

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 EP363-140002/B	Amendment No. - N° modif. 010
Client Reference No. - N° de référence du client EP363-14-0002	Date 2015-02-26
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	
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 010

The purpose of this amendment is to answer questions pertaining to this Request for Standing Offers (RFSO) in the first section, and to revise Part 3- Offer Preparation Instructions of this RFSO in the second section.

QUESTION AND ANSWERS

Question 73:

This question relates to the answers provided to Question 50 and Question 54. The responses continue to miss the point the industry is trying to convey: that incidence costs must take into consideration interview length because this affects a respondent's willingness to participate in a survey. Contacting a member of a low incidence population and screening him/her for eligibility is irrelevant if this member of the population refuses to participate in the survey for which they are being administered screening questions. A successful "recruitment" occurs only when an individual agrees to participate in the survey, and we know that a respondent's likelihood of agreeing to participate in a survey declines as the length of the interview increases.

With this in mind, we respectfully disagree with the statement from Answer 50 that "...the duration of the interview with an eligible survey participant that would follow screening is irrelevant." Recruiting a member of a low incidence population (i.e., asking screening questions to determine eligibility and securing agreement to participate) for a 5 minute survey is very different than doing so for a 15 minute survey. Refusal rates are much higher for the latter than the former, which invariably increases the cost of recruiting this low incidence population.

The only way to take interview length out of the costing equation for incidence rates is to ignore industry and Government of Canada standards which require us to state the full length of the survey upfront, before screening and before a respondent agrees to participate. We are referring to the MRIA's Charter of Respondent Rights Article 6, as well as sections 2.1.2.d of the Standards for the Conduct of Government of Canada Public Opinion Research - Telephone Surveys.

Our question is this: Are we to 1) ignore standards and best practices and assume for incidence costing that we do not need to disclose the length of the interview for which a respondent is being screened for eligibility?

Answer 73:

As part of this exercise, we are asking suppliers to assume that the screening exercise for the incidence is completed as part of the overall survey. We are not asking suppliers to develop a sample or panel to be used at a later date. For example the supplier would conduct the screening interview, find the eligible respondent and then complete the survey within the initial call or pre-arranged call-back. Here the full interview length including the screening questionnaire duration would be declared as part of the survey introduction as required in the MRIA and GC standards. The point we are trying to make is that once the supplier determines the respondent qualifies and accepts to complete the survey, all of the conditions for the fieldwork remain the same. That is, 100% of respondents qualify and the supplier faces the same complications related to survey drop off based on the length of the questionnaire. Hence, all Government of Canada Standards must be adhered to when conducting a survey on behalf of the Government of Canada, including when contacting low incidence populations. The standards pertaining to MRIA's charter of respondent rights article 6 as well as section 2.1.2.d of the standards for the conduct of Government of Canada Public Opinion Research – Telephone Surveys still apply for both the screening interview and subsequent follow-up survey.

Suppliers are to treat the incidence rate as an additional cost for only screening respondents. As part of this exercise the supplier needs to provide a cost based on how many RDD calls they need to complete in order to find one respondent that would qualify based on the multiple incidence rates listed in tables B3.1.3. and B5.2.2 (e.g. If an incidence rate of XX% requires XXX screening calls to find one qualified respondent, how much does that one completed interview cost?). Assume a maximum questionnaire length of 15 minutes, which would include relevant screening.

The cost for each incidence rate would include items above and beyond what is listed in B3.1.2 and B5.2.1 (e.g. purchase of additional sample)

A screening interview is defined as:

- Random digit dialing is used;
- A telephone call is initiated and is answered;
- The person answering or the person in the household to whom the call is passed is sufficiently qualified as a respondent for the interviewer to determine whether or not anyone in the household qualifies for the interview based on the screening questionnaire that will be developed by the supplier and approved by the client;
- An actual determination of the eligibility of the household is made; and
- The interviewer determines that the household contains an eligible respondent.

Note: Incidence rates were part of the 2007 Government of Canada Standing Offers, and are being reintroduced in 2015 based on client demand and need.

Solicitation No. - N° de l'invitation

EP363-140002/B

Client Ref. No. - N° de réf. du client

EP363-14-0002

Amd. No. - N° de la modif.

010

File No. - N° du dossier

cy016EP363-140002

Buyer ID - Id de l'acheteur

cy016

CCC No./N° CCC - FMS No/ N° VME

Question 74:

In Regards to MB.3, how will the GoC be assessing language capabilities for the purposes of communicating with the project authority. For instance, if one has a language profile based on Government testing, what would the minimum threshold be that would be acceptable for the GoC to consider someone able to communicate in French?

Answer 74:

Language capabilities of the Survey Field Manager listed in MB.3 will not be evaluated. The Survey Field Manager must be able to fully communicate with the client in the language designated for. This includes being able to perform all the tasks listed under section MB.3.

Question 75:

Follow-up questions have been received in regards to Answer 35 and the additional clarifications pertaining to pricing in the technical offers.

Answer 75:

****To further clarify the issue, please refer to the second section of this Solicitation Amendment 010 for the changes to Part 3- Offer Preparation Instructions.***

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THE FOLLOWING CHANGE FORMS PART OF THIS RFSO.

In Part 3- Offer Preparation Instructions, Section 3.1 Offer Preparation Instructions-

Delete:

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

And replace with the following:

Prices must appear in the financial offer only. No prices must be indicated in any other section of the offer with the exception of the financial information for Sample Project rated criteria RA.3, RB.4, RC.3, and RD.4, where a breakdown of the cost is required.

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.