



**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

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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

Title - Sujet Media Monitoring Services	
Solicitation No. - N° de l'invitation 5R000-172369/A	Date 2018-03-07
Client Reference No. - N° de référence du client 5R000-17-2369	
GETS Reference No. - N° de référence de SEAG PW-\$\$CY-025-74564	
File No. - N° de dossier cy025.5R000-172369	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM on - le 2018-04-16	Time Zone Fuseau horaire Eastern Daylight Saving Time EDT
F.O.B. - F.A.B. Plant-Usine: <input type="checkbox"/> Destination: <input type="checkbox"/> Other-Autre: <input type="checkbox"/>	
Address Enquiries to: - Adresser toutes questions à: Kamal, Mostafa A.	Buyer Id - Id de l'acheteur cy025
Telephone No. - N° de téléphone (613) 990-5858 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: FINANCIAL CONSUMER AGENCY OF CANADA 6TH FL. 427 LAURIER AVE W. OTTAWA Ontario K1R1B9 Canada	

Instructions: See Herein

Instructions: Voir aux présentes

Delivery Required - Livraison exigée See Herein	Delivery Offered - Livraison proposée
Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. - N° de téléphone Facsimile No. - N° de télécopieur	
Name and title of person authorized to sign on behalf of Vendor/Firm (type or print) Nom et titre de la personne autorisée à signer au nom du fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date

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PART 1 - GENERAL INFORMATION

1.1 Introduction

The bid solicitation is divided into seven 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 and Additional Information: includes the certifications and additional information to be provided;
- 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 and any other annexes.

1.2 Summary

- 1.2.1 Financial Consumer Agency of Canada (FCAC) requires an Integrated media monitoring platform for online news monitoring, social media monitoring, broadcast media monitoring, and media contact database. The platform offered must have the ability to query a database of news items and produce media analysis reports using customized templates provided by the contractor.

The period of contract is from May 1, 2018 to April 30, 2019, with four (4) additional one (1) year option periods.

- 1.2.2 The requirement is subject to the provisions of the Canadian Free Trade Agreement (CFTA).
- 1.2.3 The requirement is subject to a preference for Canadian goods and/or services.
- 1.2.4 This bid solicitation allows bidders to use the epost Connect service provided by Canada Post Corporation for bid submission. Bidders must refer to Part 2 of the bid solicitation entitled Instructions to bidders for further information.

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) (<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](#) (2017-04-27) 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: 60 days
Insert: 90 days

The 2003 standard instructions is amended as follows:

- Section 5, entitled Submission of bids, is amended as follows:
 - subsection 1 is deleted entirely and replaced with the following: "Canada requires that each bid, at solicitation closing date and time or upon request from the Contracting Authority, for example in the case of epost Connect service, be signed by the Bidder or by an authorized representative of the Bidder. If a bid is submitted by a joint venture, it must be in accordance with the section entitled Joint venture."
 - subsection 2.d is deleted entirely and replaced with the following: "send its bid only to the specified Bid Receiving Unit of Public Works and Government Services Canada (PWGSC) identified in the bid solicitation, or to the address specified in the bid solicitation, as applicable;"
 - subsection 2.e is deleted entirely and replaced with the following: "ensure that the Bidder's name, return address and procurement business number, bid solicitation number, and solicitation closing date and time are clearly visible on the bid; and,"
- Section 6, entitled Late bids, is deleted entirely and replaced with the following: "PWGSC will return bids delivered after the stipulated solicitation closing date and time, unless they qualify as a delayed bid as described in the section entitled Delayed bids. For bids submitted using means other than the Canada Post Corporation's epost Connect service, the bid will be returned. For bids submitted using Canada Post Corporation's epost Connect service, conversations initiated by the Bid Receiving Unit via the epost Connect service that contain access, records and information pertaining to a late bid will be deleted."
- Section 07, entitled Delayed bids, is amended as follows:
 - Subsection 1 is amended to add the following piece of evidence: "d a CPC epost Connect service date and time record indicated in the epost Connect conversation activity."
- Section 8, entitled Transmission by facsimile, is deleted and replaced by the following:

"Transmission by facsimile or by epost Connect

 1. Facsimile
 - a. Unless specified otherwise in the bid solicitation, bids may be submitted by facsimile. The only acceptable facsimile number for responses to bid solicitations issued by PWGSC headquarters is 819-997-9776 or, if applicable, the facsimile number identified in the bid solicitation. The facsimile number for responses to bid solicitations issued by PWGSC regional offices is identified in the bid solicitation.

- b. For bids transmitted by facsimile, Canada will not be responsible for any failure attributable to the transmission or receipt of the faxed bid including, but not limited to, the following:
 - i. receipt of garbled or incomplete bid;
 - ii. availability or condition of the receiving facsimile equipment;
 - iii. incompatibility between the sending and receiving equipment;
 - iv. delay in transmission or receipt of the bid;
 - v. failure of the Bidder to properly identify the bid;
 - vi. illegibility of the bid; or
 - vii. security of bid data.
- c. A bid transmitted by facsimile constitutes the formal bid of the Bidder and must be submitted in accordance with the section entitled Submission of bids.

2. ePost Connect

- a. Unless specified otherwise in the bid solicitation, bids may be submitted by using the [epost Connect service provided by Canada Post Corporation](https://www.canadapost.ca/web/en/products/details.page?article=epost_connect_send_a) (https://www.canadapost.ca/web/en/products/details.page?article=epost_connect_send_a).
- b. To submit a bid using epost Connect service, the Bidder must either:
 - i. send directly its bid only to the specified PWGSC Bid Receiving Unit, using its own licensing agreement for epost Connect provided by Canada Post Corporation; or
 - ii. send as early as possible, and in any case, at least six business days prior to the solicitation closing date and time, an email that includes the bid solicitation number to the specified PWGSC Bid Receiving Unit requesting to open an epost Connect conversation. Requests to open an epost Connect conversation received after that time may not be answered.
- c. If the Bidder is sending an email to the Bid Receiving Unit, the Bid Receiving Unit will then initiate an epost Connect conversation which will allow the Bidder to transmit its bid afterward at any time prior to the solicitation closing date and time. The epost Connect conversation will create an email notification from Canada Post Corporation prompting the Bidder to access the message within the conversation, and the Bidder can reply to the email notification by transmitting its bid.
- d. If the Bidder is using its own licensing agreement to send its bid, the Bidder must keep the epost Connect conversation open until at least 30 business days after solicitation closing date and time.
- e. The email address of PWGSC Bid Receiving Unit in Headquarters is: TPSGC.DGAreceptiondessoumissions-ABBidReceiving.PWGSC@tpsgc-pwgsc.gc.ca. The solicitation number must be identified in the epost Connect message field of all electronic transfers.
- f. It should be noted that the use of epost Connect service requires a Canadian mailing address. Should a bidder not have a Canadian address, they may use the Bid Receiving Unit address specified on page 1 of the solicitation in order to register for the epost Connect service.
- g. For bids transmitted by epost Connect service, Canada will not be responsible for any failure attributable to the transmission or receipt of the bid including, but not limited to, the following:
 - i. receipt of a garbled or incomplete bid;
 - ii. availability or condition of the epost Connect service;
 - iii. incompatibility between the sending and receiving equipment;
 - iv. delay in transmission or receipt of the bid;
 - v. failure of the Bidder to properly identify the bid;
 - vi. illegibility of the bid;
 - vii. security of bid data; or
 - viii. inability to create an electronic conversation through the epost Connect service.
- h. A bid transmitted by epost Connect service constitutes the formal bid of the Bidder and must be submitted in accordance with the section entitled Submission of bids."

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2.1.1 SACC Manual Clauses

NUMBER	DESCRIPTION	DATE
M0019T	Firm Price and/or Rates	2007-05-25
M7035T	List of Proposed Subcontractors	2013-07-10

2.2 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.

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 March 26, 2018, by 2:00 PM (Eastern Daylight Time). 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

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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 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.

PART 3 - BID PREPARATION INSTRUCTIONS

3.1 Bid Preparation Instructions

- If the Bidder chooses to submit its bid electronically, Canada requests that the Bidder submits its bid in accordance with section 8 of the 2003 standard instructions and as amended in Part 2 - Bidder Instructions, Article 2.1 Standard Instructions, Clauses and Conditions. Bidders are required to provide their bid in a single transmission. The epost Connect service has the capacity to receive multiple documents, up to 1GB per individual attachment.

The bid must be gathered per section and separated as follows:

Section I: Technical Bid
Section II: Financial Bid
Section III: Certifications

If the Bidder is simultaneously providing a hard copy of the bid using another acceptable delivery method, and if there is a discrepancy between the wording of the soft copy and the hard copy, the wording of the soft copy will have priority over the wording of the hard copy.

- If the Bidder chooses to submit its bid in hard copies, Canada requests that the Bidder submits its bid in separately bound sections as follows:

Section I: Technical Bid (4 hard copies and 1 soft copies on USB key)

Section II: Financial Bid (1 hard copy and 1 soft copies on USB key)

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.

Canada requests that bidders follow the format instructions described below in the preparation of hard copy 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>). 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.

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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 and describe their approach") 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

3.1.1 Bidders must submit their financial bid in accordance with the Basis of Payment in Annex "B".

3.1.2 Electronic Payment of Invoices – Bid

If you are willing to accept payment of invoices by Electronic Payment Instruments, complete Annex "C" Electronic Payment Instruments, to identify which ones are accepted.

If Annex "C" Electronic Payment Instruments is not completed, it will be considered as if Electronic Payment Instruments are not being accepted for payment of invoices.

Acceptance of Electronic Payment Instruments will not be considered as an evaluation criterion.

Section III: Certifications

Bidders must submit the certifications and additional information 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.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.
- (c) The evaluation team will determine first if there are two or more bids with a valid Canadian Content certification. In that event, the evaluation process will be limited to the bids with the certification; otherwise, all bids will be evaluated. If some of the bids with a valid certification are declared non-responsive, or are withdrawn, and less than two responsive bids with a valid certification remain, the evaluation will continue among those bids with a valid certification. If all bids with a valid certification are subsequently declared non-responsive, or are withdrawn, then all the other bids received will be evaluated.

4.1.1 Technical Evaluation

4.1.1.1 Mandatory Technical Criteria

To be considered responsive, proposals must meet the mandatory requirements identified below. Proposals not meeting the mandatory requirements will be given no further consideration and will be declared non-responsive.

In the following mandatory technical criteria, Bidders are requested to either “confirm” or “demonstrate” they meet the requirement.

Where a mandatory criteria requests a bidder to “confirm”: to be responsive, a statement is required confirming they meet the mandatory requirement.

Where a mandatory criteria requests a bidder to “demonstrate”: to be responsive, the technical bid must substantiate or show how the proposed media monitoring and analysis tool meets the criteria identified in the mandatory requirement. The substantiation must not simply be a repetition of the requirement(s), but must explain/show to demonstrate how the tool being proposed in the bid will meet the requirements. Simply stating that the Bidder or its proposed solution complies with the requirement is not sufficient. Where Canada determines that the substantiation is insufficient in explaining/showing how the proposed solution demonstrates a mandatory requirement(s), the Bid will be considered non-responsive and disqualified.

4.1.1.1.1 Mandatory Technical Criteria: Social, Online and Traditional Media Monitoring

Item	Mandatory Technical Criteria	Cross Reference to proposal (Page #)
M1	Bidders must have a minimum of two (2) years' experience gained within the last three (3) years from the closing date of this Request for Proposal (RFP), in the full text monitoring of a broad range of mainstream print media (including regional, national newspapers and magazines) and broadcast media (national and regional radio and TV) The work must have been completed by the Bidder itself (and does not include the experience of any proposed subcontractor or any affiliate of the Bidder, or any corporate predecessor).	
M2	Bidders must confirm that they have the ability to provide initial implementation support (keyword and daily email alert set up and testing, full webinar training for users) and ongoing customer support between 8:00 a.m. and 5:00 p.m. EST Monday through Friday.	
M3	Bidders must confirm that their dashboard will provide the ability to enter search terms and retrieve data in English and French.	
M4	Bidders must demonstrate their service has the capability to allow up to 3 account users with different topic profiles to monitor and report analytics base on metrics identified by FCAC.	
M5	Bidders must demonstrate the ability to provide access to a media monitoring database tailored to FCAC's requirements. The bidder must also demonstrate the ability to provide customized templates that allow multiple users to upload and distribute audio/video clips or transcriptions as required, summaries of print media coverage, analysis and reports to management and staff.	
M6	Bidders must demonstrate that they have the ability to provide an accurate social media monitoring service that continuously monitors social media content and online news sites, in near real time. Ex 1: "HOME EQUITY LINE OF CREDIT" OR HELOC OR "VALEUR NETTE D'UNE MAISON" OR "VALEUR NETTE D'UNE PROPRIÉTÉ" OR "VALEUR NETTE" OR "HOME EQUITY CREDIT LINE" OR "HOME EQUITY LOAN" OR "HOME EQUITY LOANS" OR "LIGNE DE CRÉDIT SUR VALEUR DOMICILIAIRE" OR "LIGNE DE CRÉDIT SUR VALEUR HYPOTHÉCAIRE" Ex2: ("CANADIAN BANK" OR "THE BANK" OR BANKING OR "A BANK" OR "CANADA'S BANK" OR BANKS) AND NOT ("WEST BANK" OR NFL OR "SPERM BANK" OR "FOOD BANK")	
M7	Bidders must demonstrate the ability to archive all gathered news items for a minimum of 1 (one) year, and provide ongoing access to multiple account users identified by the client to the database of archives for reporting purposes.	
M8	Bidders must confirm their technical capability by providing a demonstration – (see annex D- Demonstration Checklist)	
M9	Bidders must confirm that they can provide full Twitter Firehose, including historical search capabilities covering a (1) one year period for newly-created search terms.	

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4.1.1.1.2 Mandatory Technical Criteria: Media Contacts Database

Item	Mandatory Technical Criteria	Cross Reference to proposal (Page #)
M10	<p>Bidders must have a minimum of two (2) years' experience gained within the last three (3) years from the closing date of this request for standing offer, in the provision of an online media contacts database that includes the ability for the user to distribute news releases, media advisories and other communications products via e-mail or fax from their desktop.</p> <p>To demonstrate this experience, Bidders must identify two (2) previous clients, for which the Bidder has provided access to their online media database within the last three (3) years from the closing date of this RFSO.</p> <p>The following information on each previous client must be cited:</p> <ol style="list-style-type: none">1. For whom the services were provided;2. When the service was provided; and3. Contact information to reach the client.	
M11	Bidders must demonstrate that their media contacts database is fully bilingual (English and French).	
M12	Bidders must demonstrate that their media database allows FCAC to identify and distribute the material to the news editor, assignment editor, business editor, travel editor etc.	
M13	Bidders must demonstrate that their media database is regularly updated to include the most up to date contact information, and must allow FCAC to send out press releases on a 365/24/7 basis.	
M14	The bidder must demonstrate the ability to allow users to update, tag and make notes on records/profiles in the database.	

4.1.1.2 Point Rated Technical Criteria

4.1.1.2.1 Point Rated Technical Criteria: Social, Online and Traditional Media Monitoring (Total of 70 points)

Bidders must meet the minimum required points (7) on each of the rated criteria. Bids not meeting the minimum number of points in each criteria will be declared non-responsive and will not be evaluated further.

Criteria	0	5	7	10
R1 Platforms (10 points)	Not described	Described but unclear. Few platforms listed in the statement of work are mentioned.	Description demonstrates ability to meet the requirements of the statement of work. Most platforms listed in the statement of work are mentioned.	Description clearly demonstrates ability to meet the requirements of the statement of work. All platforms (social media and news web sites) listed in the statement of work are mentioned. Access to full Twitter firehose is mentioned.
R2 Scope of coverage (10 points)	Not described	Described but unclear. Few media sources listed in the statement of work are mentioned.	Description demonstrates ability to meet the requirements of the statement of work. Most media sources listed in the statement of work are mentioned.	Description provides source lists as follows for evaluation of scope of coverage: a. national and regional print media coverage (summaries as described in statement of work and/or full text); b. national and regional broadcast (radio and TV) media coverage; c. industry-specific (print and online) coverage; d. online and social media monitored (i.e. Facebook, Twitter, reddit, etc.)
R2 Ability to search and change keywords (10 points)	Not described	Described but unclear. Demonstrates limited ability to meet the requirements.	Description demonstrates ability to meet the requirements.	Description clearly demonstrates ability to meet the requirements of the statement of work. Keyword changes are implemented in real-time, and can be done by the client.
R3 Content, statistics and media metrics (10 points)	Not described	Described but unclear. Demonstrates limited ability to meet the requirements.	Description demonstrates ability to meet the requirements.	Description clearly demonstrates ability to meet the requirements of the statement of work. All content, metrics and statistics listed in the statement of work are clearly mentioned.

R4 Reporting capabilities (10 points)	Not described	Described but unclear. Demonstrates limited ability to meet the requirements.	Description demonstrates ability to meet the requirements.	Description clearly demonstrates ability to meet the requirements of the statement of work, with many options for generation of reports. Description of how statistics are verified for media analysis reports. Exportation of data in Excel and PDF format is clearly mentioned. Sample reports are provided.
R5 Access to historical data (10 points)	Not described	Described but unclear. Demonstrates limited ability to meet the requirements.	Description demonstrates ability to access archive with minimum functionality.	Detailed description clearly demonstrates ability to easily access and search archive. Platform allows to store and retrieve social media monitoring results and reports for a minimum of 1 (one) year. Platform allows for historical searches back a minimum of 1 (one) year on topics/subjects that have not been previously monitored.
R6 Service and support (10 points)	Not described	Described but unclear. Demonstrates limited ability to meet the requirements.	Description demonstrates ability to meet the requirements.	Description of how Bidder is organized to meet the deadline requirements identified in the statement of work, as well as how the bidder is able to respond to urgent requests, changes in keywords and media sources. By whom, when and how client liaison will be maintained is described.

4.1.1.2.2 Point Rated Technical Criteria: Media Contacts Database (Total of 58 points)

R.1 Functionality (18 points maximum / 11 points minimum)

To evaluate the functionality of the Bidder's media contacts database, Bidder should provide the following screen shots for evaluation:

- Sample media listing;
- Sample search page showing search options;
- Sample results page;
- Screen shots of the process for exporting detailed media listings;
- Screen shots of the process for creating a user defined list; and
- Screen shots for adding additional contacts to a user defined list.

R.1 will be evaluated as follows:

Sample media listing (max. 5 points)	<ul style="list-style-type: none"> • is not included (0 points) • format is clear and easy to read (+ 1 point) • includes all contact information including 'beat' contacts (+ 1 point) • includes preferred language of work for contacts (+ 1 point) • includes telephone, fax and e-mail contacts (+ 1 point) • includes web address (+ 1 point)
Sample search page showing search options (max. 5 points)	<ul style="list-style-type: none"> • is not included (0 points) • format is clear and easy to follow (+1 point) • includes option for searching by language (+1 point) • includes option for searching by province and city (+1 point) • includes option for searching by 'beat' (+1 point) • includes option for searching by media type (i.e.. radio/television) (+ 1 point)
Sample results page (max. 2 points)	<ul style="list-style-type: none"> • is not included (0 points) • results page is clear and easy to read (+1 point) • results page is detailed (+1 point)
Screen shots of the process for exporting detailed media listings (max. 2 points)	<ul style="list-style-type: none"> • is not included (0 points) • is clear and easy to follow (+ 1 point) • provides options for exporting in various formats (+ 1 point)
Screen shots of the process for creating a user defined list (max. 2 points)	<ul style="list-style-type: none"> • is not included (0 points) • is clear and easy to follow (+ 1 point) • allows for importing of lists (+ 1 point)
Screen shots for adding additional contacts to a user defined list (max. 2 points)	<ul style="list-style-type: none"> • is not included (0 points) • screen page is clear and easy to read (+ 1 point) • process is simple and easy to follow (+1 point)

R.2 Quality Control (15 points maximum / 10.5 points minimum)

Bidders should provide full details of their quality control mechanisms. Bidders should also describe how they keep their contacts up-to-date and describe the frequency of updates.

R.2 will be evaluated as follows:

Quality Control				
Criteria	*Weighting	0 point	1 point	2 points
Quality Control procedures (max. 5 points)	2.5	-are not described	-are described but unclear	- are described and provide a good understanding of the process -the process described demonstrates that contact information is accurate
How contacts are kept up to date (max. 5 points)	2.5	-is not described	-is described but unclear	-is described and provides a good understanding of the process -the process described demonstrates that contacts are current

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Frequency of updates (max. 5 points)	<ul style="list-style-type: none"> • is not described (0 points) • is described but unclear (1 point) • updates are performed monthly (2 points) • updates are performed weekly (3 points) • updates are performed daily (4 points) • updates are continuous (more than once a day) (5 points)
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R.3 Level of Coverage (25 points maximum / 17.5 points minimum)

Bidders should complete the table below, providing a breakdown of the number of contacts included in their media contacts database. The numbers indicated must be per news organization.

	Canada English (max. 10 points / min. 7 points)	Canada French (max. 10 points / min. 7 points)	Canadian Ethnic Media (max. 5 points)
Number of Daily Newspapers			
Number of Community Newspapers			
Number of Radio Stations			
Number of Television Stations			
Number of News Agencies and Broadcast Networks			
Members of Federal Parliament and Provincial Legislatures (2 Bonus points in total)	1 point for Members of Federal parliament and 1 point for provincial legislature member included		

R.3 will be evaluated as follows:

	Canada English (max. 10 points / min 7 points)	Canada French (max. 10 points / min 7 points)	Canadian Ethnic Media (max. 5 points)
Number of Daily Newspapers	0.5 points for every 25 (max. 2.5 points)	0.5 points for every 2 (max. 2.5 points)	0.5 points for every 20 daily and community newspapers included (max. 2 points)
Number of Community Newspapers	0.5 points for every 150 (max. 2.5 points)	0.5 points for every 5 (max. 2.5 points)	
Number of Radio Stations	0.5 points for every 125 (max. 2 points)	0.5 points for every 40 (max. 2 points)	0.5 point for every 7 (max. 1 points)
Number of Television Stations	0.5 points for every 25 (max. 2 points)	0.5 points for every 8 (max. 2 points)	0.25 points for every 2 (max. 1 point)
Number of News Agencies and Broadcast Networks	0.4 points for every 2 (max. 1 point)	0.25 points for every 1 (max. 1 points)	max. 1 point for 1 or more

4.1.1.2.3 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 Annex A Statement of Work and Annex D - Demonstration Checklist Form.

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.

4.1.2 Financial Evaluation

4.1.2.1

Step 1:

For evaluation purposes only, the following scenario of estimated quantities will be used by the Contracting Authority to calculate the TOTAL AGGREGATE PRICE (TAP) for each region. To calculate the TAP, the estimated total volume for the initial contract period and each of the four (4) option periods will be multiplied by the offeror's proposed prices from Annex B- Basis of Payment. The subtotals for the initial contract period and the four (4) option periods will be added together to obtain the total offer price, which will be used to calculate the combined rating technical merit (60%) and price (40%).

NOTE: The numbers used as 'volume for evaluation purposes' are randomly generated. These 'volume' numbers are not based on any historical data, and are NOT representational or indicative or guarantee of quantity that may be required in the future.

ESTIMATED VOLUMES

A Requirement	C Unit	E Units used for evaluation purposes only
Media Monitoring Platform including up to 3 users	Per month	12
Additional users	Per month	N/A
Twitter results	Up to 250,000 per month	12
	250,001 to 500,000 per month	12
	500,001 to 750,000 per month	12
	750,001 to 1,000,000 per month	12
Online news summaries	Per summary	1,000 Summaries per year
Broadcast summaries	Per summary	100 Summaries per year

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Broadcast Transcripts	Per word	20,000 Words per year
	Per clip sent on CDROM / DVD or electronically	10 Clips per year
media analysis reports	Per hour	16 Hours per year

4.1.2.2 Mandatory Financial Criteria

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

4.2 Basis of Selection

1. To be declared responsive, a bid must:
 - a. comply with all the requirements of the bid solicitation; and
 - b. meet all mandatory criteria; and
 - c. obtain the required minimum points specified for each criterion for the technical evaluation, and
 - d. obtain the required minimum of minimum number of points points overall for the technical evaluation criteria which are subject to point rating.
 - e. Meet all demonstration criteria (if requested to a demonstration)
2. Bids not meeting (a) or (b) or (c) or (d) or (e) will be declared non-responsive.
3. 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.

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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

Note - If more than one bidder is ranked first because of identical overall scores, then the bidder with the **highest technical score** will become the highest-ranked bidder.

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. Unless specified otherwise, 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.

5.1 Certifications Required with the Bid

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

5.1.2 Additional Certifications Required with the Bid

5.1.2.1 Canadian Content Certification

This procurement is conditionally limited to Canadian goods.

Subject to the evaluation procedures contained in the bid solicitation, bidders acknowledge that only bids with a certification that the good(s) offered are Canadian goods, as defined in clause [A3050T](#), may be considered.

Failure to provide this certification completed with the bid will result in the good(s) offered being treated as non-Canadian goods.

The Bidder certifies that:

() the good(s) offered are Canadian goods as defined in paragraph 1 of clause [A3050T](#).

5.1.2.1.1 SACC Manual clause [A3050T](#) (2014-11-27) Canadian Content Definition

5.2 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.

5.2.1 Integrity Provisions – Required Documentation

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real procurement agreement of the [Ineligibility and Suspension Policy](#) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

5.2.2 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 available at the bottom of the page of the [Employment and Social Development Canada](#)

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(ESDC) - Labour's website (<https://www.canada.ca/en/employment-social-development/programs/employment-equity/federal-contractor-program.html#>).

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.

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) (<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 (2016-04-04), 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 the Contract.

4 Term of Contract

4.1 Period of the Contract

The period of contract is from May 1, 2018 to April 30, 2019, inclusive.

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 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.

5 Authorities

5.1 Contracting Authority

The Contracting Authority for the Contract is:

Mostafa Kamal (or authorized representative)
Supply Specialist
Communications Procurement Directorate
Public Works and Government Services Canada
360 Albert Street, 12th Floor
Ottawa, Ontario K1A 0S5

Telephone: 613-990-5858
Facsimile: 613-991-5870
E-mail: mostafa.kamal@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

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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: ____ - ____ - ____
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.

5.3 Contractor's Representative

Name: _____
Title: _____
Organization: _____
Address: _____

Telephone: ____ - ____ - ____
Facsimile: ____ - ____ - ____
E-mail address: _____

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.

7 Payment

7.1 Limitation of Expenditure

1. Canada's total liability to the Contractor under the Contract must not exceed \$ _____. 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% committed, or
 - b. four 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.

7.2 Method of Payment – Monthly Payments

SACC Manual Clause H1001C (2008-05-12) Monthly Payment

7.3 Electronic Payment of Invoices – Contract

The Contractor accepts to be paid using any of the following Electronic Payment Instrument(s):

- a. Visa Acquisition Card;
- b. MasterCard Acquisition Card;
- c. Direct Deposit (Domestic and International);
- d. Electronic Data Interchange (EDI);

8 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. Each invoice must be supported by:
 - a. a copy of time sheets to support the time claimed;
 - b. a copy of the release document and any other documents as specified in the Contract;
 - c. a copy of the invoices, receipts, vouchers for all direct expenses, and all travel and living expenses;
 - d. a copy of the monthly progress report.
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.
 - c. one (1) copy must be forwarded to the consignee.

9 Certifications and Additional Information

9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are

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conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

9.2 SACC Manual Clauses.

M3000C Price Lists 2006-08-15

10 Applicable Laws

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

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 condition 2035 (2016-04-04);
- (c) Annex A, Statement of Work
- (d) Annex B, Basis of Payment;
- (e) the Contractor's bid dated _____,

12 Foreign Nationals (Canadian Contractor **OR Foreign Contractor)**

SACC Manual clause A2000C (2006-06-16) Foreign Nationals (Canadian Contractor) OR

SACC Manual clause A2001C (2006-06-16) Foreign Nationals (Foreign Contractor)

13 Insurance

SACC Manual clause G1005C (2016-01-28) Insurance

ANNEX "A"

STATEMENT OF WORK

1. BACKGROUND

Media monitoring, reporting and analyses of comprehensive media coverage generated for the Financial Consumer Agency of Canada's (FCAC) are critical functions supporting the Agency's strategic communications plan. Effective media and social media monitoring serves as a performance measurable tool on the effectiveness of the organization's communications activities. It will enable FCAC's efforts to identify and track current and emerging public issues and trends of interest to the Agency, as reported in international, national, regional mainstream and social media.

In pursuing its goal to ensure federally regulated financial entities comply with consumer protection measures, promote financial education and raise consumers' awareness of their rights and responsibilities, the Agency circulates daily clippings as well as quarterly media analyses reports to FCAC executives and management using the platform provided by the media monitoring service. An annual analysis is also required for media coverage accumulated over the course of the fiscal year as a performance measurement for the implementation of FCAC's communications plan.

2. OBJECTIVES

To supply to the Financial Consumer Agency of Canada (FCAC) with an extensive media monitoring service that incorporates:

- a) Real-time monitoring and analysis a wide range of outlets, including online university and research publications, community and regional newspapers, specialized industry publications, social media, blogs, as well as mainstream national print and online publications, and mainstream radio and TV coverage.
- b) Proven high quality daily and annual media analysis services including analysis of circulation and impressions, geographic region, publication type, top authors, top publications, frequency, share of voice, and coverage tone.
- c) Upon request, transcripts (verbatim) and audio and video clips of items from radio and television news and public affairs programming broadcasting in Canadian provinces and territories.
- d) Integration within one platform of social, online, and broadcast media monitoring, access to a media contact database, and ability to query the database of news items and produce media analysis reports using customized templates provided by the contractor.
- e) Social, online and traditional media coverage included together in an automated daily coverage newsletter, with the ability to create sub-sections by topic category / campaign tag in addition to media type.
- f) Ability to import and tag media coverage into the platform to be included in daily newsletters and quarterly reports.

3. SCOPE AND TASKS

3.1 Social Media Monitoring

The Contractor must provide a social media monitoring service that continuously monitors social media content on a daily basis in near-real time and provide web-based, online media metrics and reporting capabilities.

3.1.1 Specifications

The service must:

- a) Be available 24 hours a day, 7 days a week, 365 hours a day;
- b) Track and analyse social media conversations in English and in French;
- c) Monitor blogs, micro-blogs, social networking sites including Facebook and Twitter, forums and message boards, traditional news websites and comments sections, media sharing websites (videos, photos, and user-generated content websites including YouTube);
- d) Provide an online customizable report/dashboard-based, and query-enabled, social media monitoring and analysis tool where all user-generated reports can be exported to common Microsoft Office formats (e.g. MS Word, Excel, PowerPoint) and PDF.
- e) Deliver text from the actual post along with links to the user or site who posted it;
- f) Include unlimited data for a flat monthly rate, including full Twitter firehose;
- g) Allow users to apply country/ provincial/ regional and language parameters to search results;
- h) Allow users to simultaneously select and track multiple topic/subject queries, campaigns, and/or issues;
- i) Allow users to search and generate results based on a set of multiple keywords/ hashtags/ handles input simultaneously;
- j) Allow users to monitor comment threads on blog/article posts;
- k) The ability to have reports sent as email alerts, including segmentation by subject areas and appropriate topic/subject queries; and
- l) Allow users to have ability to perform historical searches back a minimum of one (1) year on topics/subjects that have not been monitored.

3.2 Monitoring of Internet News Sites

Monitoring of English and French language Canadian and international news sites and blogs, 24 hours a day, 7 days a week. The Contractor must deliver or provide access to, via email and internet, a report of the items of interest according to keywords defined by the Project Authority.

Monitoring of online versions of Canadian daily, weekly and monthly regional and national French and English language newspapers, as well as specialized publications, for articles, or summaries of relevant articles, according to keywords and subjects of interest as defined by the Project Authority.

3.2.1 Specifications

The service must:

- a) Monitor internet news sites with the ability to add specific internet sites and news blogs as identified by the Project Authority;
- b) Allow for the use of advanced (Boolean) search techniques, modifiable on an ad hoc basis by the Project Authority, to ensure accuracy of results;
- c) Allow users to have ability to perform historical searches back a minimum of one (1) year for both saved and new searches for online and traditional media;
- d) Allow users to tag coverage based on subject matter/campaign/other custom tags or categories (i.e. reputation risk/reputation building/neutral);
- e) Send daily reports as email alerts, including segmentation by subject areas and appropriate topic/subject queries;
- f) Daily reports should include the date, time (if applicable), title, source and a live hyperlink to the full content of the item;
- g) Provide the number of impressions for online news coverage based on daily unique page views, or estimated daily unique pageviews;
- h) Indicate when an online article also appeared in print by delivering an article summary. At a minimum, summaries of print articles must contain:
 - Name of publication;
 - Publication date;

- Page number;
- Circulation number/ estimated daily impressions;
- Headline; and
- Byline.

3.2.2 Turnaround Times

Turnaround times for article summaries will be specified for each resulting requirement. The following minimum standards for turnaround times are required:

Description	Deliverable	Turnaround time for issues published Mon through Friday	Turnaround time for issues published on Sat, Sun and statutory holidays
Major daily Newspapers	Article summary	8:00 a.m. the day of publication	8:00 a.m. the following business day
Regional daily newspapers	Article summary	8:00 a.m. the following business day	8:00 a.m. the following business day
Weekly and community newspapers from major centers ¹	Article summary	Within 5 days of publication	
Weekly and community newspapers from outside major centers ²	Article summary	Within 7 days of publication ²	

Note: The times listed above are Eastern Standard Time

¹Major centres include all metropolitan areas of Canada with a population greater than 100,000

²The Contractor must provide upon request a list of sources where the turnaround time cannot be met due to geographic location, time zones and delivery methods

3.2.3 Monitoring of Canadian Radio and Television News and Public Affairs Programming

Monitoring of news and public affairs programming from Canadian radio and television networks for items according to keywords and subjects of interest as defined by the Project Authority.

The Contractor must deliver or provide access to summaries of relevant items in electronic format.

3.2.4 Specifications

Summaries must be in the language of the broadcast and contain the following:

- Air time and date;
- City, station and program;
- Nielsen rating (audience size);
- Headline or keywords (search term); and
- Brief description of content including interviewees.

3.2.5 Turnaround Times

Turnaround times for relevant summaries will be specified for each resulting requirement. The following minimum standards for turnaround times are required:

Description	Broadcast time	Turnaround time for Mon to Thu broadcasts	Turnaround time for Fri broadcasts	Turnaround time for Sat, Sun and statutory holiday broadcasts
Summaries from National radio and television network programming	Between 6 a.m. and 6 p.m. daily	Within 4 hours of broadcast time	Within 4 hours of broadcast time	7:00 a.m. on the following business day
	After 6:00 p.m. daily	Next day by 7:00 a.m.	Monday by 7:00 a.m.	7:00 a.m. on the following business day
Summaries from radio and television programming airing on stations in major centres ¹	Between 6 a.m. and 6 p.m. daily	Within 6 hours of broadcast time	Within 6 hours of broadcast time	8:00 a.m. on the following business day
	After 6:00 p.m. daily	Next day by 8:00 a.m.	Monday by 8:00 a.m.	8:00 a.m. on the following business day
Summaries from radio and television programming airing on stations outside major centres ²	Between 6 a.m. and 6 p.m. daily	Within 8 hours of broadcast time	Within 8 hours of broadcast time	12:00 p.m. on the following business day
	After 6:00 p.m. daily	Next day by 12:00 p.m.	Monday by 12:00 p.m.	12:00 p.m. on the following business day

Note: The times listed above are Eastern Standard Time

¹Major centres include all metropolitan areas of Canada with a population greater than 100,000

²The Contractor must provide upon request a list of stations where the turnaround time cannot be met due to geographic location and time zones.

3.2.6 Special Requests - Monitoring of Talk Radio

On an as and when requested basis, the Contractor must monitor specific talk radio programs for the provision of broadcast summaries including an overview paragraph summarizing subject specific issues broadcast during the program. The Contractor must have the ability to include air time by subject and tone from the host/guests/callers for each broadcast summary provided.

3.2.7 Transcription, audio and video clips of Canadian Broadcast Media

3.2.8 Verbatim Transcripts

The Contractor must provide verbatim transcripts (not closed captioning) from Canadian radio and television programming on an 'as and when requested' basis or on an automatic basis according to defined keywords and stations.

All transcripts must be verbatim in the language of the broadcast and include the date, time of broadcast, program name, and length of the program, station, city, reporter(s) and interviewee(s).

Transcripts must be delivered electronically.

3.2.9 Turnaround Times

Turnaround times for delivery of transcripts will be specified for each resulting requirement. The following minimum standards for turnaround times are required:

Region	Description	Turnaround time for items under 5 minutes in length	Turnaround time for items between 5 and 10 minutes in length	Turnaround time for items between 10 and 15 minutes in length
National radio and television network programming	Ordered between 6:00 a.m. and 6 p.m. Mon-Fri	Within 3 hours of request	Within 4 hours of request	Within 5 hours of request
	Ordered after 6:00 p.m. Mon-Thu	Next day by 8:00 a.m.	Next day by 8:00 a.m.	Next day by 8:00 a.m.
	Ordered after 6:00 p.m. on Friday, or on Saturdays and Sundays	Monday by 8:00 a.m.	Monday by 8:00 a.m.	Monday by 8:00 a.m.
Radio and television programming airing on stations in major cities centres ¹	Ordered between 6:00 a.m. and 6 p.m. Mon-Fri	Within 4 hours of request	Within 5 hours of request	Within 6 hours of request
	Ordered after 6:00 p.m. Mon-Thu	Next day by 8:00 a.m.	Next day by 8:00 a.m.	Next day by 8:00 a.m.
	Ordered after 6:00 p.m. on Friday, or on Saturdays and Sundays	Monday by 8:00 a.m.	Monday by 8:00 a.m.	Monday by 8:00 a.m.
Radio and television programming airing on stations outside major centres ²	Ordered between 6:00 a.m. and 6 p.m. Mon-Fri	Within 6 hours of request	Within 7 hours of request	Within 8 hours of request
	Ordered after 6:00 p.m. Mon-Thu	Next day by 12:00 noon	Next day by 12:00 noon	Next day by 12:00 noon
	Ordered after 6:00 p.m. on Friday, or on Saturdays and Sundays	Monday by 12:00 noon	Monday by 12:00 noon	Monday by 12:00 noon

For items over 15 minutes in length, the turnaround time is to be determined at the time of the request.

¹Major centers include all metropolitan areas of Canada with a population greater than 100,000

²The Contractor must provide upon request a list of stations where the turnaround time cannot be met due to geographic location and time zones.

3.2.10 Audio and Video Clips

The Contractor must provide audio and video clips on an 'as and when requested' basis or on an automatic basis according to defined keywords and stations.

The Contractor must maintain a video and audio archive of a minimum of one month in order to deliver or provide access to transcripts of items that have aired up to one-month prior to the day of request.

The Contractor must provide audio and video clips electronically.

3.2.10.1 Turnaround Times

Turnaround times for delivery of audio and video clips will be specified for each resulting requirement. The following minimum standards for turnaround times are required.

Turnaround times do not include the time required for delivery to destination.

Region	Description	Turnaround time for items under 10 minutes in length	Turnaround time for items between 10 and 20 minutes in length	Turnaround time for items between 20 and 30 minutes in length
National radio and television network programming	Ordered between 6:00 a.m. and 6 p.m. Mon-Fri	Within 3 hours of request	Within 4 hours of request	Within 5 hours of request
	Ordered after 6:00 p.m. Mon-Thu	Next day by 8:00 a.m.	Next day by 8:00 a.m.	Next day by 8:00 a.m.
	Ordered after 6:00 p.m. on Friday, or on Saturdays and Sundays	Monday by 8:00 a.m.	Monday by 8:00 a.m.	Monday by 8:00 a.m.
Radio and television programming airing on stations in major centres ¹	Ordered between 6:00 a.m. and 6 p.m. Mon-Fri	Within 4 hours of request	Within 5 hours of request	Within 6 hours of request
	Ordered after 6:00 p.m. Mon-Thu	Next day by 8:00 a.m.	Next day by 8:00 a.m.	Next day by 8:00 a.m.
	Ordered after 6:00 p.m. on Friday, or on Saturdays and Sundays	Monday by 8:00 a.m.	Monday by 8:00 a.m.	Monday by 8:00 a.m.
Radio and television programming airing on stations outside major centres ²	Ordered between 6:00 a.m. and 6 p.m. Mon-Fri	Within 6 hours of request	Within 7 hours of request	Within 8 hours of request
	Ordered after 6:00 p.m. Mon-Thu	Next day by 12:00 noon	Next day by 12:00 noon	Next day by 12:00 noon

	Ordered after 6:00 p.m. on Friday, or on Saturdays and Sundays	Monday by 12:00 noon	Monday by 12:00 noon	Monday by 12:00 noon
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For items over 30 minutes in length, the turnaround time is to be determined at the time of the request.

¹Major centers include all metropolitan areas of Canada with a population greater than 100,000

²The Contractor must provide upon request a list of stations where the turnaround time cannot be met due to geographic location and time zones.

3.3 Analytics and reporting

The Contractor must deliver quarterly media monitoring reports and one annual comprehensive consolidation report of the observations over the 4 quarters (April 1st March 31st). The Contractor must have the ability to monitor and compile analytics for all media channels (traditional, online and social media) into the quarterly and annual report. Customized reports will enable personnel to determine benchmarks, measure progress and impact of social media outputs; conduct comparative analysis against future results.

3.3.1 Specifications

To measure the impact of media outreach efforts, public awareness campaigns, issues management, or topics of interest, media analysis reports at minimum must include:

- a) General coverage – Highlight the month-to-month coverage trends by topic / campaign;
- b) Frequency and quantity of traditional, online and social media mentions;
- c) Coverage tonality – Highlight the positive, neutral and negative content;
- d) Share of voice – month-by-month breakdown of the competitive share of voice;
- e) Top 10 authors (traditional media) and key influencers (social media) – per month, cross referenced by topic and/or campaign tag;
- f) Top 10 publications – cross referenced by topic/or campaign tag;
- g) Coverage by publication type – breakdown by source, i.e. daily print newspaper, community newspaper, online publication, radio and TV, social media platform;
- h) Coverage by media type, e.g. print article, blog, social media post, online video;
- i) Coverage by region – breakdown by Canadian region (i.e. the provincial and territorial regions); and
- j) The ability to customize reports with charts and graphs on traditional, online and social media metrics in formats that illustrate content such as:
 - top hashtags
 - impressions / reach / views / engagement for content posted to owned channels, per topic / campaign / hashtag and by content type
 - regional and demographic data for social engagement and reach
 - content source/type (i.e. video, image, etc.)
 - “top posts” with most reach on FCAC owned social channels

The tool must:

- a) Allow users to generate bar/pie charts from search queries that are downloadable in a variety of formats and can be combined in a customizable and downloadable dashboard;
- b) Provide ongoing access to build queries, export dashboard data and metrics on an ad-hoc basis
- c) Provide regular, unlimited access to the archive of client news items for informational and reporting purposes. Archived data (all collected news items) must be stored from the day of commencement with the media company for a minimum of one year.
- d) Allow user-generated reports to be generated and exported in common Microsoft Office formats (e.g. MS Word, Excel, PowerPoint) and PDF, into which users can provide additional qualitative analysis.

3.4 Media contacts database

The Contractor must provide a searchable database of detailed, up to date media listings accessible by the Project Authority. The database must allow the user to search, view and export detailed media listings in CSV (comma separated values) or Tab (tab delimited file) format. And must allow the user to automatically send press releases via e-mail or fax from their desktop.

The media contacts database must allow the user to import, create and save user defined lists and create contact reports.

The media contacts database must contain media contact information for national, regional and community newspapers, radio and television stations from across Canada. Media contacts must include all 'beat' contacts.

Contractor's media database must be fully bilingual (English and French). It must be continuously and regularly updated to include the most up-to-date contact information.

At the request of the Client Department, the Contractor must provide training on the use of their online media database and must be available during working hours to provide support in the creation of media lists.

4. SERVICE AND CUSTOMER SUPPORT CAPABILITIES

The Contractor must have the following capabilities:

- The ability to monitor new social media tools/sites as they emerge;
- Online training for onboarding, (assistance with the initial set up of the platform to build queries, reports, newsletters, customize dashboard, etc.) with ongoing support as-needed basis.
- Migration of existing data to the new platform, with an option required for data transfer at the end of the contract.
- Access for three (3) user accounts that can be used simultaneously, to an online, integrated social and traditional media monitoring tool that must be operational and accessible by the client as of the contract start date.
- Maintenance and technical support from 8:00 a.m. to 5:00 p.m., seven (7) days per week in all time zones across Canada

5. CONSTRAINTS

The Contractor must have a system in place to monitor the required sources according to keywords defined by the Project Authority. Modifications to keywords, as defined by the Project Authority, must be implemented within 24 hours of request.

The Contractor must have a backup procedure in place in the event that the normal method of delivery or access of media materials is not available. Backup procedures must include automatic notification describing the nature of the problem, corrective action being taken and an estimate of the time at which the service will resume.

On request, the Contractor must provide the Project Authority with a current list of sources monitored. From the Contractors list of sources, the Project Authority as required may add or remove sources to be monitored. Sources must be added or removed within 24 hours of request.

6. SPECIAL REQUESTS

The Project Authority may require the Contractor to respond to special requests including:

- Archival research for coverage of past events;
- Delivery of services on weekends and statutory holidays;
- Archival research for specific broadcast or print items on radio or television stations or newspapers not included as sources to be monitored as described in the statement of work of resulting contracts;

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- Archival research for specific broadcast items or newspaper articles covering subjects or events not included as keywords regularly monitored as defined by the Project Authority; and
 - Archival research for broadcast items for the purposes of transcription or audio/video copy where the Project Authority has limited information on the station, program, date or time of the broadcast.

Prior to the commencement of any archival research, the Contractor must provide a written estimate of the time and cost for the research, which must be agreed to in writing by the Project Authority.

7. CUSTOMER SUPPORT

The Contractor must provide bilingual implementation support, training and ongoing customer support, at no additional cost.

The Contractor must be available to respond to requests from the Project Authority (or authorized representative) between 7:00 a.m. and 5:00 p.m. EST Monday through Friday, at a minimum.

The Contractor, on an ongoing basis, must work with the Project Authority to ensure relevant media material is being delivered.

8. ENVIRONMENTAL CONSIDERATIONS

All non-electronic correspondence and deliverables should be certified as originating from a sustainable managed forest and/or with a minimum of 30% recycled content and processed chlorine free, whenever possible. Double-sided photocopying will be the default unless otherwise specified by the Project or Contracting Authority. Photocopied documents are to be in black and white format unless otherwise

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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, their bid will be found non-compliant and no further evaluation will be done.

The bidder is required to submit firm, all inclusive unit rates, as detailed below, HST extra if applicable. All prices are to include travel, living and direct expenses incurred in the performance of the work such as licensing fees, copyright fees, long distance calls, and any other cost reimbursable items. 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.

The Contractor will be paid its costs reasonably and properly incurred in the performance of the Work, as detailed below. Harmonized Sales Tax is extra, if applicable.

1.1 For the initial contract period from May 1, 2018 to April 30, 2019:

A Requirement	B Description	C Unit	D Cost per unit	E Units used for evaluation purposes only
Media Monitoring Platform including up to 3 users	Monitoring of social and traditional media including internet, radio, TV, newspaper and publications	Per month	\$-----	12
Additional users	Per user	Per month	\$-----	N/A
Twitter results	Up to 250,000 per month	Per month	\$-----	12
	250,001 to 500,000 per month	Per month	\$-----	12
	500,001 to 750,000 per month	Per month	\$-----	12
	750,001 to 1,000,000 per month	Per month	\$-----	12
Online news summaries	Per summary	Per summary	\$-----	1,000
Broadcast summaries	Per summary	Per summary		100
Broadcast Transcripts	Verbatim transcription	Per word	\$-----	20,000 words
	Audio / Video clips	Per clip sent CDROM / DVD1 or electronically	\$-----	10 clips
media analysis reports	Quarterly and comprehensive annual	Per hour	\$-----	16 hours
Research	Archival research for coverage of past events	Per 15 minutes	\$-----	N/A
Requested after hours service fee	Requested delivery on weekends, statutory holidays and after 6:00p.m. (Mon. to Fri.)	Percentage surcharge over fee for delivery during regular business hours	_____% surcharge	N/A
Courier fees			At cost	N/A

1.2 For the 1st option period from May 1, 2019 to April 30, 2020:

A Requirement	B Description	C Unit	D Cost per unit	E Units used for evaluation purposes only
Media Monitoring Platform including up to 3 users	Monitoring of social and traditional media including internet, radio, TV, newspaper and publications	Per month	\$-----	12
Additional users	Per user	Per month	\$-----	N/A
Twitter results	Up to 250,000 per month	Per month	\$-----	12
	250,001 to 500,000 per month	Per month	\$-----	12
	500,001 to 750,000 per month	Per month	\$-----	12
	750,001 to 1,000,000 per month	Per month	\$-----	12
Online news summaries	Per summary	Per summary	\$-----	1,000
Broadcast summaries	Per summary	Per summary		100
Broadcast Transcripts	Verbatim transcription	Per word	\$-----	20,000 words
	Audio / Video clips	Per clip sent CDROM / DVD1 or electronically	\$-----	10 clips
media analysis reports	Quarterly and comprehensive annual	Per hour	\$-----	16 hours
Research	Archival research for coverage of past events	Per 15 minutes	\$-----	N/A
Requested after hours service fee	Requested delivery on weekends, statutory holidays and after 6:00p.m. (Mon. to Fri.)	Percentage surcharge over fee for delivery during regular business hours	_____% surcharge	N/A
Courier fees			At cost	N/A

1.3 For the 2nd option period from May 1, 2020 to April 30, 2021:

A Requirement	B Description	C Unit	D Cost per unit	E Units used for evaluation purposes only
Media Monitoring Platform including up to 3 users	Monitoring of social and traditional media including internet, radio, TV, newspaper and publications	Per month	\$-----	12
Additional users	Per user	Per month	\$-----	N/A
Twitter results	Up to 250,000 per month	Per month	\$-----	12
	250,001 to 500,000 per month	Per month	\$-----	12
	500,001 to 750,000 per month	Per month	\$-----	12
	750,001 to 1,000,000 per month	Per month	\$-----	12
Online news summaries	Per summary	Per summary	\$-----	1,000
Broadcast summaries	Per summary	Per summary		100
Broadcast Transcripts	Verbatim transcription	Per word	\$-----	20,000 words
	Audio / Video clips	Per clip sent CDROM / DVD1 or electronically	\$-----	10 clips
media analysis reports	Quarterly and comprehensive annual	Per hour	\$-----	16 hours
Research	Archival research for coverage of past events	Per 15 minutes	\$-----	N/A
Requested after hours service fee	Requested delivery on weekends, statutory holidays and after 6:00p.m. (Mon. to Fri.)	Percentage surcharge over fee for delivery during regular business hours	_____% surcharge	N/A
Courier fees			At cost	N/A

1.4 For the 3rd option period from May 1, 2021 to April 30, 2022:

A Requirement	B Description	C Unit	D Cost per unit	E Units used for evaluation purposes only
Media Monitoring Platform including up to 3 users	Monitoring of social and traditional media including internet, radio, TV, newspaper and publications	Per month	\$-----	12
Additional users	Per user	Per month	\$-----	N/A
Twitter results	Up to 250,000 per month	Per month	\$-----	12
	250,001 to 500,000 per month	Per month	\$-----	12
	500,001 to 750,000 per month	Per month	\$-----	12
	750,001 to 1,000,000 per month	Per month	\$-----	12
Online news summaries	Per summary	Per summary	\$-----	1,000
Broadcast summaries	Per summary	Per summary		100
Broadcast Transcripts	Verbatim transcription	Per word	\$-----	20,000 words
	Audio / Video clips	Per clip sent CDROM / DVD1 or electronically	\$-----	10 clips
media analysis reports	Quarterly and comprehensive annual	Per hour	\$-----	16 hours
Research	Archival research for coverage of past events	Per 15 minutes	\$-----	N/A
Requested after hours service fee	Requested delivery on weekends, statutory holidays and after 6:00p.m. (Mon. to Fri.)	Percentage surcharge over fee for delivery during regular business hours	_____% surcharge	N/A
Courier fees			At cost	N/A

1.5 For the 4th option period from May 1, 2022 to April 30, 2023:

A Requirement	B Description	C Unit	D Cost per unit	E Units used for evaluation purposes only
Media Monitoring Platform including up to 3 users	Monitoring of social and traditional media including internet, radio, TV, newspaper and publications	Per month	\$-----	12
Additional users	Per user	Per month	\$-----	N/A
Twitter results	Up to 250,000 per month	Per month	\$-----	12
	250,001 to 500,000 per month	Per month	\$-----	12
	500,001 to 750,000 per month	Per month	\$-----	12
	750,001 to 1,000,000 per month	Per month	\$-----	12
Online news summaries	Per summary	Per summary	\$-----	1,000
Broadcast summaries	Per summary	Per summary		100
Broadcast Transcripts	Verbatim transcription	Per word	\$-----	20,000 words
	Audio / Video clips	Per clip sent CDROM / DVD1 or electronically	\$-----	10 clips
media analysis reports	Quarterly and comprehensive annual	Per hour	\$-----	16 hours
Research	Archival research for coverage of past events	Per 15 minutes	\$-----	N/A
Requested after hours service fee	Requested delivery on weekends, statutory holidays and after 6:00p.m. (Mon. to Fri.)	Percentage surcharge over fee for delivery during regular business hours	_____% surcharge	N/A
Courier fees			At cost	N/A

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ANNEX “C” to PART 3 OF THE BID SOLICITATION

ELECTRONIC PAYMENT INSTRUMENTS

The Bidder accepts to be paid by any of the following Electronic Payment Instrument(s):

- ☐ () VISA Acquisition Card;
- ☐ () MasterCard Acquisition Card;
- ☐ () Direct Deposit (Domestic and International);
- ☐ () Electronic Data Interchange (EDI);

ANNEX "D"

Demonstration Checklist

	Requirement	Confirm Capability		Comments
		Yes	No	
1	Must demonstrate how platform allows multiple users accounts to simultaneously access the system			
2	Must demonstrate how platform allows user to view traditional and Social media account from one account and how to switch views			
3	Must demonstrate the platform's e-mail alert.			
4	Must demonstrate the platform's dashboard view with results for traditional media with complete information			
5	Must demonstrate the platform's dashboard view with results for social media with complete information Ex1: "HOME EQUITY LINE OF CREDIT" OR HELOC OR "VALEUR NETTE D'UNE MAISON" OR "VALEUR NETTE D'UNE PROPRIÉTÉ" OR "VALEUR NETTE" OR "HOME EQUITY CREDIT LINE" OR "HOME EQUITY LOAN" OR "HOME EQUITY LOANS" OR "LIGNE DE CRÉDIT SUR VALEUR DOMICILIAIRE" OR "LIGNE DE CRÉDIT SUR VALEUR HYPOTHÉCAIRE" Ex2: ("CANADIAN BANK" OR "THE BANK" OR BANKING OR "A BANK" OR "CANADA'S BANK" OR BANKS) AND NOT ("WEST BANK" OR NFL OR "TOMMY BANK" OR "SPERM BANK" OR "FOOD BANK")			
6	Demonstration must use Canadian results and in French and English			
7	Must demonstrate how user can upload content not caught by platform			
8	Must demonstrate complete social media data from social media posts/publications; the volume media data by source (i.e. Twitter, Facebook, blogs, etc.):			
9	Must demonstrate preliminary data processing (cleaning, noise reduction) and capacity to exclude results.			
10	Must demonstrate how user can search, add, and remove keywords.			
11	Must demonstrate the ability to allow users to update, tag and make notes on records/profiles in the database			
12	Must demonstrate the ability to search individual keywords and to report on their metrics			

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13	Must demonstrate the ability to access to historical data			
14	Must demonstrate the ability to identify social trends and influencers.			
15	Must demonstrate the ability to export based on criteria			
16	Must demonstrate the ability for data and reports to be download/exported in multiple formats (MS word, Excel, .pdf)			
17	Must demonstrate a sample data report			
18	Must demonstrate the media database. Outline of capabilities and breadth			
19	Must demonstrate reporting capability: Social media outline of metrics.			
20	Must demonstrate reporting capability: Traditional media outline of metrics.			