

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 0B2 / Noyau 0B2
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

Title - Sujet Public Opinion Research	
Solicitation No. - N° de l'invitation EP363-14002/B	Amendment No. - N° modif. 009
Client Reference No. - N° de référence du client EP363-14-0002	Date 2015-02-25
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 2015-03-06	
Time Zone Fuseau horaire Eastern Standard Time EST	
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 009

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

QUESTION AND ANSWERS

Question 65:

This question relates to the answer provided to Question 38. The answer to Question 38 suggests that suppliers are to purchase pre-screened cell phone only sample, which is akin to using a panel to reach CPO households when conducting a survey of the general public. In terms of value, the Government of Canada will pay considerably more (as much as three times more in some cases) for pre-screened cell phone only sample and use of pre-screened cell phone only sample is not the preferred approach if the objective is to conduct a representative survey of Canadians. In order to generate representative survey results, random sampling is needed, which can be accomplished through RDD cell calling, with screening for cell-only, or CPO, households. The final survey sample would then contain interviews with landline only respondents, CPO respondents, and dual phone respondents. In the context of a survey of the general public, it is: 1) more costly to use "pre-screened, cell phone sample of CELL ONLY households" per answer 38; 2) methodologically inferior (coverage is not even across the country and records are very limited in some provinces, so pre-screened samples don't support large sample sizes); and 3) not necessary because the same outcome can be achieved using an RDD sample of cell phone records, with screening to identify CPO households.

Please confirm that you do not want the more expensive "pre-screened, cell phone sample of CELL ONLY households", but rather, an RDD sample of cell phone records, with screening to identify CPO households.

Answer 65:

"To maintain consistency in the methodology contained in the proposals and to ensure that interviews are kept to an appropriate length, we will require the following:

- The pre-screened sample of CPO households must in all cases be based on random probability sampling.
- The supplier firm may choose to use a pre-existing sample compiled in-house or to purchase a pre-screened sample from a third party, provided that the pre-screened sample was compiled using random probability sampling."

****Please refer to the second section of this Solicitation Amendment 009 for the changes to Annex "B"- Basis of Payment.***

Question 66:

What is the budget for the sample project in Series B (RB.4 - ACET)?

The other 3 sample projects provide a budget, but I do not see a budget for RB.4.

Answer 66:

The SOW for this component is well detailed, no cost is provided for this reason. A cost should be provided by the bidder based on the detailed specifications (see Solicitation Amendment 004, Question 19 for reference to cost).

Question 67:

The Statement of Work for sample project RB.4 indicates 2000 landline telephone interviews are to be conducted, but the evaluation section of this project (5b) includes a requirement for a discussion of the merits and challenges associated with including or excluding a sample of cell phone households - should we include cell phone sample in our response to this sample project, or just include 2000 landline telephone interviews as indicated in the Statement of Work?

Answer 67:

The requirement in the SOW for the sample project is for 2000 landline telephone interviews. No cell sample required. However, in 5b there is a requirement for a discussion on the merits and challenges associated with including or excluding a sample of cell-phone households.

Question 68:

In the RFSO, section RA.2 of the Point Rated Technical Criteria for Series A – Fieldwork and Data Tabulation for Online Surveys, under the Survey Field Manager criteria, there is the following detail:

“Projects can include any target audience (e.g. Aboriginals, ethno cultural groups, seniors, youth, general population, etc), as long as the project was conducted in Canada with Canadians”.

However, it is later stated that:

“The target audience of the project was the Canadian adult general public or sub-groups of the Canadian adult population. (Maximum 50 points)”.

Could you please clarify if the project experience must be specific to the adult general population, or that projects that focus on youth would also be taken into consideration? Based on the wording of the evaluation criteria, it remains unclear, and to my knowledge, no amendment regarding this criteria has been issued for this RFSO. As well, would projects involving youth (specifically non-adult general Canadians) still be eligible for the same amount of points as projects focusing on the adult general public or sub-groups of the Canadian adult population? I hope you can help clarify this issue.

Answer 68:

The requirement is to provide projects conducted with any target audience, as long as they are Canadian adults. Therefore, projects with youth aged 15 would not be eligible. Project with youth aged 18+ on the other hand would be eligible. Required are at least 500 survey completions with the eligible target group, along with the other relevant criteria noted in RA.2.

Question 69:

In table B3.2.1, costing is required for cell-phone only households of youth between the ages of 18-34. Does PWGSC have an estimate as to the incidence of this age group among CPO sample? If not, are bidders asked to make an assumption as to incidence?

Answer 69:

No estimate will be provided. Costing will be based on supplier's practices for costing this type of requirement.

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EP363-140002/B

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EP363-14-0002

Amd. No. - N° de la modif.

009

File No. - N° du dossier

cy016EP363-140002

Buyer ID - Id de l'acheteur

cy016

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Question 70:

I am looking for a quick verification on the subject of the technical evaluation for Series A and Series D: Is there any need to submit C.V. information for the identified fieldwork staff (sections MA.4 and MD.5)? Beyond simply submitting their names and identifying them as in-house, sub-contractors, or a combination of the two (understanding the requirements needed of sub-contractors, that is not what I am wondering about), do we need to provide any other details?

Answer 70:

No. Names or CVs of the primary / subcontractors field staff are not required. Information required in MA.4 and MD.5 must be provided as listed.

Question 71:

Section MA.3 indicates that the English and French Survey Field Manager can be two separate people.

Section MA.5 asks bidders to describe two bilingual projects 'supervised by the Offeror's proposed Survey Field Manager identified in MA.3'.

If two separate people were identified in MA.3 (one English and one French), must there be two projects listed in MA.5 for each person identified in MA.3, or must there be two projects listed in MA.5 for the bidder company overall?

Response 71:

If two separate people are identified in MA. 3 (one English and one French), there must be two projects submitted for each person identified in MA.3, for MA.5.

Question 72:

For Series A and B, can we include more than 2 Survey Field Managers in our bid(s)?

Answer 72:

Yes.

THE FOLLOWING CHANGE FORMS PART OF THIS RFSO.

In Annex "B3"- Series B, Fieldwork and Data Tabulation for Telephone Surveys-

At Table B.3.2.1, Cell-phone only Telephone Interviews with Youth (18-34), Inclusive of Data Tabulation and Methodological Report:

Delete:

- Purchase and administering a cell-phone only sample;

And replace with the following:

- Use of a pre-existing pre-screened sample compiled in-house of CPO households or purchase of a pre-screened sample from a third party of CPO households provided that the pre-screened sample was compiled using random probability sampling;

At Table B.3.2.2, Cell-phone only Telephone Interviews with General Population, Inclusive of Data Tabulation and Methodological Report:

Delete:

- Purchase and administering a cell-phone only sample;

And replace with the following:

- Use of a pre-existing pre-screened sample compiled in-house of CPO households or purchase of a pre-screened sample from a third party of CPO households provided that the pre-screened sample was compiled using random probability sampling;

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In Annex "B5"- Series D, Quantitative Research-

At Table B.5.2.3, Cell-phone only Telephone Interviews with Youth (18-34), Inclusive of Data Tabulation:

Delete:

- Purchase and administering a cell-phone only sample;

And replace with the following:

- Use of a pre-existing pre-screened sample compiled in-house of CPO households or purchase of a pre-screened sample from a third party of CPO households provided that the pre-screened sample was compiled using random probability sampling;

At Table B.5.2.4, Cell-phone only Telephone Interviews with General Population, Inclusive of Data Tabulation:

Delete:

- Purchase and administering a cell-phone only sample;

And replace with the following:

- Use of a pre-existing pre-screened sample compiled in-house of CPO households or purchase of a pre-screened sample from a third party of CPO households provided that the pre-screened sample was compiled using random probability sampling;

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.