



RETURN BIDS TO:  
RETOURNER LES SOUMISSIONS À :

Parks Canada Agency - Bid Receiving Unit  
111 Water Street East  
Cornwall ON K6H 6S3

**Bid Fax: 1-877-558-2349**

**REQUEST FOR PROPOSAL  
DEMANDE DE PROPOSITION**

Proposal to: Parks Canada Agency  
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 or attached hereto, the supplies and services listed herein or on any attached sheets at the price(s) set out therefore.

Proposition à : l'Agence Parcs 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 articles et les services énumérés ici et sur toute feuille ci-annexée, au(x) prix indiqué(s).

**Vendor/Firm Name and Address  
Raison sociale et adresse du  
fournisseur/de l'entrepreneur**

<b>Title-Sujet</b>  <b>Monitoring of Media Coverage</b>	
<b>Solicitation No. - N° de l'invitation</b> <b>5P300-15-5707</b>	<b>Date</b> <b>March 4, 2016</b>
<b>GETS Reference No. - N° de référence de SEAG</b> <b>5P300-15-5707</b>	
<b>Client Reference No. - N° de référence du client</b> N/A	
<b>Solicitation Closes</b> <b>L'invitation prend fin –</b>  <b>at – à 2:00 PM</b> <b>on – le March 22, 2016</b>	<b>Time Zone</b> <b>Fuseau horaire -</b>  <b>Eastern Daylight Savings Time (EDT)</b>
<b>Address Inquiries to: - Adresser toute demande de renseignements à :</b>  <b>Annie Roy (annie.roy@pc.gc.ca)</b>	
<b>Telephone No. - No de téléphone</b>  <b>613-938-5752</b>	<b>Fax No. - N° de FAX:</b>
<b>Destination of Goods, Services, and Construction:</b> <b>Destinations des biens, services et construction :</b>  <b>SEE HEREIN</b>	
<b>Vendor/Firm Name and Address</b> <b>Raison sociale et adresse du fournisseur/de l'entrepreneur :</b>          <b>Telephone No. - N° de telephone :</b> <b>Facsimile No. - N° de télécopieur :</b> <b>Email address – courriel :</b>	
<b>Name and title of person authorized to sign on behalf of the Vendor/Firm</b> <b>(type or print)</b> <b>Nom et titre de la personne autorisée a signer au nom du fournisseur/ de</b> <b>l'entrepreneur (taper ou écrire en caractères d'imprimerie)</b>          <b>Name/Nom</b> _____ <b>Title/Titre</b> _____          <b>Signature</b> _____ <b>Date</b> _____	

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## **PART 1 - GENERAL INFORMATION**

### **1.1 Security Requirements**

There is no security requirement associated with the requirement.

### **1.2 Statement of Work**

The Work to be performed is detailed under Article 6.2 of the resulting contract clauses.

### **1.3 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**

### **2.1 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.

### **2.2 Submission of Bids**

Bids must be submitted only to Parks Canada Bid Receiving Unit by the date, time and place indicated on page 1 of the bid solicitation.

**Bids transmitted by mail and facsimile to the attention of Parks Canada will be accepted. Bid fax number: 1-877-558-2349.**

### **2.3 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.

## **2.4 Enquiries - Bid Solicitation**

All enquiries must be submitted in writing to the Contracting Authority no later than five (5) business 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.

## **2.5 Applicable Laws**

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

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.

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

### **3.1 Bid Preparation Instructions**

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

- Section I: Technical Bid (1 hard copy)
- Section II: Financial Bid (1 hard copy)
- Section III: Certifications (1 hard 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.

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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 are encouraged to:

- 1) use paper containing fibre certified as originating from a sustainably-managed forest and/or 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 explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

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

Bidders must submit their financial bid in accordance with the Basis of Payment. The total amount of Goods and Services Tax (GST) or Harmonized Sales Tax (HST) must be shown separately, if applicable.

#### **3.1.1 Exchange Rate Fluctuation**

C3010T (2014-11-27) Exchange Rate Fluctuation Risk Mitigation.

### **Section III: Certifications**

Bidders must submit the certifications required under Part 5.

## **PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION**

### **4.1 Evaluation Procedures**

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including the technical and financial evaluation criteria.

#### 4.1.1 Technical Evaluation

##### 4.1.1.1 Mandatory Technical Criteria

**To be considered compliant, a bid must demonstrate how it meets ALL of the following mandatory criteria. Bids not meeting all of the mandatory requirements will be given no further consideration.**

M1 Offer all the services of anglophone and francophone media content monitoring, of research, the production of analysis reports, the creation of media lists, of media request management and of archiving which must be offered using <b>a single tool accessible from a single web platform</b> available 7 days a week and 24 hours a day.
M2 Offer a complete training service on the functioning of the tool as well as its various applications and components to all Parks Canada users who request it. The training service must be available from Monday to Friday during normal office hours in both official languages and free of additional charges.
M3 Offer an unlimited technical support and assistance service by telephone and e-mail, free of charge and in both official languages. This service must be in effect from Monday to Friday between 7:00 AM and 8:00 PM, Eastern Canada time. Parks Canada must also be able to contact the provider to obtain technical support if necessary outside normal office hours.
M4 Offer different security features such as password protection and access restrictions.

#### 4.1.2 Financial Evaluation

SACC Manual Clause A0220T (2014-06-26), Evaluation of Price

The price of the bid will be evaluated in Canadian dollars, the Goods and Services Tax or the Harmonized Sales Tax excluded, FOB destination, Canadian customs duties and excise taxes included.

#### 4.2 Basis of Selection

##### 4.2.1 SACC Manual Clause A0031T (2010-08-16), Basis of Selection – Mandatory Technical Criteria

A bid must comply with the requirements of the bid solicitation and meet all mandatory technical evaluation criteria to be declared responsive. The responsive bid with the lowest evaluated price will be recommended for award of a contract.

#### PART 5 - CERTIFICATIONS

Bidders must provide the required certifications and associated 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 in carrying out any of its obligations under the Contract, 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.

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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 may render the bid non-responsive or constitute a default under the Contract.

## **5.1 Certifications Precedent to Contract Award**

The certifications listed below should be completed and submitted with the bid, but may be submitted afterwards. If any of these required certifications 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 comply with the request of the Contracting Authority and to provide the certifications within the time frame provided will render the bid non-responsive.

### **5.1.1 Integrity Provisions - Associated Information**

By submitting a bid, the Bidder certifies that the Bidder and its Affiliates are in compliance with the provisions as stated in Section 01 Integrity Provisions - Bid of Standard Instructions 2003. The associated information required within the Integrity Provisions will assist Canada in confirming that the certifications are true.

### **5.1.2 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\\_equity/eq/emp/fcp/list/inelig.shtml](http://www.labour.gc.ca/eng/standards_equity/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.

## **PART 6 - RESULTING CONTRACT CLAUSES**

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

### **6.1 Security Requirements**

**6.1.1** There is no security requirement associated with the contract.

### **6.2 Statement of Work**

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

### **6.3 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)* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

#### **6.3.1 General Conditions**

**2010B** (2015-09-03), General Conditions – Professional Services (Medium Complexity) apply to and form part of the Contract.

### **6.4 Term of Contract**

#### **6.4.1 Period of the Contract**

The period of the Contract is from April 1, 2016 to March 31, 2017 inclusive.

#### **6.4.2 Option to Extend the Contract**

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to two (2) additional one year period(s) 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 at least 10 calendar days 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.

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## 6.5 Authorities

### 6.5.1 Contracting Authority

The Contracting Authority for the Contract is:

Annie Roy  
Contract, Procurement and Materiel Management Officer  
Parks Canada Agency  
Contracting Operations  
111 Water Street E.  
Cornwall ON K6H 6S3

Telephone : 613-938-5752  
Facsimile: 1-866-246-6893  
annie.roy@pc.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.

### 6.5.2 Project Authority

The Project Authority for the Contract is: **\*\*\*\* TO BE FILLED OUT ON CONTRACT AWARD**

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organization: \_\_\_\_\_  
Address: \_\_\_\_\_

Telephone : \_\_\_\_ \_\_\_\_ \_\_\_\_  
Facsimile: \_\_\_\_ \_\_\_\_ \_\_\_\_  
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.

### 6.5.3 Contractor's Representative

**\*\* CONTRACTOR TO FILL IN & SEND WITH BID \*\***

Name: \_\_\_\_\_  
Title: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone : \_\_\_\_ \_\_\_\_ \_\_\_\_  
Facsimile: \_\_\_\_ \_\_\_\_ \_\_\_\_  
Email address: \_\_\_\_\_

**Procurement Business Number (PBN) :** \_\_\_\_\_

### **Instruction on how to obtain a Procurement Business Number (PBN)**

Canadian Bidders are required to have a Procurement Business Number (PBN) before Contract award. Bidders may register for a PBN in the Supplier Registration Information service on line at the Business Access Canada Website at: <https://buyandsell.gc.ca>. For non- Internet registration, Bidders may contact the Business Access Canada InfoLine at 1-800-811-1148 to obtain the telephone number of the nearest Supplier Registration Agent.

### **6.6 Proactive Disclosure of Contracts with Former Public Servants**

By providing information on its status, with respect to being a former public servant in receipt of a [Public Service Superannuation Act](#) (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with [Contracting Policy Notice: 2012-2](#) of the Treasury Board Secretariat of Canada.

### **6.7 Payment**

#### **6.7.1 Basis of Payment**

##### **6.7.1.1 Basis of Payment – Limitation of Expenditure**

SACC Manual clause C0206C (2013-04-25)

For the TRANSACTIONAL SERVICES described in the Statement of Work, Annex “A” to which the whole list of TRANSACTIONAL SERVICES of the basis of payment, Annex “B”, applies :

The Contractor will be reimbursed for the costs reasonably and properly incurred in the performance of the Work, \_\_\_\_\_ as determined in accordance with the Basis of Payment in Annex “B”, to a limitation of expenditure of \$\_\_\_\_\_ (***the amount will be inserted at contract award***). Customs duties are excluded and Applicable Taxes are extra.

##### **6.7.1.2 Basis of Payment – Firm Price, Firm Unit Price(s) or Firm Lot Price (s)**

SACC Manual clause C0207C (2013-04-25)

For the FIXED SERVICES described in the Statement of Work, Annex “A” to which the whole list of FIXED SERVICES of the basis of payment, Annex “B”, applies :

In consideration of the Contractor satisfactorily completing its obligations under the Contract, the Contractor will be paid a *firm price* for a cost of \$\_\_\_\_\_ (***the amount will be inserted at contract award***). Customs duties are excluded and Applicable Taxes are extra.

For the firm price portion of the Work only, Canada will not pay the Contractor for any design changes, modifications or interpretations of the Work unless they have been approved, in writing, by the Contracting Authority before their incorporation into the Work.

## 6.7.2 Limitation of Expenditure

For the TRANSACTIONAL SERVICES described in the Statement of Work, Annex "A" to which the whole list of TRANSACTIONAL SERVICES of the basis of payment, Annex "B", applies :

SACC Manual clause C6001C (2013-04-25)

1. Canada's total liability to the Contractor under the Contract must not exceed \$ \_\_\_\_\_ (*the amount will be inserted at contract award*) . Customs duties are excluded 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.

## 6.7.3 Terms of Payment

### 6.7.3.1 Terms of Payment – Monthly Payment

For the Monitoring and as required services:

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

Canada will pay the Contractor on a monthly basis for work performed during the month covered by the invoice in accordance with the payment provisions of the Contract if:

- a. an accurate and complete invoice and any other documents required by the Contract have been submitted in accordance with the invoicing instructions provided in the Contract;
- b. all such documents have been verified by Canada;
- c. the Work performed has been accepted by Canada.

## **6.8 Invoicing Instructions**

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.

The original must be forwarded to the address shown on page 1 of the Contract for certification and payment.

## **6.9 Certifications**

### **6.9.1 Compliance**

The continuous compliance with the certifications provided by the Contractor in its bid and the ongoing cooperation in providing associated 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 associated 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.

## **6.10 Applicable Laws**

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

## **6.11 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 2010B(2015-09-03) Services (Medium Complexity);
- (c) Annex A, Statement of Work;
- (d) Annex B, Basis of Payment;
- (e) the Contractor's bid dated \_\_\_\_\_ (*to be inserted at contract award*).

## **6.12 Insurance**

SACC Manual clause G1005C (2008-05-12) Insurance

The Contractor is responsible for deciding if insurance coverage is necessary to fulfill its obligation under the Contract and to ensure compliance with any applicable law. Any insurance acquired or maintained by the Contractor is at its own expense and for its own benefit and protection. It does not release the Contractor from or reduce its liability under the Contract.

## **ANNEX "A"**

### **STATEMENT OF WORK**

#### **Monitoring of Media Coverage Corporate Communications Directorate—Parks Canada Agency**

**Dated:** January 15, 2016

#### **1. PURPOSE**

The purpose of this contract is to provide a monitoring service of traditional media, social media and blogs for the purposes of the compilation of press reviews, the production of various analysis reports of Parks Canada Agency's media coverage, the creation of a list of media, research, management of media requests and archiving.

#### **2. CONTEXT**

Parks Canada Agency's Corporate Communications Directorate produces a daily press review for Parks Canada's senior management as well as for the office of the Minister of the Environment. It sees to the management, monitoring, approval and archiving of all media requests made to the Parks Canada Agency. The corporate communications team must also be able to produce a variety of analysis reports on Parks Canada Agency media coverage and on the lists of media for the purposes of communication strategies.

#### **3. OBJECTIVES**

The provider must be able to offer a monitoring service of Parks Canada Agency media coverage using a single tool that is accessible from a single web platform available 7 days a week and 24 hours a day.

This tool must allow for the monitoring of francophone and anglophone traditional media, social media, and blogs for the purpose of the compilation of press reviews and for the production of various Parks Canada Agency media coverage analysis reports.

This tool will also allow for the production of reports and media lists, the management of media requests as well as the archiving of the said requests, lists, analysis reports and data.

#### 4. DESCRIPTION OF SERVICES

This contract includes two categories of services: fixed and transactional.

Fixed services include all daily services of English and French media content monitoring, of research, of production of analysis reports, of creation of media lists, of media request management and of archiving. These services will be invoiced on a monthly basis according to the amount determined in the contract.

Transactional services include all radio and video excerpts, all radio and television reports and all transcriptions purchased individually, at Parks Canada's request. An annual estimate of quantities for each category of transactional services will be defined in the contract. These services will be invoiced on a case-by-case basis. The provider will only be paid for the services used.

##### 4.1 Media monitoring:

**Media monitoring services must be available using a single tool, accessible from a single web platform available 7 days a week and 24 hours a day. This tool must:**

- Be accessible to three users
- Offer a media content monitoring service for all types of traditional francophone and anglophone media (television, press, internet, radio, social media and blogs).
- Offer a media content monitoring service for all types of francophone and anglophone social media and blogs, including public RSS feeds, microblogs, as well as Twitter addresses.
- Offer a summary of anglophone and francophone national radio coverage
- Issue alerts in real-time and automated daily monitoring reports by e-mail or on mobile devices

#### **4.2 Search:**

**Search services must be available using a single tool, accessible from a single web platform available 7 days a week and 24 hours a day. This tool must:**

- Services must be accessible to three users
- Allow searching in real time and continuously without restrictions on the number of search terms or the volume of results.
- Allow an unlimited number of search terms for monitoring all relevant content, regardless of the size of the file.
- Allow the management and modification of search terms with or without the assistance of a customer service representative.
- Offer many possibilities for the measurement of anglophone and francophone media coverage for the purpose of producing reports on specific brands, regions or files.

#### **4.3 Production of reports:**

**Report production services must be available using a single tool, accessible from a single web platform available 7 days a week and 24 hours a day. This tool must:**

- Services must be accessible to three users
- Offer various opportunities for integrated reporting (comparative graphs) in order to visualize and analyze media coverage and communication activities.
- Enable the production and easy transmission of media coverage through press reviews or summary files.
- Provide highly automated models facilitating the production, editing and dissemination of press reviews and of documents in PDF, RTF, Word or XML format.
- Have filtering features to avoid duplicates and syndications.

#### **4.4 Management of relations with the media:**

**Media relations management services must be available using a single tool, accessible from a single web platform available 7 days a week and 24 hours a day. This tool must:**

- Services must be accessible to three users
- Provide access to a comprehensive database of international media to communicate with leading journalists and media contacts.
- Offer a service for creating national and regional media lists that are useful in planning communication strategies.
- Enable the archiving of contact details, subjects and other relevant information in connection with calls from journalist received by the media relations team
- Guarantee compatibility with Microsoft Outlook **AND** IBM Lotus Notes in order to synchronize all incoming e-mails from journalists.

#### **4.5 Archiving:**

**Archiving services must be available using a single tool, accessible from a single web platform available 7 days a week and 24 hours a day. This tool must:**

- Services must be accessible to three users
- Provide a highly secure advanced data storage centre.
- Guarantee access to a secure server with backup capabilities.
- Enable control of the security and user rights of all users accredited by Parks Canada.
- Enable the classification and archiving of content and reports by project, file or topic according to media coverage.
- Provide a centralized document bank so that users can download and view documents.

## **5. RESPONSIBILITIES:**

### **5.1 Provider's responsibilities:**

#### **The service provider undertakes to:**

- Offer a complete training service on the functioning of the tool as well as its various applications and components to all Parks Canada users who request it. The training service must be available from Monday to Friday during normal office hours in both official languages and free of additional charges.
- Offer an unlimited technical support and assistance service by telephone and e-mail, free of charge and in both official languages. This service must be in effect from Monday to Friday between 7:00 AM and 8:00 PM. Parks Canada must also be able to contact the provider to obtain technical support if necessary outside normal office hours.
- Offer different security features such as password protection and access restrictions.
- If, for any reason, the service provider experiences technical problems, he will immediately inform the Parks Canada media relations team. The provider will do everything in his power to solve problems quickly.

### **5.2 Parks Canada's responsibilities**

Parks Canada will provide a list of keywords for media research in order to complete the press review. (SEE Appendix I).

## **6. OFFICIAL LANGUAGES**

Parks Canada is obligated to uphold the spirit and the letter of the Official Languages Act. It is therefore imperative that the service provider's team have people who speak both official languages fluently so that participants can communicate orally and in writing in the official language of their choice.

## **7. INTELLECTUAL PROPERTY**

All press reviews, archived data, documents, media lists and reports produced as part of this service contract will remain the property of Parks Canada.

## APPENDIX 1

### KEYWORDS / MOTS CLÉS

#### **ENGLISH :**

Parks  
Canada  
“Parks Canada”  
“Parks Canada Agency”  
"Franklin Expedition"  
“National Park”  
“National Parks”  
“National Historic Site”  
“National Historic Sites”  
“Never Forgotten Memorial”  
“Trent-Severn Waterway”  
“Trent Severn Waterway”  
“Rideau Canal”  
“Sable Island”  
“Rouge National Urban Park”

#### **FRANCAIS :**

Parc  
Canada  
« Parcs Canada »  
« Agence Parcs Canada »  
« Expédition Franklin »  
« Parc National »  
« Parcs Nationaux »  
« Lieu historique national »  
« Lieux historiques nationaux »  
« Canal Rideau »  
« Canal »  
« Canaux »  
« Trent-Severn »  
« Ile de Sable »  
« Parc Urbain National de la Rouge »

**ANNEX "B"**

**BASIS OF PAYMENT**

**PROJECT: Monitoring of Media Coverage**

Bidders must provide pricing in the format specified in this Annex B – Basis of Payment. Failure to provide prices in the format specified will render the quotation non-responsive.

The Bidder must submit all inclusive prices, NOT including GST / HST.

Bids submitted in foreign currency will be converted to Canadian currency for evaluation purposes. The rate given by the Bank of Canada in effect on the bid solicitation closing date, or on another date specified in the bid solicitation, will be applied as a conversion factor to the bids submitted in foreign currency.

NAME OF BIDDING COMPANY / BIDDER : \_\_\_\_\_

**TABLE A**

<b>YEAR 1 – April 1, 2016 to March 31, 2017</b>			
<b><u>DESCRIPTION – FIXED SERVICES</u></b>	<b><u># of Months</u></b> <b>(a)</b>	<b><u>MONTHLY PRICE</u></b> <b>(b)</b>	<b><u>EXTENDED PRICE</u></b> <b>(a x b)</b>
<b>Monitoring services for 3 users :</b>  Francophone and anglophone <b>traditional media</b> (television, press, internet, radio, social media and blogs) ;  Francophone and anglophone <b>social media and blogs</b> , including public RSS feeds, microblogs, and Twitter addresses ;  Francophone and anglophone <b>national radio coverage</b>	<b>12</b>	\$ _____	\$ _____
<b>Access to a comprehensive database of Canadian and international media;</b>	<b>12</b>	\$ _____	\$ _____
<b>Price per additional user</b>	<b>12</b>	\$ _____	\$ _____
<b><u>TRANSACTIONALS (Television, Radio and Transcription)</u></b>			
<b>Type of clips</b>	<b>Estimated Quantity of clips (yearly)</b> <b>(a)</b>	<b>Per Clip Rate (including copyrights)</b> <b>(b)</b>	<b>Total (a x b)</b>
<b>CANADA TV (view cc text)</b>	5	\$ _____	\$ _____
<b>CANADA TV (save cc text)</b>	5	\$ _____	\$ _____
<b>CANADA TV (save video)</b>	5	\$ _____	\$ _____
<b>CANADA TV Download (broadcast quality)</b>	5	\$ _____	\$ _____
<b>CANADA TV (order hard copy)</b>	5	\$ _____	\$ _____
<b>Radio (Summary)</b>	5	\$ _____	\$ _____
<b>Radio (order hard copy)</b>	5	\$ _____	\$ _____
<b>Transcription</b>	5	\$ _____	\$ _____
Transcription : price per word	5000	\$ _____	\$ _____
<b>Total for YEAR 1 (excluding tax)</b>			\$ _____

NAME OF BIDDING COMPANY / BIDDER : \_\_\_\_\_

**TABLE B**

<b>OPTION YEAR 1 – April 1, 2017 to March 31, 2018</b>			
<b><u>DESCRIPTION – FIXED SERVICES</u></b>	<b><u># of Months</u></b> <b>(a)</b>	<b><u>MONTHLY PRICE</u></b> <b>(b)</b>	<b><u>EXTENDED PRICE</u></b> <b>(a x b)</b>
<b>Monitoring services for 3 users :</b>  Francophone and anglophone <b>traditional media</b> (television, press, internet, radio, social media and blogs) ;  Francophone and anglophone <b>social media and blogs</b> , including public RSS feeds, microblogs, and Twitter addresses ;  Francophone and anglophone <b>national radio coverage</b>	<b>12</b>	\$ _____	\$ _____
<b>Access to a comprehensive database of Canadian and international media;</b>	<b>12</b>	\$ _____	\$ _____
<b>Price per additional user</b>	<b>12</b>	\$ _____	\$ _____
<b><u>TRANSACTIONALS (Television, Radio and Transcription)</u></b>			
<b>Type of clips</b>	<b>Estimated Quantity of clips (yearly)</b> <b>(a)</b>	<b>Per Clip Rate (including copyrights)</b> <b>(b)</b>	<b>Total (a x b)</b>
<b>CANADA TV (view cc text)</b>	5	\$ _____	\$ _____
<b>CANADA TV (save cc text)</b>	5	\$ _____	\$ _____
<b>CANADA TV (save video)</b>	5	\$ _____	\$ _____
<b>CANADA TV Download (broadcast quality)</b>	5	\$ _____	\$ _____
<b>CANADA TV (order hard copy)</b>	5	\$ _____	\$ _____
<b>Radio (Summary)</b>	5	\$ _____	\$ _____
<b>Radio (order hard copy)</b>	5	\$ _____	\$ _____
<b>Transcription</b>	5	\$ _____	\$ _____
Transcription : price per word	5000	\$ _____	\$ _____
<b>Total for OPTION YEAR 1 (excluding tax)</b>			\$ _____

NAME OF BIDDING COMPANY / BIDDER : \_\_\_\_\_

**TABLE C**

<b>OPTION YEAR 2 – April 1, 2018 to March 31, 2019</b>			
<b><u>DESCRIPTION – FIXED SERVICES</u></b>	<b><u># of Months</u></b> <b>(a)</b>	<b><u>MONTHLY PRICE</u></b> <b>(b)</b>	<b><u>EXTENDED PRICE</u></b> <b>(a x b)</b>
<b>Monitoring services for 3 users :</b>  Francophone and anglophone <b>traditional media</b> (television, press, internet, radio, social media and blogs) ;  Francophone and anglophone <b>social media and blogs</b> , including public RSS feeds, microblogs, and Twitter addresses ;  Francophone and anglophone <b>national radio coverage</b>	<b>12</b>	\$ _____	\$ _____
<b>Access to a comprehensive database of Canadian and international media;</b>	<b>12</b>	\$ _____	\$ _____
<b>Price per additional user</b>	<b>12</b>	\$ _____	\$ _____
<b><u>TRANSACTIONALS (Television, Radio and Transcription)</u></b>			
<b>Type of clips</b>	<b>Estimated Quantity of clips (yearly)</b> <b>(a)</b>	<b>Per Clip Rate (including copyrights)</b> <b>(b)</b>	<b>Total (a x b)</b>
<b>CANADA TV (view cc text)</b>	5	\$ _____	\$ _____
<b>CANADA TV (save cc text)</b>	5	\$ _____	\$ _____
<b>CANADA TV (save video)</b>	5	\$ _____	\$ _____
<b>CANADA TV Download (broadcast quality)</b>	5	\$ _____	\$ _____
<b>CANADA TV (order hard copy)</b>	5	\$ _____	\$ _____
<b>Radio (Summary)</b>	5	\$ _____	\$ _____
<b>Radio (order hard copy)</b>	5	\$ _____	\$ _____
<b>Transcription</b>	5	\$ _____	\$ _____
Transcription : price per word	5000	\$ _____	\$ _____
<b>Total for OPTION YEAR 2 (excluding tax)</b>			\$ _____

## Pricing Summary Table

INITIAL CONTRACT YEAR 1 – 2016/17 – **TABLE A** : \$ \_\_\_\_\_.

OPTION YEAR 1 – 2017/18 – **TABLE B**: \$ \_\_\_\_\_.

OPTION YEAR 2 – 2018/19 – **TABLE C** : \$ \_\_\_\_\_.

**Grand total of Tables A, B, and C**  
*(Year one + option years 1 &2) GST/HST excluded*

\$ \_\_\_\_\_

**NAME OF BIDDING COMPANY / BIDDER :** \_\_\_\_\_