



**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**

**REQUEST FOR PROPOSAL  
DEMANDE DE PROPOSITION**

**Proposal To: Public Works and Government  
Services Canada**

We hereby offer to sell to Her Majesty the Queen in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods, services, and construction listed herein and on any attached sheets at the price(s) set out therefor.

**Proposition aux: Travaux Publics et Services  
Gouvernementaux Canada**

Nous offrons par la présente de vendre à Sa Majesté la Reine du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici sur toute feuille ci-annexée, au(x) prix indiqué(s).

**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> Social Media Monitoring	
<b>Solicitation No. - N° de l'invitation</b> W8484-168492/A	<b>Date</b> 2016-01-06
<b>Client Reference No. - N° de référence du client</b> W8484-16-8492	
<b>GETS Reference No. - N° de référence de SEAG</b> PW-\$\$CY-007-68761	
<b>File No. - N° de dossier</b> cy007.W8484-168492	<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 2016-01-28</b>	<b>Time Zone</b> <b>Fuseau horaire</b> Eastern Standard Time EST
<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> Westall, Susan	<b>Buyer Id - Id de l'acheteur</b> cy007
<b>Telephone No. - N° de téléphone</b> (613) 949-8350 ( )	<b>FAX No. - N° de FAX</b> ( ) -
<b>Destination - of Goods, Services, and Construction:</b> <b>Destination - des biens, services et construction:</b> DEPARTMENT OF NATIONAL DEFENCE 101 COLONEL BY DR. OTTAWA Ontario K1A0K2 Canada	

**Instructions: See Herein**

**Instructions: Voir aux présentes**

<b>Delivery Required - Livraison exigée</b> See Herein	<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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## **PART 1 - GENERAL INFORMATION**

### **1. Introduction**

The bid solicitation is divided into six parts plus attachments and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Bidder Instructions: provides the instructions, clauses and conditions applicable to the bid solicitation;
- Part 3 Bid Preparation Instructions: provides bidders with instructions on how to prepare their bid;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria that must be addressed in the bid, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided; and
- Part 6 Resulting Contract Clauses: includes the clauses and conditions that will apply to any resulting contract.

The Annexes include the Statement of Work, the Basis of Payment, Platform/Bidder Capability and the Non-Disclosure Agreement.

### **2. Summary**

- a) The Department of National Defence (DND) and Defence Research and Development Canada (DRDC) require:
  - a. Access to an online social media monitoring, filtering, and analysis platform that can incorporate real-time and historical data source(s) from all major social media platforms (e.g. Twitter, Facebook, LinkedIn, YouTube, Flickr, etc) and open online sources (e.g. blogs, forums, news sites, etc.) for up to forty (40) concurrent users with the ability to add additional users if and when required;
  - b. Training for up to forty (40) members in the use of the platform;
  - c. 24/7 access via dedicated secure server;
  - d. Development support for the platform to meet Canadian Armed Forces (CAF) needs;
  - e. Continuous access to SM data via an API or SM Data provider (such as GNIP).
  - f. The period of the contract is from March 31, 2016 to March 30, 2017 with the irrevocable option to extend the term of the Contract by up to four (4) additional one (1) year periods.
  - g. The requirement is subject to the provisions of the Agreement on Internal Trade (AIT).
  - h. The requirement is subject to a preference for Canadian goods and/or services.

- i. The Federal Contractors Program (FCP) for employment equity applies to this procurement; see Part 5 - Certifications, Part 7 - Resulting Contract Clauses and the annex titled *Federal Contractors Program for Employment Equity - Certification.*

### **3. Debriefings**

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

## PART 2 - BIDDER INSTRUCTIONS

### 1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation 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.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 (2015-07-03) Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

Subsection 5.4 of 2003, Standard Instructions - Goods or Services - Competitive Requirements, is amended as follows:

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

#### 1.1 SACC Manual Clauses

A3015T (2014-06-26) Certifications  
A7035T (2007-05-25) List of Proposed Subcontractors

### 2. Submission of Bids

Bids 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 bid solicitation.

Department of Public Works and Government Services Bid Receiving Unit Portage III, 0B2 - 11 Laurier Street Gatineau, Quebec For couriers: J8X 4A6 For regular mail: K1A 0S5 Telephone (819) 956-3370 Fax No.: (819) 997-9776
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### 3. Former Public Servant

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

## Definitions

For the purposes of this clause, "former public servant" is any former member of a department as defined in the *Financial Administration Act*, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the *Public Service Superannuation Act* (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the *Supplementary Retirement Benefits Act*, R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the *Canadian Forces Superannuation Act*, R.S., 1985, c. C-17, the *Defence Services Pension Continuation Act*, 1970, c. D-3, the *Royal Canadian Mounted Police Pension Continuation Act*, 1970, c. R-10, and the *Royal Canadian Mounted Police Superannuation Act*, R.S., 1985, c. R-11, the *Members of Parliament Retiring Allowances Act*, R.S., 1985, c. M-5, and that portion of pension payable to the *Canada Pension Plan Act*, R.S., 1985, c. C-8.

## Former Public Servant in Receipt of a Pension

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes ( ) No ( )**

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2012-2 and the Guidelines on the Proactive Disclosure of Contracts.

## Work Force Adjustment Directive

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes ( ) No ( )**

If so, the Bidder must provide the following information:

- a. name of former public servant;

- 
- b. conditions of the lump sum payment incentive;
  - c. date of termination of employment;
  - d. amount of lump sum payment;
  - e. rate of pay on which lump sum payment is based;
  - f. period of lump sum payment including start date, end date and number of weeks;
  - g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

For all contracts awarded during the lump sum payment period, the total amount of fees that may be paid to a FPS who received a lump sum payment is \$5,000, including Applicable Taxes.

#### **4. Enquiries - Bid Solicitation**

All enquiries must be submitted in writing to the Contracting Authority no later than 7 calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders 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 question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

#### **5. Applicable Laws**

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

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



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## **PART 3 - BID PREPARATION INSTRUCTIONS**

### **1. Bid Preparation Instructions**

Canada requests that Bidders provide their bid in separately bound sections as follows:

Section I: Technical Bid (4 hard copies) and 1 soft copy on CD / USB).

Section II: Financial Bid (1 hard copy)

Section III: Certifications (1 hard copy)

If there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the hard copy will have priority over the wording of the soft copy.

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

Canada requests that Bidders follow the format instructions described below in the preparation of their bid:

- (a) use 8.5 x 11 inch (216 mm x 279 mm) paper;
- (b) use a numbering system that corresponds to the bid solicitation.

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

In their technical bid, Bidders should demonstrate their understanding of the requirements contained in the bid solicitation and explain how they will meet these requirements. Bidders should demonstrate their capability in a thorough, concise and clear manner for carrying out the work.

The technical bid should address clearly and in sufficient depth the points that are subject to the evaluation criteria against which the bid will be evaluated. Simply repeating the statement contained in the bid solicitation is not sufficient. In order to facilitate the evaluation of the bid, Canada requests that Bidders address and present topics in the order of the evaluation criteria under the same headings. To avoid duplication, Bidders may refer to different sections of their bids by identifying the specific paragraph and page number where the subject topic has already been addressed.

#### **Section II: Financial Bid**

- 1.1 Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B". The total amount of Applicable Taxes must be shown separately.

#### **Section III: Certifications**

Bidders must submit the certifications required under Part 5.

## PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

### 1. Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

### 1.1 Technical Evaluation

#### 1.1.1. Mandatory Technical Criteria

	MANDATORY CRITERIA	REFERENCED SECTION IN BIDDER'S PROPOSAL
M1	Bidders must demonstrate that their platform allows for building and managing projects <sup>1</sup> and those projects can be used by individuals or shared with team members.	
M2	Bidders must demonstrate that their platform is able to integrate foreign social media platforms, in various languages, such as Cyworld, Kaskus, Kaixian001, or Vkontakte.	
M3	Bidders must demonstrate that their platform will provide DND/DRDC with the ability to identify the originators of social and open source data which conforms to the keywords/search terms inputted	
M4	Bidders must demonstrate that their platform has the ability to qualitatively score data using user-built coding fields. (A user-built coding field allows for users to custom build an evaluation field that can be used by a group of people to "score" or evaluate meaning within a text as a qualitative way to analyse text.)	
M5	Bidders must demonstrate that their platform has the capacity to export social and open source data and visualizations into common Microsoft Office formats.	
M6	Bidders must demonstrate the platform's ability to cleanse data, to include but not limited to, removal of spam, advertisements, and duplicates.	
M7	Bidders must demonstrate the platform's ability to analyze the relationship between online trends and actors in predefined geographic spaces;	
M8	Bidders must demonstrate the platform's ability to map and monitor blogs and websites that are relevant to pre-identified geographic spaces to identify trends	
M9	The platform must have the ability to export any and all queried data to government servers (within data providers' constraints). To demonstrate they meet these criteria, Bidders must detail how they meet this requirement.	
M10	Bidders must be able to support new and upcoming social media platforms that are available in the public domain, such as Swarm, Plague, Yik Yak and others upon request. To demonstrate they meet these criterias, Bidders must detail how they will meet this requirement.	
M11	Bidders must demonstrate that their platform allows the user to visualize sentiment (positive/negative/neutral) and lexical patterns (concepts and relationships between the concepts) related to the social and open source data which conforms to the keywords/search parameters inputted	
M12	Bidders must demonstrate their platform's ability to search , retrieve, and process (produce statistics and analyze) social and open source data in English and French as well as other languages, e.g., Arabic, Farsi, Chinese, Russian, etc.	

M13	<p>DND/DRDC requires that:</p> <ul style="list-style-type: none"> <li>access for all DND/DRDC users will be on a secure server located in Canada;</li> <li>the server is in a locked room;</li> <li>all monitoring, filtering and analysis tools and/or platforms that are used by the bidder are located on a server(s) or cloud in Canada; and</li> <li>all data is stored inside Canada ONLY</li> </ul> <p>Bidders must detail how they will meet each of the criteria.</p>	
M14	The bidder must complete Annex C -PLATFORM / BIDDER CAPABILITY. In order to be compliant, bidders must confirm 'yes' to all the requirements listed in order to demonstrate their technical capability.	

<sup>1</sup>Project is defined as a set or grouping of searches or filters on a particular data set

**1.1.2 Point Rated Technical Criteria** – minimum pass mark is overall 70% (**Maximum 85 points / minimum 59.5 points**)

**R.1 PLATFORM CAPABILITY** - minimum pass mark 70% in each subcategory (**Maximum 40 points / minimum 28 points**)

The Bidder should demonstrate the capability of their web-based platform to perform the following:

R.1.1 Conduct content analysis with statistically sound methodologies and tools;  
(Maximum 10 points / minimum 7 points);

R.1.2 Ability to examine statistics (timeline, blog/publisher, post numbers) on data sets that are displayed using bar, pie and scatter charts (Maximum 10 points / minimum 7 points);

R.1.3 Ability to filter, add additional filters, edit and manage filters (Maximum 10 points / minimum 7 points);

R.1.4 Ability to present social media data in multiple visual forms (graphs, maps, charts, timelines, etc.)  
(Maximum 10 points / minimum 7 points);

Each element in R.1 will be evaluated as follows. The maximum points available will be multiplied by the percentage factor obtained to determine the number of points. For example, if the maximum number of points available is 10, and the information provided was evaluated as acceptable (70%), the number of points will be 7.

<u>Criterion</u>	<u>Not acceptable (0%)</u>	<u>Limited (50%):</u>	<u>Acceptable (70%):</u>	<u>Criterion fully met (100%)</u>
R.1.1 through R.1.4 (Maximum 10 points per criteria-total of 40 points for all 4 criterias)	The criterion was not addressed or not present.	Criterion addressed, but not enough information provided to clearly demonstrate that the Bidders web-based platform has the required capability	Criterion addressed. Demonstrates that the Bidders web-based platform has the required capability.	Criterion addressed. Demonstrates that the Bidders web-based platform has the required capability. Information is clear and detailed. Examples of previous projects have been provided.

## **R.2 TRAINING, SUPPORT, and DEVELOPMENT- minimum pass mark is overall 70% (Maximum 30 points / minimum 21points)**

The Bidder should detail their methods and level of experience with respect to their social media and open source filtering and analytical platform, within the last three (3) years from the closing date of this RFP, in providing:

R.2.1 face-to-face and distance training to individuals and small groups (Maximum 10 points);

R.2.2 support to help users with query/search development and strategies, data collection, and platform use (Maximum 10 points); and

R.2.3 client-demanded, in-house platform development (Maximum 10 points).

Each element in R.2 will be evaluated as follows. The maximum points available will be multiplied by the percentage factor obtained to determine the number of points. For example, if the maximum number of points available is 10, and the information provided was evaluated as acceptable (70%), the number of points will be 7.

<u>Criterion</u>	<u>Not acceptable (0%)</u>	<u>Limited (50%):</u>	<u>Acceptable (70%):</u>	<u>Criterion fully met (100%)</u>
R.2.1 through R.2.3 (Maximum 10 points per criteria -total of 30 points for all 3 criterias)	The criterion was not addressed or not present.	Criterion addressed, but not enough information provided to clearly demonstrate that the Bidder has the required in-house capability	Criterion addressed. Demonstrates the Bidder has the required in-house capability.	Criterion addressed. Demonstrates the Bidder has the required in-house capability. Information is clear and detailed. Demonstrates a minimum of 2 years experience in the last three years.

**R.3 FACEBOOK MONITORING** (Maximum 15 points / minimum 10.5 points)

Bidders should describe how their platform monitors Facebook data

<u>Criterion</u>	<u>Not acceptable (0%)</u>	<u>Limited (50%):</u>	<u>Acceptable (70%):</u>	<u>Criterion fully met (100%)</u>
Facebook monitoring (maximum 15 points)	The bidder does not monitor Facebook	Information provided demonstrates limited capability with no method for immediate increased capability within the current platform.  No capability to identify pages and setup them up as a designated channel to allow for monitoring of comments and wall posts.	Information provided demonstrates adequate capability.  Capability to identify pages by URL and setup them up as a designated channel to allow for monitoring of comments and wall posts.	Information provided demonstrates full capability  Capability to identify pages by URL and setup them up as a designated channel to allow for monitoring of comments and wall posts.  Users can add public Facebook page URLs and automatically monitor comments and wall posts from that point forward.

**1.1.3 Demonstration**

Prior to contract award, Bidders may be requested to provide a live demonstration to demonstrate that their system is able to meet all the requirements as described in the Statement of Work. Canada reserves the right to declare a bid non-responsive, in the event that the Bid Evaluation Team determines that the Bidder has not successfully demonstrated their technical ability to meet the requirement.

The demonstration must be conducted at no cost to Canada.

Canada will provide no fewer than five days working days of notice before the scheduled date for the demonstration.

Despite the written bid, if Canada determines during a demonstration that the Bidder's proposed solution does not meet the requirements of this bid solicitation, the bid will be declared non-responsive.

**1.2 Financial Evaluation****1.2.1 Mandatory Financial Criteria**

If the proposal is considered responsive, the Contracting Authority will calculate the value of the financial proposal by multiplying the estimated quantities provided in 1.3 by each pricing element for the contract period and each of the optional periods. The total for each will be added to obtain the total aggregate price (TAP).

### 1.3 Determination of Total Aggregate Price (TAP)

For evaluation purposes only, the following estimated quantities will be used by the Contracting Authority to calculate the TAP. The TAP will be evaluated on the total requirement, including the option periods, using the firm all-inclusive rates proposed by the Bidder in Annex "B".

a) For the contract period from March 31, 2016 to March 30, 2017:

Requirement	Unit	Estimated annual volume
Set-up Fee	One time fee	1
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	12 months
Twitter Data Usage	Per every 1000 hits	12000 (12 million per year)
Training in the full use of the platform	Per hour	120 hours
User support	Per hour	96 hours
In-house development of client-demanded platform changes	Per hour	500 hours

b) For the option period from March 31, 2017 to March 30, 2018:

Requirement	Unit	Estimated annual volume
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	12 months
Twitter Data Usage	Per every 1000 hits	12000 (12 million per year)
Training in the full use of the platform	Per hour	120 hours
User support	Per hour	96 hours
In-house development of client-demanded platform changes	Per hour	500 hours

c) For the option period from March 31, 2018 to March 30, 2019:

Requirement	Unit	Estimated annual volume
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	12 months
Twitter Data Usage	Per every 1000 hits	12000 (12 million per year)
Training in the full use of the platform	Per hour	120 hours

User support	Per hour	96 hours
In-house development of client-demanded platform changes	Per hour	500 hours

d) For the option period from March 31, 2019 to March 30, 2020:

Requirement	Unit	Estimated annual volume
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	12 months
Twitter Data Usage	Per every 1000 hits	12000 (12 million per year)
Training in the full use of the platform	Per hour	120 hours
User support	Per hour	96 hours
In-house development of client-demanded platform changes	Per hour	500 hours

e) For the option period from March 31, 2020 to March 30, 2021:

Requirement	Unit	Estimated annual volume
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	12 months
Twitter Data Usage	Per every 1000 hits	12000 (12 million per year)
Training in the full use of the platform	Per hour	120 hours
User support	Per hour	96 hours
In-house development of client-demanded platform changes	Per hour	500 hours

## 2. Basis of Selection

- To be declared responsive, a bid must:
  - comply with all the requirements of the bid solicitation; and
  - meet all mandatory criteria; and
  - obtain the required minimum points specified for each criterion for the technical evaluation, and
  - if required, meet the demonstration criteria.
- Bids not meeting (a) or (b) or (c) or (d) will be declared non-responsive.
- The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 60 % for the technical merit and 40 % for the price.

4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60 %.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40 %.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

**Basis of Selection – Highest Combined Rating Technical Merit (60%) and Price (40%)**

		Bidder 1	Bidder 2	Bidder 3
Overall Technical Score		115/135	89/135	92/135
Bid Evaluated Price		\$55,000.00	\$50,000.00	\$45,000.00
Calculations	Technical Merit Score	$115/135 \times 60 = 51.11$	$89/135 \times 60 = 39.56$	$92/135 \times 60 = 40.89$
	Pricing Score	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
Combined Rating		83.84	75.56	80.89
Overall Rating		1st	3rd	2nd



## PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Canada will declare a bid non-responsive, or will declare a contractor in default if any certification made by the Bidder is found to be untrue, whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

### 1. Certifications Required with the Bid

Bidders must submit the following duly completed certifications as part of their bid.

#### 1.1 Declaration of Convicted Offences

As applicable, pursuant to subsection Declaration of Convicted Offences of section 01 of the Standard Instructions, the Bidder must provide with its bid, a completed Declaration Form (<http://www.tpsgc-pwgsc.gc.ca/ci-if/formulaire-form-eng.html>), to be given further consideration in the procurement process.

#### 1.2 Additional Certifications Required with the Bid

##### 1.2.1 Canadian Content Certification

This procurement is limited to Canadian services.

The Bidder certifies that:

( ) the service offered is a Canadian service as defined in paragraph 2 of clause A3050T.

**1.2.1.1** *SACC Manual* clause A3050T (2014-11-27) Canadian Content Definition

### 2. Certifications Precedent to Contract Award and Additional Information

The certifications and additional information listed below should be submitted with the bid but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame specified will render the bid non-responsive.

#### 2.1 Integrity Provisions – List of Names

Bidders who are incorporated, including those bidding as a joint venture, must provide a complete list of names of all individuals who are currently directors of the Bidder.

Bidders bidding as sole proprietorship, as well as those bidding as a joint venture, must provide the name of the owner(s).

Bidders bidding as societies, firms or partnerships do not need to provide lists of names.

## 2.2 Federal Contractors Program for Employment Equity - Bid Certification

By submitting a bid, the Bidder certifies that the Bidder, and any of the Bidder's members if the Bidder is a Joint Venture, is not named on the Federal Contractors Program (FCP) for employment equity "FCP Limited Eligibility to Bid" list ([http://www.labour.gc.ca/eng/standards\\_equality/eq/emp/fcp/list/inelig.shtml](http://www.labour.gc.ca/eng/standards_equality/eq/emp/fcp/list/inelig.shtml)) available from Employment and Social Development Canada (ESDC) - Labour's website.

Canada will have the right to declare a bid non-responsive if the Bidder, or any member of the Bidder if the Bidder is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list at the time of contract award.

Canada will also have the right to terminate the Contract for default if a Contractor, or any member of the Contractor if the Contractor is a Joint Venture, appears on the "FCP Limited Eligibility to Bid" list during the period of the Contract.

The Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, before contract award. If the Bidder is a Joint Venture, the Bidder must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification, for each member of the Joint Venture.

## 2.3 Additional Certifications Precedent to Contract Award

### 2.3.1 Suppliers Representation Certification

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

It shall not infringe or in any manner interfere with the copyright or other proprietary interest of any person, corporation or organization; and

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; and.

The Bidder further recognizes and acknowledges that this contract 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.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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### 2.3.2 Status and Availability of Resources

The Bidder certifies that, should it be awarded a contract as a result of the bid solicitation, every individual proposed in its bid will be available to perform the Work as required by Canada's representatives and at the time specified in the bid solicitation or agreed to with Canada's representatives. If for reasons beyond its control, the Bidder is unable to provide the services of an individual named in its bid, the Bidder may propose a substitute with similar qualifications and experience. The Bidder must advise the Contracting Authority of the reason for the substitution and provide the name, qualifications and experience of the proposed replacement. For the purposes of this clause, only the following reasons will be considered as beyond the control of the Bidder: death, sickness, maternity and parental leave, retirement, resignation, dismissal for cause or termination of an agreement for default.

If the Bidder has proposed any individual who is not an employee of the Bidder, the Bidder certifies that it has the permission from that individual to propose his/her services in relation to the Work to be performed and to submit his/her résumé to Canada. The Bidder must, upon request from the Contracting Authority, provide a written confirmation, signed by the individual, of the permission given to the Bidder and of his/her availability. Failure to comply with the request may result in the bid being declared non-responsive.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### 2.3.4 Education and Experience

The Bidder certifies that all the information provided in the résumés and supporting material submitted with its bid, particularly the information pertaining to education, achievements, experience and work history, has been verified by the Bidder to be true and accurate. Furthermore, the Bidder warrants that every individual proposed by the Bidder for the requirement is capable of performing the Work described in the resulting contract.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## PART 6 - RESULTING CONTRACT CLAUSES

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

### 1. Statement of Work

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

### 2. Standard Clauses and Conditions

All clauses and conditions identified in the Contract 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.

#### 2.1 General Conditions

2035 (2015-07-03), General Conditions - Higher Complexity - Services, apply to and form part of the Contract.

### 3. Security Requirements

3.1 There is no security requirement applicable to this Contract.

### 4. Term of Contract

#### 4.1 Period of the Contract

The Work is to be performed during the period of 31 March 2016 to 30 March 2017.

#### 4.2 Option to Extend the Contract

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to four (4) additional one (1) year periods under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

### 5. Authorities

#### 5.1 Contracting Authority

The Contracting Authority for the Contract is:

Susan Westall (or authorized representative)  
Senior Supply Specialist  
Public Works and Government Services Canada  
Acquisitions Branch  
360 Albert Street, 12<sup>th</sup> Floor, Ottawa ON K1R 7X7

Tel: 613-949-8350

Fax: 613-991-5870

E-mail: [susan.westall@pwgsc-tpsgc.gc.ca](mailto:susan.westall@pwgsc-tpsgc.gc.ca)

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

## 5.2 Project Authority

The Project Authority for the Contract is:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail address: \_\_\_\_\_

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

## 5.3 Contractor's Representative

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Facsimile: \_\_\_\_\_

E-mail address: \_\_\_\_\_

## 6. Payment

### 6.1 Basis of Payment

### 6.2 Limitation of Expenditure

1. Canada's total liability to the Contractor under the Contract must not exceed \$ \_\_\_\_\_. Customs duties are included and Applicable Taxes are extra.
2. No increase in the total liability of Canada or in the price of the Work resulting from any design changes, modifications or interpretations of the Work, will be authorized or paid to the Contractor unless these design changes, modifications or interpretations have been approved, in writing, by the Contracting Authority before their incorporation into the Work. The Contractor must not perform any work or provide any service that would result in Canada's total liability being

exceeded before obtaining the written approval of the Contracting Authority. The Contractor must notify the Contracting Authority in writing as to the adequacy of this sum:

- a. when it is 75 percent committed, or
  - b. four (4) months before the contract expiry date, or
  - c. as soon as the Contractor considers that the contract funds provided are inadequate for the completion of the Work, whichever comes first.
3. If the notification is for inadequate contract funds, the Contractor must provide to the Contracting Authority a written estimate for the additional funds required. Provision of such information by the Contractor does not increase Canada's liability.

### **6.3 Terms of Payment – Monthly Payment**

SACC Manual Clause H1008C (2008-05-12) Monthly Payment

### **6.4 Termination on Thirty Days Notice**

SACC Manual Clause A0072C (2008-12-12) Termination on Thirty Days Notice

### **6.5 Discretionary Audit**

SACC Manual Clause C0705C (2010-01-11) Discretionary Audit

## **7. Invoicing Instructions**

1. The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.
2. Invoices must be distributed as follows:
  - a. The original and one (1) copy must be forwarded to the address shown on page 1 of the Contract for certification and payment.
  - b. One (1) copy must be forwarded to the Contracting Authority identified under the section entitled "Authorities" of the Contract.

## **8. Certifications**

### **8.1 Compliance**

The continuous compliance with the certifications provided by the Contractor in its bid and the ongoing cooperation in providing additional information are conditions of the Contract. Certifications are subject to verification by Canada during the entire period of the Contract. If the Contractor does not comply with any certification, fails to provide the additional information, or if it is determined that any certification made by the Contractor in its bid is untrue, whether made knowingly or unknowingly, Canada has the right, pursuant to the default provision of the Contract, to terminate the Contract for default.

#### **8.1.1 Federal Contractors Program for Employment Equity - Default by the Contractor**

The Contractor understands and agrees that, when an Agreement to Implement Employment Equity (AIEE) exists between the Contractor and Employment and Social Development Canada (ESDC)-Labour, the AIEE must remain valid during the entire period of the Contract. If the AIEE becomes invalid, the

name of the Contractor will be added to the "FCP Limited Eligibility to Bid" list. The imposition of such a sanction by ESDC will constitute the Contractor in default as per the terms of the Contract.

### 8.1.2 SACC Manual Clauses

A3060C (2008-05-12) Canadian Content Certification

## 9. Non-Disclosure Agreement

The Contractor must obtain from its employee(s) or subcontractor(s) the completed and signed non-disclosure agreement, attached at Annex "D", and provide it to the Contracting Authority before they are given access to information by or on behalf of Canada in connection with the Work.

## 10. IP Rights – Contractor to Own IP: No Explicit License Rights for Canada

The general conditions are amended by deleting in its entirety the section entitled "Copyright", and replacing it with the following:

"Without affecting any existing intellectual property rights or relating to information or data supplied by Canada for purposes of the Contract, copyright in anything conceived, developed, or produced as part of the Work under the Contract will belong to the Contractor."

## 11. Protection and Security of Data Stored in Database

1. The Contractor must ensure that all the databases containing any information related to the Work are located in Canada or, if the Contracting Authority has first consented in writing, in another country where:
  - a. equivalent protections are given to personal information as in Canada under legislation such as the *Privacy Act*, R.S. 1985, c.P-21, and the *Personal Information Protection and Electronic Documents Act*, S.C. 2000, c.5, and under any applicable policies of the Government of Canada; and
  - b. the laws do not allow the government of that country or any other entity or person to seek or obtain the right to view or copy any information relating to the Contract without first obtaining the Contracting Authority's written consent.

In connection with giving its consent to locating a database in another country, the Contracting Authority may, at its option, require the Contractor to provide a legal opinion (from a lawyer qualified in the foreign country) that the laws in that country meet the above requirements, or may require the Contractor to pay for Canada to obtain such a legal opinion. Canada has the right to reject any request to store Canada's data in a country other than Canada if there is any reason to be concerned about the security, privacy, or integrity of Canada's data. Canada may also require that any data sent or processed outside of Canada be encrypted with Canada-approved cryptography and that the private key required to decrypt the data be kept in Canada in accordance with key management and storage processes approved by Canada.

2. The Contractor must control access to all databases on which any data relating to the Contract is stored so that only individuals with the appropriate security clearance are able to access the database, either by using a password or other form of access control (such as biometric controls).
3. The Contractor must ensure that all databases on which any data relating to the Contract is stored are physically and logically independent (meaning there is no direct or indirect connection of any kind) from all other databases, unless those databases are located in Canada (or in another country approved by the Contracting authority under subsection 1) and otherwise meet the requirements of this article.

4. The Contractor must ensure that all data relating to the Contract is processed only in Canada or in another country approved by the Contracting Authority under subsection 1.
5. The Contractor must ensure that all domestic network traffic (meaning traffic or transmissions initiated in one part of Canada to a destination or individual located in another part of Canada) is routed exclusively through Canada, unless the Contracting Authority has first consented in writing to an alternate route. The Contracting Authority will only consider requests to route domestic traffic through another country that meets the requirements of subsection 1.
6. Despite any section of the General Conditions relating to subcontracting, the Contractor must not subcontract (including to an affiliate) any function that involves providing a subcontractor with access to any data relating to the Contract unless the Contracting Authority first consents in writing.

## 12. Confidentiality

1. The Contractor must keep confidential all information provided to the Contractor by or on behalf of Canada in connection with the Work, including any information that is confidential or proprietary to third parties, and all information conceived, developed or produced by the Contractor as part of the Work when copyright or any other intellectual property rights in such information belongs to Canada under the Contract. The Contractor must not disclose any such information without the written permission of Canada. The Contractor may disclose to a subcontractor any information necessary to perform the subcontract as long as the subcontractor agrees to keep the information confidential and that it will be used only to perform the subcontract.
2. The Contractor agrees to use any information provided to the Contractor by or on behalf of Canada only for the purpose of the Contract. The Contractor acknowledges that all this information remains the property of Canada or the third party, as the case may be. Unless provided otherwise in the Contract, the Contractor must deliver to Canada all such information, together with every copy, draft, working paper and note that contains such information, upon completion or termination of the Contract or at such earlier time as Canada may require.
3. Subject to the Access to Information Act, R.S., 1985, c. A-1, and to any right of Canada under the Contract to release or disclose, Canada must not release or disclose outside the Government of Canada any information delivered to Canada under the Contract that is proprietary to the Contractor or a subcontractor.
4. The obligations of the Parties set out in this section do not apply to any information if the information:
  - a. is publicly available from a source other than the other Party; or
  - b. is or becomes known to a Party from a source other than the other Party, except any source that is known to be under an obligation to the other Party not to disclose the information; or
  - c. is developed by a Party without use of the information of the other Party.
5. Wherever possible, the Contractor must mark or identify any proprietary information delivered to Canada under the Contract as "Property of (Contractor's name), permitted Government uses defined under Public Works and Government Services (PWGSC) Contract No. (fill in Contract Number)". Canada will not be liable for any unauthorized use or disclosure of information that could have been so marked or identified and was not.



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6. If the Contract, the Work, or any information referred to in subsection 1 is identified as TOP SECRET, SECRET, CONFIDENTIAL, or PROTECTED by Canada, the Contractor must at all times take all measures reasonably necessary for the safeguarding of the material so identified, including those set out in the *PWGSC Industrial Security Manual* and its supplements and any other instructions issued by Canada.
  7. If the Contract, the Work, or any information referred to in subsection 1 is identified as TOP SECRET, SECRET, CONFIDENTIAL, or PROTECTED, by Canada, representatives of Canada are entitled to inspect the Contractor's premises and the premises of a subcontractor at any tier for security purposes at any time during the term of the Contract. The Contractor must comply with, and ensure that any subcontractor complies with, all written instructions issued by Canada dealing with the material so identified, including any requirement that employees of the Contractor or of any subcontractor execute and deliver declarations relating to reliability screenings, security clearances and other procedures.

### 13. Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

### 14. 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 Agreement;
- (b) the general conditions 2035 (2015-07-03);
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) the Contractor's bid dated \_\_\_\_\_.

## **ANNEX "A"**

### **STATEMENT OF WORK**

#### **1. Title:**

Social Media Data Monitoring, Filtering, and Analysis Platform

#### **2. Objective:**

- a. Department of National Defense (DND) and Defence Research and Development Canada (DRDC) require: a) to access to online digital media monitoring, filtering, and analysis platform that incorporates real-time and historical data source(s) from all major social media platforms (e.g. Twitter fire hose, Facebook, LinkedIn, YouTube, Flickr, etc) and open online sources (e.g. blogs, forums, news sites, etc.) for up to forty (40) concurrent users with the ability to add additional users if and when required;
- b. Training for up to forty (40) members in the use of the platform;
- c) Canadian Armed Forces (CAF) access via dedicated secure server;
- d) In-house platform development and support for CAF needs; and
- e) Continuous access to SM data via an API or SM Data provider (such as GNIP) in a manner not directly attributable to DND / DRDC.

#### **3. Background:**

Populations in non-democratic states will increasingly employ social media tools in pursuit of greater freedom. However, restrictive governments are and will continue to develop more nuanced, insidious and effective mechanisms for exploiting social media while maintaining already pervasive control over traditional media sources. Social media, and specifically Twitter, could be used to help understand populations and governments in countries of interest as a novel sensor for instability.

Each social media platform emphasizes certain functionality. Intelligence analysts require full and confidential access to a plethora of social media data sources in order to provide comprehensive, timely and current open source information on the regions and subjects they cover.

DND/CAF requires the services of a trusted social media data retrieval provider to ensure defense intelligence analysts have adequate yet protected access. Social media intelligence products are relatively new but are designed to assist military leaders and decision-makers in strategic planning. At an operational and tactical level, social data can provide information on events as they unfold, key influencers, sentiment of local populations, and even help to geo-locate people of interest. Given the reactive and long-term nature of DND intelligence operations, access to this information is essential to maintaining situational awareness and achieving our global mandate.

#### **4. Scope:**

The contractor must provide: a) access of up to forty (40) seats to an online digital media monitoring and analysis platform that incorporates real-time and historical key data source(s) from all major social media platforms (e.g. full Twitter fire hose, YouTube, Facebook, Flickr, LinkedIn, etc) and open online sources (e.g. blogs, forums, news sites, etc); and b) on-demand training, user support, and platform development.

The online platform must allow the client to monitor, filter, and analyze in relation to activities occurring in the social and open source media space in near-real-time. It must include customizable visualizations/mappings of a range of real-time social data and open sources available on the web, in

order to drive accurate reporting and analysis on issues related to Canada's interests world-wide. Finally it must include the ability for the client to produce ad-hoc and regularly updated analytics and visualizations on a range of subject areas.

## 5. Tasks/Technical Specifications:

The platform/service provider must provide:

- a) The ability to build and manage projects. Projects must be able to be used by individuals or shared with team members. Up to 40 individuals must be able to login at any given time, and all individual logins must be able to save their projects and results, etc. separately.
- b) Data sources to include, at a minimum:
  - a. Twitter ( full fire hose access)
  - b. Facebook
  - c. LinkedIn (the data available for purchase)
  - d. Instagram
  - e. Tumblr
  - f. Reedit
  - g. YouTube
  - h. Blogs
  - i. Forums and message boards
  - j. Traditional news websites and related comments sections
  - k. Media sharing websites (videos, photos and user-generated content websites)
  - l. An ability to support new and upcoming social media platforms that are available in the public domain such as Swarm, Plague, Yik Yak.
  - m. Foreign social media platforms and others upon request.
  - n. Full historical data
- c) The ability for the end user to identify query, search terms including hash tags, time frames, geolocation boundaries, use Boolean logic, in addition to traditional key words. Once set up, these searches can be set to auto capture, using historical social and open source data from within their platform. This must include the ability to search the full Twitter firehouse back a minimum of 5 years. The platform must also be able to integrate foreign social media platforms.
- d) DND/DRDC with the ability to enter search terms, retrieve, and process (produce statistics and analyze) social and open source data in English and French as well as other languages, e.g., Arabic, Farsi, Chinese, Russian, etc.
- e) A minimum processing capability of 5 million rows of data within a single project (defined as "a set or grouping of searches or filters on a particular data set) that could include historic and real time data.
- f) DND/DRDC with the ability to identify the originators of social and open source data which conforms to the keywords/search terms inputted.
- g) DND/DRDC with the ability to visualize sentiment (positive/negative/neutral) and lexical patterns (concepts and relationships between the concepts) related to the social and open source data which conforms to the keywords/search parameters inputted.
- h) Online accessibility to the platform, and offer an online dashboard capability that is fully accessible to DND/DRDC at all times (24/7/365).
- i) The ability to qualitatively score data using user-build coding fields.

- 
- j) Have the capacity to export social and open source data and visualizations into common Microsoft Office formats.
- k) Be accessed by all DND/DRDC users through a dedicated secure server. The server must be located in Canada, in a locked room. **All data must be stored inside Canada ONLY** All SM monitoring, filtering and analysis tools and/ or platforms that are used must be located in a server or cloud in Canada. All developers must be located in Canada and all development is to be performed and stored in Canada ONLY.
- l) The ability to be customized through in-house (read bidder) development support in order to develop new tools and analytical processes for CAF needs.
- m) Up to 8 hrs/month of user support during regular working hours in the Eastern Standard Time zone.
- n) GNIP data access.
- o) Unlimited queries.
- p) The ability to filter data, to include but not limited to, time, location, user name, data type, language, and keyword.
- q) The ability to cleanse data, to include but not limited to, removal of spam, advertisements, and duplicates.
- r) The ability to analyze the relationship between online trends and actors in predefined geographic spaces.
- s) The ability to map and monitor blogs and websites that are relevant to pre-identified geographic spaces to identify trends.
- t) The ability to provide basic reporting capability and to provide basic statistics to include but not limited to, a timeline, top words, top users, top hashtags, top publishers, and top links.
- u) The ability to export any and all queried data to government servers.
- v) All client users access and use of the platform simultaneously.
- w) In-person Training session in the National Capital Region of the client in the use of the tool on demand (minimum 5-days advance notice).

5.2 Training must cover:

- Accessing the platform;
- How to set up a search and monitoring strategy;
- Using the platform to monitor and analyze social data;
- How to refine and search through social data using hash tags, time frames, geolocation boundaries, use of Boolean logic, in addition to traditional key words.
- How to set up searches to auto capture to ensure a balance between adequate coverage and data costs;
- How to customize the platform's dashboard;
- How to identify and visualize the geographical regions from which the historical and real-time social data is originating;
- How to identify, quantify, and visualize the social media;

- 
- How to use all filtering options;
  - How to use all analysis options;
  - How to interpret analytical results;
  - How to identify the users and organizations posting social data;
  - How to identify, quantify, order by magnitude, and visualize the level of influence of users posting social data;
  - How to identify and visualize sentiment (positive/negative/neutral) related to the social data;
  - How to store, search and analyze historical social data; and
  - How to export social data and social data visualizations into common Microsoft Office formats

The Contractor must provide telephone access to their technical support staff during business hours (9:00 a.m. to 5:00 p.m. Eastern) within the business week (Monday to Friday).

## **6. Travel**

Meetings: Travel between contractor's offices and client's offices (Ottawa, ON. and Valcartier, QC.) will be required in order to conduct training, and development or administrative meetings. The necessity of such in-person meetings will be agreed upon by both contractor and client on an if and when required basis during the contract period. Plan for 1 training session per month and 4 development meetings per year (2 days in durations each travel).

## **7. Constraints:**

Contractor will be required to use their own in-house systems in order to carry out the deliverables, as the contractor will not have direct access to client systems. Government furnished equipment, tools, facilities, etc. will not be necessary for the conduct of this project.

## **8. Client support:**

The client project authority will make him/herself available to the contractor via email or phone as necessary during business hours (9:00 a.m. to 5:00 p.m. Eastern) during the business week (Monday to Friday) for the duration of the contract to respond to any related inquiries.

## **9. Meetings:**

Three meetings will take place between contractor and client throughout the duration of the contract (additional meetings may be scheduled as needs dictate):

- In the first week of the contract
- At the half-way point of the contract
- In the last week of the contract

The form of these meetings and updates (phone, in-person, and email) as well as the specific dates and times within these periods will be agreed to between the contractor and client during the contract period as needs dictate.

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### 9.1.1 Deliverables:

- Access for up to forty (40) seats for twelve (12) months to online social and open source media monitoring, filtering, and analysis platform that must be operational and accessible by the client as of the contract start date.
- Training sessions covering full use of the platform within the first five weeks of the contract period and after which, on an as required basis.
- Ongoing technical support.
- Ongoing development of platform as required by DND.

## **ANNEX "B"**

### **BASIS OF PAYMENT**

It is mandatory that all blocks of the Basis of Payment be completed.

Bidders must provide unit prices in the unit requested. If the Bidder's proposal contains pricing in a unit other than the ones requested, the bid will be found non-compliant and no further evaluation will be done.

It is the responsibility of the Contractor to obtain and maintain at its own cost all permits, licenses, regulatory approvals and certificates required to perform the Work. Canada will not provide payment to any third party for such permits, licenses or approvals.

Prices must be in Canadian dollars, Goods and Services Tax or Harmonized Sales Tax excluded.

1) For the contract period from March 31, 2016 to March 30, 2017:

<b>Requirement</b>	<b>Unit</b>	<b>Price</b>
Set-up Fee	One time fee	
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	
Twitter Data Usage	Per every 1000 hits	
Training in the full use of the platform	Per hour	
User support	Per hour	
In-house development of client-demanded platform changes	Per hour	

2) For the option period from March 31, 2017 to March 30, 2018:

<b>Requirement</b>	<b>Unit</b>	<b>Price</b>
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	
Twitter Data Usage	Per every 1000 hits	
Training in the full use of the platform	Per hour	
User support	Per hour	
In-house development of client-demanded platform changes	Per hour	

3) For the option period from March 31, 2018 to March 30, 2019:

Requirement	Unit	Price
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	
Twitter Data Usage	Per every 1000 hits	
Training in the full use of the platform	Per hour	
User support	Per hour	
In-house development of client-demanded platform changes	Per hour	

4) For the option period from March 31, 2019 to March 30, 2020:

Requirement	Unit	Price
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	
Twitter Data Usage	Per every 1000 hits	
Training in the full use of the platform	Per hour	
User support	Per hour	
In-house development of client-demanded platform changes	Per hour	

5) For the option period from March 31, 2020 to March 30, 2021:

Requirement	Unit	Price
Monthly platform access fee for up to 40 seats including unlimited queries and data (including historical data) and excludes Twitter hits.	Per month	
Twitter Data Usage	Per every 1000 hits	
Training in the full use of the platform	Per hour	
User support	Per hour	
In-house development of client-demanded platform changes	Per hour	



**ANNEX "C"****PLATFORM/BIDDER CAPABILITY**

The Bidder certifies that their platform is capable of the following as per mandatory requirement M14. For the bid to be compliant, bidders must confirm each capability by indicating 'YES' and by signing and dating at the bottom of this Annex. Bids that indicate NO or fail to indicate YES in any of the following mandatory requirements will be found non-compliant and no further evaluation will be completed.

	<b>MANDATORY REQUIREMENT</b>	<b>YES / NO</b>
<b>1</b>	Includes, at a minimum, real or near real time access to the following data sources: a. Twitter (full Twitter firehouse back a minimum of 5 years) b. Facebook c. LinkedIn (the data available for purchase) d. Instagram e. Tumblr f. Reedit g. YouTube h. Blogs i. Forums and message boards j. Traditional news websites and related comments sections k. Media sharing websites (videos, photos and user-generated content websites)	
<b>2</b>	Includes the ability for the end user to identify query, search terms including hash tags, time frames, geolocation boundaries, use Boolean logic, in addition to traditional key words. The platform must have the capability to set the searches to auto capture, from within their platform, using social and open source data	
<b>3</b>	Is accessible online, and also offer an online dashboard capability that is fully accessible to DND/DRDC at all times (24/7/365).	
<b>4</b>	Allows for unlimited queries	
<b>5</b>	Can filter data, including but not limited to, time, location, user name, data type, language, and keyword.	
<b>6</b>	Can provide basic reporting capability and to provide basic statistics to include but not limited to, a timeline, top words, top users, top hashtags, top publishers, and top links.	
<b>7</b>	Provide continuous real or near-real time access to data via internet API for all users at all times (24/7/365).	
<b>8</b>	Bidders must confirm the platform's ability for up to 40 individuals at DND/DRDC to login at any given time, and that all individual logins can save their projects and results, etc. separately.	
<b>9</b>	Bidders must confirm that their platform has a minimum processing capability of 5 million rows of data within a single project that could include historic and real time data.	
<b>10</b>	Bidders must confirm that they can provide development support (within the platform), to develop tools and analytical processes for CAF needs. Bidders must confirm that all developers will be located in Canada and all development must be performed and stored in Canada ONLY	
<b>11</b>	Bidders must confirm that they have access to GNIP data.	

Solicitation No. - N° de l'invitation

**W8484-168492/A**

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

**W8484-168492**

Amd. No. - N° de la modif.

File No. - N° du dossier  
**cy007.W8484-168492**

Buyer ID - Id de l'acheteur

**cy007**

CCC No./N° CCC - FMS No./N° VME

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<b>12</b>	Bidders must confirm the ability to provide in-person training sessions in the National Capital Region	
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**ANNEX "D"****NON-DISCLOSURE AGREEMENT**

I, \_\_\_\_\_, recognize that in the course of my work as an employee or subcontractor of \_\_\_\_\_, I may be given access to information by or on behalf of Canada in connection with the Work, pursuant to Contract Serial No. \_\_\_\_\_ between Her Majesty the Queen in right of Canada, represented by the Minister of Public Works and Government Services and \_\_\_\_\_, including any information that is confidential or proprietary to third parties, and information conceived, developed or produced by the Contractor as part of the Work. For the purposes of this agreement, information includes but not limited to: any documents, instructions, guidelines, data, material, advice or any other information whether received orally, in printed form, recorded electronically, or otherwise and whether or not labeled as proprietary or sensitive, that is disclosed to a person or that a person becomes aware of during the performance of the Contract.

I agree that I will not reproduce, copy, use, divulge, release or disclose, in whole or in part, in whatever way or form any information described above to any person other than a person employed by Canada on a need to know basis. I undertake to safeguard the same and take all necessary and appropriate measures, including those set out in any written or oral instructions issued by Canada, to prevent the disclosure of or access to such information in contravention of this agreement.

I also acknowledge that any information provided to the Contractor by or on behalf of Canada must be used solely for the purpose of the Contract and must remain the property of Canada or a third party, as the case may be.

I agree that the obligation of this agreement will survive the completion of the Contract Serial No.:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## ANNEX "A" to PART 5 - BID SOLICITATION

### FEDERAL CONTRACTORS PROGRAM FOR EMPLOYMENT EQUITY – CERTIFICATION

I, the Bidder, by submitting the present information to the Contracting Authority, certify that the information provided is true as of the date indicated below. The certifications provided to Canada are subject to verification at all times. I understand that Canada will declare a bid non-responsive, or will declare a contractor in default, if a certification is found to be untrue, whether during the bid evaluation period or during the contract period. Canada will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply with any request or requirement imposed by Canada may render the bid non-responsive or constitute a default under the Contract.

For further information on the Federal Contractors Program for Employment Equity visit [Employment and Social Development Canada \(ESDC\) – Labour's website](#).

Date: \_\_\_\_\_ (YYYY/MM/DD) (If left blank, the date will be deemed to be the bid solicitation closing date.)

Complete both A and B.

A. Check only one of the following:

- ☐ A1. The Bidder certifies having no work force in Canada.
- ☐ A2. The Bidder certifies being a public sector employer.
- ☐ A3. The Bidder certifies being a federally regulated employer being subject to the Employment Equity Act.
- ☐ A4. The Bidder certifies having a combined work force in Canada of less than 100 employees (combined work force includes: permanent full-time, permanent part-time and temporary employees [temporary employees only includes those who have worked 12 weeks or more during a calendar year and who are not full-time students]).

A5. The Bidder has a combined workforce in Canada of 100 or more employees; and

- ☐ A5.1. The Bidder certifies already having a valid and current Agreement to Implement Employment Equity (AIEE) in place with ESDC-Labour.

OR

- ☐ A5.2. The Bidder certifies having submitted the Agreement to Implement Employment Equity (LAB1168) to ESDC-Labour. As this is a condition to contract award, proceed to completing the form Agreement to Implement Employment Equity (LAB1168), duly signing it, and transmit it to ESDC-Labour.

B. Check only one of the following:

- ☐ B1. The Bidder is not a Joint Venture.

OR

- ☐ B2. The Bidder is a Joint venture and each member of the Joint Venture must provide the Contracting Authority with a completed annex Federal Contractors Program for Employment Equity - Certification. (Refer to the Joint Venture section of the Standard Instructions)