their service has the capability to generate reports that illustrate (at minimum), the following:

- i) social media content;
- ii) quantity and tone of discussions;
- iii) influence;
- iv) volume for specific keywords over time; and
- v) region, and demographics of citizens, stakeholders and online journalists.

M8 CUSTOMER SUPPORT

Bidders must demonstrate that they have the ability and the resources to provide implementation support, training and ongoing customer support from (at a minimum) 8:00 a.m. to 5:00 p.m. EST.

2. Basis of Selection

1. To be declared responsive, a bid must:
 - (a) comply with all the requirements of the Request for Supply Arrangements; and
 - (b) meet all mandatory technical evaluation criteria.
2. Bids not meeting (a) or (b) above will be declared non-responsive.

PART 5 - CERTIFICATIONS

Suppliers must provide the required certifications and documentation to be issued a supply arrangement (SA).

The certifications provided by suppliers to Canada are subject to verification by Canada at all times. Canada will declare an arrangement non-responsive, or will declare a contractor in default, if any certification made by the Supplier is found to be untrue whether during the arrangement evaluation period, or during the period of any supply arrangement arising from this RFSA and any resulting contracts.

The Supply Arrangement Authority will have the right to ask for additional information to verify the Suppliers certifications. Failure to comply with this request will also render the arrangement non-responsive, or will constitute a default under the Contract.

1. Mandatory Certifications Required Precedent to Issuance of a Supply Arrangement

1.1 Code of Conduct and Certifications - Related documentation

By submitting an arrangement, the Supplier certifies that the Supplier and its affiliates are in compliance with the Code of Conduct and Certifications - Arrangement in Section 01 of Standard Instructions 2008. The related documentation therein required will assist Canada in confirming that the certifications are true.

1.2 Canadian Content Certification

This procurement is conditionally limited to Canadian services.

The Bidder certifies that:

() the services offered are Canadian services as defined in paragraph 4 of clause A3050T.

2. Additional Certifications Precedent to Issuance of a Supply Arrangement

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

2.1 Suppliers Representation Certification

The Bidder represents and warrants that in performing the services detailed in this Supply Arrangement or in performing any work pursuant to this Supply Arrangement:

- 1) it shall not infringe or in any manner interfere with the copyright or other proprietary interest of any person, corporation or organization; and
- 2) it shall obtain an appropriate license or consent from the owner of any copyright or other proprietary interest with respect to the use of such interest to the extent which such license or consent may be required in order to enable it to lawfully perform the said services or work.

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The Bidder further recognizes and acknowledges that this SA neither expressly nor implied authorized it, nor is intended to authorize it, to perform the services or work herein in a manner which constitutes an unlawful use of the copyright or other proprietary interest of any person, corporation or organization.

2.2 Education and Experience

SACC Manual clause S1010T (2008-12-12) Education and Experience

PART 6 - SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES

A. SUPPLY ARRANGEMENT

1. Arrangement

The Supply Arrangement covers the Work described in the Statement of Work at Annex A. The Supply Arrangement may be used to solicit bids for requirements to any location across the provinces and territories except the Comprehensive Land Claims Settlement Areas.

2. Security Requirement

There is no security requirement applicable to this Supply Arrangement.

3. Standard Clauses and Conditions

All clauses and conditions identified in the Supply Arrangement and resulting contract(s) 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.

3.1 General Conditions

2020 (2013-04-25) General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

3.2 Supply Arrangement Reporting

The Supplier must compile and maintain records on its provision of goods, services or both to the federal government under contracts resulting from the Supply Arrangement. This data must include all purchases paid for by a Government of Canada Acquisition Card.

The Supplier must provide this data in accordance with the reporting requirements detailed in Annex "C". If some data is not available, the reason must be indicated. If no goods or services are provided during a given period, the Supplier must still provide a "NIL" report.

The data must be submitted on a quarterly basis to the Supply Arrangement Authority.

The quarterly reporting periods are defined as follows:

1st quarter: April 1 to June 30;
2nd quarter: July 1 to September 30;
3rd quarter: October 1 to December 31;
4th quarter: January 1 to March 31.

The data must be submitted to the Supply Arrangement Authority no later than fifteen (15) calendar days after the end of the reporting period.

4. Term of Supply Arrangement

4.1 Period of the Supply Arrangement

The period for awarding contracts under the Supply Arrangement is from February 1, 2014 to January 31, 2019.

5. Authorities

5.1 Supply Arrangement Authority

The Supply Arrangement Authority is:

Susan Westall
Supply Team Leader
Public Works and Government Services Canada
Public Opinion Research and Media Monitoring Procurement Section
Constitution Square I - Floor: 12th Floor - Room: 32 360 Albert Street
Ottawa, Ontario K1A 0S5
Telephone : 613-949-8350
Fax : 613-991-5870
E-mail : susan.westall@tpsgc-pwgsc.gc.ca

The Supply Arrangement Authority is responsible for the issuance of the Supply Arrangement, its administration and its revision, if applicable.

6. Identified Users

The Identified Users include any government department, agency or Crown Corporation listed in Schedules I, I.1, II, III, of the *Financial Administration Act*, R.S., 1985, c. F-11.

7. On-going Opportunity for Qualification

The Nature of Proposed Procurement (NPP) will be published on the Government Electronic Tendering System (GETS) on an ongoing basis to allow suppliers to qualify for the Supply Arrangement at any time.

8. Limitation of Contracts

Individual contracts against this Supply Arrangement must not exceed a total value of \$400,000 (Harmonized Sales Tax included)

9. 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 the Supply Arrangement;
- (b) the general conditions 2020 (2013-04-25) General Conditions - Supply Arrangement - Goods or Services
- (c) Annex "A"- Statement of Work;
- (d) Annex "B"- Basis of Payment;
- (e) the Supplier's arrangement dated _____

10. Certifications

10.1 Compliance

Compliance with the certifications and related documentation provided by the Supplier in the arrangement is a condition of the Supply Arrangement (SA) and subject to verification by Canada during the term of the SA and of any resulting contract that would continue beyond the period of the SA. If the Supplier does not comply with any certification, provide the related documentation or if it is determined that any certification made by the Supplier in the arrangement is untrue, whether made knowingly or unknowingly, Canada has the right to terminate any resulting contract for default and suspend or cancel the SA.

11. Applicable Laws

The Supply Arrangement (SA) and any contract resulting from the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

B. BID SOLICITATION

1. Bid Solicitation Documents

Canada will use the bid solicitation templates Simple, for low dollar value requirements; MC for medium complexity requirements; HC for more complex requirements, available in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) based on the estimated dollar value and complexity of the requirement.

The bid solicitation will contain as a minimum the following:

- (a) a complete description of the Work to be performed;
- (b) 2003, Standard Instructions - Goods or Services - Competitive Requirements; or 2004, Standard Instructions - Goods or Services - Non-competitive Requirements;

Bidders who are incorporated or who are a sole proprietorship, including those bidding as a joint venture, have already provided a list of names of all individuals who are directors of the Bidder, or the name of the owner, at the time of submitting an arrangement under the Request for Supply Arrangement (RFSA). These bidders must diligently maintain this list up-to-date by informing Canada in writing of any change occurring during the validity period of the bid as well as during the period of any contract arising from this bid solicitation.

Canada may, at any time, request that a Bidder provide properly completed and Signed Consent Forms (Consent to a Criminal Record Verification form - PWGSC-TPSGC 229) for any or all individuals aforementioned within the time specified. Failure to provide such Consent Forms within the time period provided will result in the bid being declared non-responsive.)

- (c) bid preparation instructions;
- (d) instructions for the submission of bids (address for submission of bids, bid closing date and time);
- (e) evaluation procedures and basis of selection;
- (f) certifications;
- (g) conditions of the resulting contract.

2. Bid Solicitation Process

2.1 Bids will be solicited for specific requirements within the scope of the Supply Arrangement (SA) from suppliers who have been issued a SA.

2.2 The bid solicitation will be sent directly to suppliers.

2.3 Procedures to issue contracts

2.3.1 Contractor selection for requirements valued at under \$25,000 (HST included)

Identified Users/Departmental Authority or PWGSC Supply Arrangement Authority will send a Request for Quotation (RFQ) or a Request for Proposal (RFP) to the supply arrangement(s) holder of their choice (based on the Government Contracting Regulations Part 1, Section 6 (b) - contracting authority may enter into a contract without soliciting bids where the estimated expenditure does not exceed (i) \$25,000) or **according to their Departmental/Agency policies and procedures**, using the Supply Arrangement holder list.

2.3.2 Contractor selection for requirements valued at over \$25,000

The PWGSC Supply Arrangement Authority will issue a Request for Quotation (RFQ) or a Request for Proposal (RFP) for the specific requirements within the scope of the Supply Arrangement to all the firms on the Supply Arrangement holder list.

C. RESULTING CONTRACT CLAUSES

1. General

The conditions of any contract awarded under the Supply Arrangement will be in accordance with the resulting contract clauses of the template used for the bid solicitation.

For any contract to be awarded using the template:

- (a) **Simple** (for low dollar value requirements), general conditions 2029 will apply to the resulting contract;
- (b) **HC** (for higher complexity requirements), general conditions 2035 will apply to the resulting contract.

The above templates 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.

ANNEX "A"

STATEMENT OF WORK

1. BACKGROUND

Media Monitoring is a critical function in the support of a departments effort to identify and track current and emerging public issues and trends as reported in the media. An integral part of media monitoring is performed through the monitoring of Internet news sources and social media.

2. OBJECTIVES

To supply a monitoring service that provides:

- a. Real-time monitoring and analysis of social media content including Twitter, Facebook, blogs, chatrooms, message boards, social networks and video and image sharing websites; and
- b. Real-time monitoring of Internet news sites.

3. SCOPE AND TASKS

3.1 Social Media Monitoring

The Contractor must provide a social media monitoring service that continuously monitors social media content on a daily basis in near real time and provide web based, online media metrics and reporting capabilities.

The service must:

- a. Be available 24 hours a day, 7 days a week, 365 hours a day;
- b. Track and analyse social media conversations in English and in French;
- c. Monitor blogs, micro-blogs, social networking sites including Facebook and Twitter, forums and message boards, traditional news websites and comments sections, media sharing websites (videos, photos, and user-generated content websites including YouTube);
- d. Deliver text from the actual post along with links to the user or site who posted it;
- e. Allow the user to select topics and sources;
- f. Allow the user to apply country and language parameters to search results;
- g. Identify important topics, top influencers; and
- h. Allow the user to perform historical searches and analysis back a minimum of 30 days;
- i. Report on statistics/media metrics:
 - frequency;
 - views;
 - trends by topic;
 - followers;
 - sentiment/tone of the posts;
 - geographical location;
 - reach;

media source/type; and
nature and extent of audience engagement.

3.2 Monitoring of Internet News sites

Monitoring of English and French language Canadian and International Internet news sites and news blogs, 24 hours a day, 7 days a week. The Contractor must deliver or provide access to, via email, Internet or FTP, a report of the items of interest according to keywords defined by the Project Authority.

The Contractor must monitor Internet news sites with the ability to add specific Internet sites and news blogs as identified by the Project Authority.

The monitoring should allow for the use of advanced (Boolean) search techniques to ensure accuracy of results.

Reports should include the date, time (if applicable), title, source, and a live hyperlink to the full content of the item.

4. CUSTOMER SUPPORT

The Contractor must provide implementation support, training and on-going customer support.

The Contractor must be available to respond to requests from the Project Authority (or authorized representative) between 8:00 a.m. and 5:00 p.m. EST Monday through Friday, at a minimum.

5. ENVIRONMENTAL CONSIDERATIONS

All non-electronic correspondence and deliverables should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible. Double-sided photocopying will be the default unless otherwise specified by the Project or Contracting Authority. Photocopied documents are to be in black and white format unless otherwise specified.

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CCC No./N° CCC - FMS No/ N° VME

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ANNEX "B"

BASIS OF PAYMENT

Pricing will be treated separately for each resulting request for quotation (RFQ) or request for proposals (RFP) and will be part of the Bid Solicitation Documents.

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ANNEX "C"

SUPPLY ARRANGEMENT REPORTING

Supply Arrangement Number:				
Period of Report:				
Contract Number	Client Department	Service Category(ies)	Contract Start Date	Total Value of the Contract