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Bid Receiving - PWGSC / Réception des soumissions  
- TPSGC  
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Gatineau  
Québec  
K1A 0S5  
Bid Fax: (819) 997-9776

**SOLICITATION AMENDMENT**  
**MODIFICATION DE L'INVITATION**

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same.

Ce document est par la présente révisé; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

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 0S5

<b>Title - Sujet</b> Public Opinion Research	
<b>Solicitation No. - N° de l'invitation</b> EP363-140002/B	<b>Amendment No. - N° modif.</b> 005
<b>Client Reference No. - N° de référence du client</b> EP363-14-0002	<b>Date</b> 2015-02-04
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CY-016-66465	
<b>File No. - N° de dossier</b> cy016.EP363-140002	<b>CCC No./N° CCC - FMS No./N° VME</b>
<b>Solicitation Closes - L'invitation prend fin</b> <b>at - à 02:00 PM</b> <b>on - le 2015-02-27</b>	
<b>F.O.B. - F.A.B.</b> <b>Plant-Usine:</b> <input type="checkbox"/> <b>Destination:</b> <input type="checkbox"/> <b>Other-Autre:</b> <input type="checkbox"/>	
<b>Address Enquiries to: - Adresser toutes questions à:</b> Schou, Christian	<b>Buyer Id - Id de l'acheteur</b> cy016
<b>Telephone No. - N° de téléphone</b> (613) 995-2278 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b>	

Instructions: See Herein

Instructions: Voir aux présentes

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

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## SOLICITATION AMENDMENT 005

The purpose of this amendment is to answer questions pertaining to this RFSO in the first section, and to revise Annex B- Basis of Payment of this Request for Standing Offers (RFSO) in the second section.

**\*Please note that the MS Excel Spreadsheet for the Basis of Payment has been revised. Please ensure that you are using the most up to date version of Annex "B" Basis of Payment (Version 2.0).**

### QUESTION AND ANSWERS

**Question 21:**

Can multiple bidders subcontract fieldwork to the same supplier under requirements MA.4, MB.4 and MD.5?

**Answer 21:**

Yes.

**Question 22:**

Can the same senior researcher be part of more than one company's standing offer proposal?

**Answer 22:**

Yes.

**Question 23:**

Under RC.2, the RFP evaluation criterion assigns a maximum of 100 points for the following:

" The target audience of the project was with the Canadian adult general public or subgroups of the Canadian adult population."

Will projects that demonstrate a variety of audiences receive more points than those that don't? Will more point be given for projects with hard-to-reach or vulnerable subgroups?

**Answer 23:**

No additional points will be given for offers which demonstrate a variety of audiences. All targets audiences will be given equal weight.

**Question 24:**

Under RC.2, the RFP evaluation criterion assigns a maximum of 100 points for the following:

“ The fieldwork was completed in the last seven (7) years of the bid closing date.”

Will projects that were conducted more recently receive more points? Or will experience over time be more highly considered? I.e., all other things being equal, would submitting projects showing experience over the seven (7) year period garner more points or presenting five projects that were conducted in 2014?

**Answer 24:**

Projects must have been completed in the last seven years of the bid closing date. Equal weight will be given to projects conducted during this time period.

**Question 25:**

Under RC.2, the RFP evaluation criterion assigns a maximum of 100 points for the following:

“The subject matter of the projects should be related to quality of service, communication, advertising, Web sites or policy and programs.”

Do bidders who submit projects that cover each of the areas of subject matter garner more points than those who submit projects in just one area (or two to three areas)?

**Answer 25:**

No additional points will be given for offers which demonstrate a variety of projects involving different subject matter. Bidders will be evaluated on whether the project subject matter falls under any of the following areas topics: quality of service, communication, advertising, Web sites or policy and programs. Equal points will be given to each subject matter listed.

**Question 26:**

Under RC.2, the RFP evaluation criterion assigns a maximum of 100 points for the following:

“The senior researcher conducted at least two group sessions (each involving 3 or more participants) or six individual interviews.”

Do proponents who submit projects demonstrating experience in both group sessions and interviews garner more points than projects that demonstrate experience in just group sessions or just individual interviews? Does a project with 10 groups get more points than a project with 2 groups? Does a project with 10 interviews get more points than a project with 6 interviews? In other words, do you get more points for more groups/interviews?

**Answer 26:**

Equal points will be given where the senior researcher conducted at least two group sessions (each involving 3 or more participants) or six individual interviews. No additional points will be provided if the project involved more groups/interviews than the minimum of two group sessions (i.e. each involving 3 or more participants) or six individual interviews).

**Question 27:**

Under RC.2, the RFP evaluation criterion assigns a maximum of 100 points for the following:

“The senior researcher performed a significant role in the 1) design; and 2) analysis or reporting for the component of the study.”

Do projects where the researcher played a significant role in each of design, analysis AND reporting garner more points than projects where the researcher played a significant role in design, analysis OR reporting?

**Answer 27:**

The following criteria must be met: The senior researcher performed a significant role in the 1) design; and 2) analysis or reporting for the component of the study. No additional points will be given if the senior researcher completed both the analysis and reporting.

**Question 28:**

Under RC.3, can you confirm that the budget for the qualitative sample project of \$75,000 includes incentives, transcriptions, and travel?

**Answer 28:**

The sample project cost must be within the budget of \$75, 000 (taxes included) and cover all the costs for the services described in qualitative sample project, including incentives, transcripts and travel.

**Question 29:**

MD.5 explains what information to provide “in the case of the use of a sub-contractor.” Is it possible to name multiple sub-contractors? (I.e., one for telephone data collection and another for online data collection)

**Answer 29:**

Yes.

**Question 30:**

If multiple sub-contractors is acceptable, how will RD.3 be evaluated?

**Answer 30:**

RD.3 will be evaluated based on the criteria provided on page 143.

**Question 31:**

For Series B and D, the cell-phone only telephone interview grids in tables B3.2.1, B3.2.2. B.5.2.3 and B.5.2.4. begin with a column asking for a single cost for 1-100 interviews. A survey of n=1 would have a remarkably high cost per interview compared to n=100. This presents a distinct problem for developing a single price for the cells within this column. As well, conducting fewer than 50 interviews is generally regarded as a qualitative research project. Could these tables be revised so that the first column requests costs for 50 – 100 interviews?

**Answer 31:**

An amendment is being issued to adjust these tables. The first column will be 50-100 interviews.

***\*Please refer to the second section of this Solicitation Amendment 005 for the changes as well as the revised and most recent Basis of Payment Excel spreadsheet at the bottom of the Tender Notice page.***

**Question 32:**

For Series D, B5.4.1 Professional rates table (page 87) stipulates The Offeror must provide firm hourly rates for the following categories of personnel typically involved in online fieldwork identified under Series D – Quantitative Research.

There does not seem to be an equivalent table for similar personnel categories for telephone fieldwork.

The following table, B5.4.2, does not restrict other categories of personnel to online research. Is B5.4.1 intended to cover both telephone and online fieldwork?

**Answer 32:**

That is correct. Costs for activities involved in telephone fieldwork ( e.g. programming, coding, sample management) are to be included as part of the fixed unit prices identified in the Tables covering landline and cell-phone interviewing ( i.e . B 5.2.1, B5.2.3 and B5.2.4). Under Table B5.4.2 entitled "Other Professional Rates", bidders can provide costing for services not included elsewhere in the basis of payment for Series D – Quantitative Research, e.g translation for telephone interviewing.

**Question 33:**

The revised basis of payment appendix provided on January 30 requires a cost per interview for 1-49 interviews. We contend that conducting fewer than 50 interviews is actually a qualitative exercise and, should this be required, it should be contracted under the Series C Qualitative standing offer. Due to the fixed costs required to program and tabulate any survey, it is unreasonable to request suppliers to supply one cost that would cover doing both one interview and 49. Also, given that a minimum of 20 pretest interviews are required to be included in this cost, requiring a per-interview cost for fewer than 50 interviews does not appear to be reasonable. We ask that you remove the 1-49 column from the costing grids.

**Answer 33:**

An amendment is being issued to adjust these tables, and remove this column. 1-49 was added in error. The first column will begin at 50 interviews.

***\*Please refer to the second section of this Solicitation Amendment 005 for the changes as well as the revised and most recent Basis of Payment Excel spreadsheet at the bottom of the Tender Notice page.***

**Question 34:**

Would PWGSC consider extending the submission closing date?

**Answer 34:**

At this time we are not anticipating extending the closing date of the RFSO.

**Question 35:**

Answer 19 states that costing for the sample project must be provided. Can PWGSC please clarify if this costing should be presented in the Technical proposal or the Financial proposal? The reason is that under Part 3: Offer Preparation Instructions, it states that "Prices must appear in the financial offer only. No prices must be indicated in any other section of the offer."

**Answer 35:**

This is correct. However, for evaluation purposes, the costing (a detailed timetable and breakdown of costs) of the sample project should be provided under the Technical proposal.

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**Question 36:**

Can PWGSC provide clarification how academic qualifications will be evaluated. For instance, will someone with an undergraduate degree receive less points than someone with a masters degree. Is a master's degree less valuable than a Ph.D? Does CMRP certification earn more points? As well, would someone with a college diploma obtain any points?

**Answer 36:**

As indicated in the criteria, bidders will be evaluated on academic qualifications as well as other qualifications including "certifications" that are relevant to public opinion research. The CMRP would be considered relevant. All education will be assigned points, as long as it is relevant.

**Question 37:**

For series D, MD.5/MD.6, the requirement is for field staff to be located in Canada. Is this meant to cover only telephone data collection, both telephone and online data collection, or something else?

**Answer 37:** The mandatory is intended for the bidder's personnel or subcontractor's personnel involved in the data collection process, for all the types of research covered under Series D.

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**THE FOLLOWING CHANGE FORMS PART OF THIS RFSO.**

**In Annex "B2"- Series A, Fieldwork and Data Tabulation for Online Surveys-**

Delete all tables in Table B2.1.2 Fixed unit price for individual online panel completions, inclusive of data tabulations and methodological report under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

<b>Questionnaire duration in minutes</b>	<b>50-199</b>	<b>200-349</b>	<b>350-499</b>	<b>500 - 999</b>	<b>1000 - 1499</b>	<b>1500 - 1999</b>	<b>2000 - 2499</b>	<b>2500 - 3000</b>
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Delete all tables in Table B2.1.3 Fixed unit price for other individual online panel completions, inclusive of data tabulations and methodological report under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

<b>Questionnaire duration in minutes</b>	<b>50-199</b>	<b>200-349</b>	<b>350-499</b>	<b>500 - 999</b>	<b>1000 - 1499</b>	<b>1500 - 1999</b>	<b>2000 - 2499</b>	<b>2500 - 3000</b>
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**In Annex "B3"- Series B, Fieldwork and Data Tabulation for Telephone Surveys-**

Delete all tables in Table B3.1.2 Fixed unit price for landline telephone individual interview completions with the adult general public, inclusive of data tabulations and methodological report under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

<b>Questionnaire duration in minutes</b>	<b>50-199</b>	<b>200-349</b>	<b>350-499</b>	<b>500 - 999</b>	<b>1000 - 1499</b>	<b>1500 - 1999</b>	<b>2000 - 2499</b>	<b>2500 - 3000</b>
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Delete all tables in Table B3.2.1 Fixed unit price for telephone individual interview completions with cell-phone only households of youth between the ages of 18-34, inclusive of data tabulations and methodological report under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

Interview duration	Number of completed Interviews				
	50-100	101-200	201-300	301-400	401-500
5 minutes					
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Delete all tables in Table B3.2.2 Fixed unit price for telephone individual interview completions with cell-phone only households (general population), inclusive of data tabulations and methodological report under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

Interview duration	Number of completed Interviews				
	50-100	101-200	201-300	301-400	401-500
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**In Annex "B5"- Series D, Quantitative Research-**

Delete all tables in Table B5.2.1 Fixed unit price for individual landline telephone completions with the adult general public, inclusive of data tabulation under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

<b>Questionnaire duration in minutes</b>	<b>50-199</b>	<b>200-349</b>	<b>350-499</b>	<b>500 - 999</b>	<b>1000 - 1499</b>	<b>1500 - 1999</b>	<b>2000 - 2499</b>	<b>2500 - 3000</b>
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Delete all tables in Table B5.2.3 Fixed unit price for individual telephone interview completions with cell-phone only households of youth between the ages of 18-34, inclusive of data tabulations under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

Interview duration	Number of completed Interviews				
	50-100	101-200	201-300	301-400	401-500
5 minutes					
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Delete all tables in Table B5.2.4 Fixed unit price for individual telephone interview completions with cell-phone only households (General population), inclusive of data tabulations under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

Interview duration	Number of completed Interviews				
	50-100	101-200	201-300	301-400	401-500
5 minutes					
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Delete all tables in Table B5.3.1 Fixed unit price for individual online panel completions, inclusive of data tabulations under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

<b>Questionnaire duration in minutes</b>	<b>50-199</b>	<b>200-349</b>	<b>350-499</b>	<b>500 - 999</b>	<b>1000 - 1499</b>	<b>1500 - 1999</b>	<b>2000 - 2499</b>	<b>2500 - 3000</b>
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Delete all tables in Table B5.3.2 Fixed unit price for other individual online panel completions, inclusive of data tabulations under the header "Initial Period of the Standing Offer", "First Option Period of the Standing Offer", "Second Option Period of the Standing Offer", and "Third Option Period of the Standing Offer", and replace each with the following:

Questionnaire duration in minutes	50-199	200-349	350-499	500 - 999	1000 - 1499	1500 - 1999	2000 - 2499	2500 - 3000
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**ALL OTHER TERMS AND CONDITIONS OF THE REQUEST FOR STANDING OFFERS REMAIN UNCHANGED.**

If your offer has already been submitted it can be modified by sending an amendment identified with file no EP363-140002/B to the attention of the Bid Receiving Unit, Public Works and Government Services Canada, Place du Portage, Phase III, Main Lobby, Core **0B2**, 11 Laurier St., Gatineau, Quebec, K1A 1C9.