



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

**NEGOTIATED REQUEST FOR PROPOSAL (“NRFP”) DC-2017-CD-02 USER GENERATED  
CONTENT MANAGEMENT PLATFORM ADDENDUM #1**

---

**DC-2017-CD-02-User Generated Content Management Platform**

**Close Date/Time:**

August 8, 2017  
14:00 hours  
Pacific Time

**Issue Date:** July 28, 2017

**From:** DC Procurement

**To:** All Vendors

**E-mail:** [procurement@destinationcanada.com](mailto:procurement@destinationcanada.com)

**Below are answers to question(s) submitted in regards to the above noted NRFP-DC-2017-CD-02-  
User Generated Content Management Platform as of July 19, 2017.**

Q1. Whether companies from Outside Canada can apply for this? (like, from India or USA)

Answer: Yes.

Q2. Whether we need to come over there for meetings?

Answer: No, the presentations for tis NRFP can be done via webinar or in person.

Q3. Can we perform the tasks (related to RFP) outside Canada? (like, from India or USA)

Answer: Yes.

Q4. Can we submit the proposals via email?

Answer: Yes. Proposals should be submitted via e-mail to [procurement@destinationcanada.com](mailto:procurement@destinationcanada.com) by the closing date and time (“Closing Time”) of 14:00 hours PT, August 8, 2017. Proposals should be in PDF format and should be submitted as per the instructions in Article B.3.4 of the NRFP document.

Q5. For the criteria listed as 'mandatory' either now or by December 2017. If the answer to any is 'no', will the application be immediately dismissed despite hitting the rest of your mandatory criteria?

Answer: Yes. Full compliance with mandatory criteria is required in order for proposals to be further

evaluated, i.e. all 38 criteria must be met either now or by December 2017 for the proposal to move forward to the desirable criteria evaluation.

- Q6. Our team would like to commit to delivering some of the Desirable Features by Dec 2017 and would like to know if DC would consider allowing this as an option on the Desirable Criteria Questionnaire or provide an avenue for the proponent to communicate their intention to build a Desirable Feature.

Answer: Yes that is acceptable, be sure to state that clearly in your response.

- Q7. When referring to “all metadata descriptions”, would a platform’s ability to pull in all EXIF data satisfy this requirement?

Answer: EXIF data (if available) would be one source of metadata. For social content, this also refers to the ability to edit the caption, location data and other metadata fields associated with the photo.

- Q8. Can you further clarify the kinds of reports DC intends to pull on free-text searches, and the planned use/application of those reports? Also, the example provided above “(i.e. searching ‘last week’ uploaded in combo with ‘most likes’)” seems to conflict with the description of the feature itself.

Answer: Free-text searches would be used to provide insight into the stats associated with a subsection of assets. For example, limiting the search to number of photos last week shared with a certain hashtag. In the example provided, the output would be a list of assets from the previous week ranked by ‘most likes’.

- Q9. Reference E.1.1: Desirable Features [Row 25] “Ability to report on historical use of assets i.e. dates requested and by whom”

We are seeking further clarification on the expectations of this feature. Is this functionality related to understanding how DC and its partners are using assets in their marketing? (i.e. when the asset was sent to a web gallery, and when DC originally request rights to the asset).

The example provided in the description (specifically: “i.e. dates requested and by whom”) could be interpreted different ways based on what “requested” is referring to and if “whom” is referring to a user of the platform or an author on social media. A simple use case of how DC plans to use this information would also provide valuable context.

Answer: We would like the ability to see which assets have been used by which partners in the network. By used we mean requested rights for and/or uploaded to a website gallery or social channel (if possible).

- Q10. Section B.4: Do you want proposals to the NRFP to use the single NRFP Document you have provided? Will separate documents for each section and Appendix be provided for proponents to complete, or should proponents create separate documents from the NRFP provided?

Answer: No additional documents will be provided. Proposals should be submitted in PDF format

and should be submitted as per the instructions in Section B.3.4.

Q11. Section F - Presentation/Demonstration: Is this for later and only for selected proponents, or do you want something included with the initial Response?

Answer: Only those proponents that achieve a score of 60% or higher of the 45% (the "Threshold") will pass the Desirable Criteria Questionnaire section. DC will invite up to six (6) of the highest scored proposals which pass this section, at DC's full discretion, to provide a presentation/demonstration of their solution. Presentation/demonstration information does not need to be included with the initial response.

Q12. Section E1.2 - E1.13: If a proponent wants to include screen shots as part of its response, do these need to be within the page limit provided for each question?

Answer: No, screen shots can be additional to the written response length.

Q13. Section D – Mandatory Criteria Questionnaire, Rights Management # 27 states, Ability to request Rights for Content on Facebook.

It is our understanding this functionality is not supported by Facebook regardless of the solution proposed and can only be done manually. Because this is a mandatory requirement will Destination Canada please confirm this functionality is supported by Facebook? And if this functionality is not supported by Facebook will Destination Canada please remove this requirement or confirm that vendors will not be penalized by providing a negative response?

Answer: We have confirmed that this functionality is supported by Facebook. Proponents should specify if their platform can do so now or could be included as a feature by December 2017.

Q14. Q2. Will Destination Canada please provide your annual page view traffic across all of the websites this solution is intended to be deployed?

Answer: As this RFP is for all of DC's partners in the tourism industry, it is impossible to estimate the volume of site traffic where this solution might be deployed. As for DC properties, last year we had over 4,3 million sessions across all of our websites. This solution will not necessarily be deployed across all of our sites.