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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

Title - Sujet Public Opinion Research	
Solicitation No. - N° de l'invitation EP363-140002/B	Amendment No. - N° modif. 007
Client Reference No. - N° de référence du client EP363-14-0002	Date 2015-02-19
GETS Reference No. - N° de référence de SEAG PW-\$\$CY-016-66465	
File No. - N° de dossier cy016.EP363-140002	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2015-02-27	
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Schou, Christian	Buyer Id - Id de l'acheteur cy016
Telephone No. - N° de téléphone (613) 995-2278 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction:	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée	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

SOLICITATION AMENDMENT 007

The purpose of this amendment is to answer questions pertaining to this Request for Standing Offers (RFSO).

***Please note that the MS Excel Spreadsheet for the Basis of Payment has been revised (Version 3.0).** There are only small administrative changes to the Basis of Payment excel spreadsheet.

The following changes have been made in **Version 3.0**:

- The equations for the calculation of the "Averages of all Cells" in Table B3.1.2 omitted the first two columns in **Version 2.0**. This has been corrected in **Version 3.0**.
- Under Table B3.3.2.1 and B3.3.3.1, the term "Fixed Unit Rate" has been changed to "Evaluated Price" for the purpose of the financial evaluation.
- The cell ranges for the equations to the "Evaluated Price" of Tables B3.3.2.1 have also been corrected.

No changes are needed to Annex "B"- Basis of Payment of the RFSO documentation.

There is no need for those who have already completed the spreadsheet with **Version 2.0** to now complete **Version 3.0**. These small discrepancies have been noted and will be taken into consideration during the financial evaluation.

However, if you are using the Excel spreadsheet, please ensure that you are using either Annex "B" Basis of Payment **Version 2.0** or **Version 3.0**.

QUESTION AND ANSWERS

Question 50:

For the scenario detailed in Question 10, conducting screening interviews answers part of the question, but not all of the prescreened participants would participate in the longer survey when they were re-contacted. This would fall somewhere between 30-50% of those initially screened that would complete the longer version of the survey that they screened for.

So to hit an n of 500 at 5% incidence and 10 minutes, you might have to recruit with screening, double to triple (1000-1500) the number of respondents for the final interview. When including this in the costing. If the initial cost were \$10 per screened respondent, that would mean the cost per interview would be \$20-\$30 depending on the response rate. And as the survey length gets longer for the follow up survey, the participation rate will go down because of terminations. So 20 minutes might only be 30% of prescreened respondents participating. Is this what you are looking for in this question? It will have a fairly dramatic impact on price.

Answer 50:

The incidence rate should not be based on interview length. The text in Table B3.1.3 provides a description for this table and notes that the costs required are the additional costs. This would include the cost of developing a sample, conducting the prescreening interview to find the individual that qualifies for the survey.

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If, for example, you were asked to complete interviews with a subset of the Canadian population that occurred once in every 20 households, then, in order to achieve a given number of completions, you would need to undertake screening contacts with 20 times the number of households as you would have to undertake if you were interviewing adult Canadians. Therefore, Table B3.1.3 provides you with an opportunity to provide costing applicable to the "recruitment" (or screening) interviews that would be encountered where the interviewees are more difficult to contact than the simple category "adult Canadians." Because the costing is applicable to screening, the duration of the interview with an eligible survey participant that would follow screening is irrelevant. The screening portion of the interview itself might involve for example one, two, or more questions.

Question 51:

In the past month our company's long-standing telephone data collection subcontract partner ceased to undertake telephone data collection. In items MB.5 and MD.6 there is mention of "the Offeror's proposed field staff" for the current RFSO competition. The RFSO does not state that the projects to be detailed in response to requirements MB.5 and MD.6 necessarily must have been conducted under the direction of the Offeror. Otherwise stated, can we submit in response to items MB.5 and MD.6 projects undertaken by the telephone data collection subcontract partner that our company now proposes to utilize going forward, projects that were not directed by our company? If 'yes,' other things being equal, will lesser points be awarded for using such projects in our RFSO submission, than would otherwise be the case if we had used projects in our RFSO submission that had been undertaken under the direction of our company, the Offeror?

Answer 51:

RE: "can we submit in response to items MB.5 and MD.6 projects undertaken by the telephone data collection subcontract partner that our company now proposes to utilize going forward, projects that were not directed by our company?" The answer is Yes.

RE: If 'yes,' other things being equal, will lesser points be awarded for using such projects in our RFSO submission, than would otherwise be the case if we had used projects in our RFSO submission that had been undertaken under the direction of our company, the Offeror? The answer is No.

Question 52:

In the Sample Project Section – Series D (quantitative research), online interviews are mentioned as acceptable at the 8th major bullet. However, all references in research description point towards telephone methodology, namely:

- Pg 151 - 3.C. "but not limited to the number of CATI systems used"
- Pg 152 - 7. the merits and challenges associated with including or excluding a sample of cell-phone households.
- Pg 153 - 11. a description of how to deal with high refusal rates; procedures employed to deal with respondents whose first language is neither English nor French

Could you please clarify whether there is a preference of methodologies?

Answer 52:

We do not have a preference. The methodology proposed by the Offeror must include a justification for the offeror's design choice.

Question 53:

Can you please specify whether project experience in Series C and D must be limited to projects that were conducted while with the current employer, or whether this list can also include projects conducted while in the employment of other research firms, as long as the work was completed within the last seven years?

Answer 53:

The rated criteria does not state this type of restriction hence, the projects listed for each senior researcher can involve projects conducted with a current and/or former employer.

Question 54:

In response to Question 3 found in Solicitation Amendment 002 regarding table B3.1.3, it is stated that this table “refers to the additional screening costs for each incidence rate indicated. [...] Table B3.1.2 addresses questionnaire length and sample size.” Then, the response to Question 10 in Solicitation Amendment 004 once again reiterates that this table does not specify any interview length but is simply referring the added cost for a pre-screening of respondents no matter how long the questionnaire is. While this answer is understood, the reality is that incidence costs are directly related questionnaire length. A lower incidence rate for a longer questionnaire has much larger cost implications than for a shorter one. This is an exponential function and not a simple linear one. This is why this question keeps coming back. Questionnaire length needs to be taken into account if we are to provide appropriate costing at various incidence rates.

Answer 54:

Please refer to the response provided to Question 52.

Question 55:

We would once more request a clarification in relation to a previous Q&A found in Solicitation Amendment 002. As a response to Question 1 regarding the incidence rate to be assumed for costing table B.2.1.2, the answer provided stated that “we are referring to screening within the panel that is offered. Panels will be diverse in nature, some will include the general population, and others will likely be with specific target populations of various age ranges/groups.” This answer seems to assume that pre-screening of panel members would be done on all relevant targeting variables and that therefore the incidence would remain at 100%. But without knowing what type of pre-screening would be necessary for a given project, it is not possible to ensure that this is indeed the case. If a unique costing grid is provided without provisions for potentially lower incidence rates, a supplier could potentially find themselves in a very difficult situation for future projects. This could have large financial implications and create the unforeseen need to subcontract fieldwork for hard-to-reach populations (which is forbidden without prior identification of the subcontractor). Is it possible to add provisions for incidence rates?

Answer 55:

Bidders must assume that their cost involves the use of a panel in circumstances when screening target audiences within the panel by specific variables is achievable.

Question 56:

The response to Question 13 states that all potential subcontractors must be identified for the various possible audiences. The RFSO document makes it clear that unless this is the case, a supplier will not be able to use subcontractors in future work. While subcontractors can be identified based on the one sample project included in the RFSO, it would not cover countless possibilities that could arise when using panels for all kinds of special audiences. Some panels are better than others at targeting visible minorities, people with disabilities or chronic diseases, aboriginals, etc. For this reason, identifying them all appears nearly impossible at this stage. Would there be flexibility regarding the possibility of using subcontractors in the future for work with low incidence groups or for projects very large sample sizes that would necessitate subcontracting? Unlike phone interviews, the number of online completions have fixed limits that cannot be exceeded across a number of variables.

Answer 56:

As a guideline, bidders should consider listing subcontractors they are currently using and will likely continue to use during the life of the standing offer. Any substitutions will be assessed on a case by case basis, as any other subcontracted service.

Question 57:

For Series D Sample project: Table 2 indicates one of the target audiences is retired Canadians, but Table 1 indicates the target audience is (retired, I assume) Canadians spending extended time outside of Canada - who are you looking to target: retired Canadians in general, or retired Canadians spending extended time outside of Canada?

Answer 57:

The target population of interest is clearly stated: " the Canadian public aged eighteen and over including retired Canadians "snowbirds" who plan to vacation in the US, particularly Florida and families with Children likely to vacation in Florida". Table 2 in an illustration of how bidders can display their design choices. Bidders are free to modify Table 2 to include the target audiences and regions they recommend for the project.

Question 58:

For Series D Sample project: The target populations identified indicate that retired Canadians who vacation in the US, particularly Florida, and families with children likely to vacation in Florida are target populations for the research; but neither Table 1 or Table 2 refers to Florida for these target groups - why is Florida included in the target populations?

Answer 58:

Table 1 provided additional reference information for bidders to consider in responding to Table 2. The inclusion or exclusion of Canadian tourists in Florida is part of the bidder's design which needs to include a justification for this design choice. Table 2 is an illustration of how bidders can display their chosen target audiences.

Question 59:

For Series D Sample project: Table 2 refers to health sector workers as a target audience, as well as physicians, nurses, and other health sector workers (e.g., paramedics, etc) - wouldn't health sector workers be covered by these three target groups (physicians, nurses, other health sector workers)? Who should we include in the health sector workers target group that isn't already included in these three categories (physicians, nurses, other health sector workers)?

Answer 59:

The sample project is designed to test the bidder's strengths in problem solving that could arise during the life of the resulting standing offer. This exercise requires each bidder to assess the merits of inclusion or not of the various target populations based on the sample project's objectives, budget and timeframes.

Question 60:

For Series D Sample project: Why are there N/As for margin of error under Total for all target audiences in Table 2?

Answer 60:

Our focus is on the margin of error by province instead of an overall margin of error.

Question 61:

Concerning Sample Project (RD.4) in Series D:

- a) The RFSO suggests that the Canadian population aged 18 and over will include retired Canadians and families with children. However, Table 2 suggests that these three target populations are mutually exclusive. Can you please confirm whether or not individual respondents can count towards multiple groups?
- b) Do the survey completions with retired Canadians include all retired Canadians, or only those who plan to vacation in the United States and/or spend extended time out of Canada?
- c) Do the survey completions with families with children at home include all such families, or only those likely to vacation in Florida?
- d) Is there any age limitation to the children living at home (e.g. under 18 years)?
- e) Is the Yukon Territory not included in the sample frame? Table 2 only mentions BC, N.T. and NU.

Answer 61:

The sample project is designed to test the bidder's strengths in problem solving that could arise during the life of the resulting standing offer.

It is indicated that: "While all of the populations listed are of interest, the research plan proposed may need to make strategic choices in relation to (a) the populations that can be effectively covered within the budget and (b) the type of techniques that are practical given the populations, the ease/difficulty of doing research with them, and the suitability of given techniques to each population. These constraints may lead Offerors to make strategic choices between the populations including possibly the exclusion of one or more populations or inclusion of an audience not identified in Table 1. Offerors should provide a rationale of these choices as part of their proposal for the sample project."

This exercise requires each bidder to assess the merits of the design they propose based on the sample project's objectives, budget and timeframes. For example, the bidder can choose designs using multiple target audience that are or are not mutually exclusive; they can include or not the Yukon, etc. Again a rationale should be provided on this design choice.

Table 2 in an illustration of how bidders can display their design choices and regions where research will be covered.

Question 62:

Please advise if in the Project Experience sections it is permissible to list a project for which the client contact is no longer with that organization, however, the individual's new contact information is provided.

Answer 62:

Yes.

Question 63:

Section 3.2, RC. 3 Sample project, timeframe states: 8 weeks for the research.

When exactly does Day 1 of the eight week schedule start?

Answer 63:

Day 1 is the date of the issuance of the Call-up.

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Question 64:

Section 3.2, RC. 3 Sample project timeframe states: 8 weeks for the research.

What are the required deliverables that mark the end of the 8 week schedule? e.g. is it the draft report, is it the presentation, is it the final report (note there is often a lag between the time the client receives the draft report and provides feedback to the research supplier which is not under the control of the research firm), etc.?

Answer 64:

An eight week timeframe is provided to complete the work from the issuance of a call-up. All work described within the hypothetical scenario must be completed within the 8 week timeframe.

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.