



RETURN BIDS TO:
RETOURNER LES SOUMISSIONS À :
 Public Safety and Emergency Preparedness
 Canada
 Contracting and Procurement Section
 340 Laurier Avenue West,
 1st Floor Mailroom – **MARKED URGENT**
 Ottawa, Ontario
 K1A 0P8
 Attention: **Denise Desserud**

Question and Answer #3
Question et réponse n° 3

Offer to: Public Safety and Emergency Preparedness Canada

We hereby offer to provide to Canada, as represented by the Minister of Public Safety and Emergency Preparedness Canada, in accordance with the terms and conditions set out herein or attached hereto, the goods, services, and construction detailed herein and on any attached sheets.

Offre au: Minitère des Sécurité publique et Protection civile Canada

Nous offrons par la présente de fournir au Canada, représenté par le ministre de la Sécurité publique et Protection civile Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens, services et construction énumérés ici et sur toute feuille ci-annexée.

Comments – Commentaires:

BIDDERS MUST WAIT TO HAVE THEIR PROPOSALS TIME STAMPED IF THEY ARE HAND DELIVERING TO THE MAILROOM

Entrance is on Gloucester at shipping door, behind the building

Instructions: See Herein
Instructions: Voir aux présentes

Vender/Firm Name and Address
Raison sociale et adresse du Fournisseur/de l'entrepreneur

Issuing Office – Bureau de distribution
 Public Safety and Emergency Preparedness
 Canada
 Contracting and Procurement Section
 269 Laurier Avenue West
 13th Floor, Office 13B-37
 Ottawa, Ontario
 K1A 0P8

Title – Sujet Analysis of Sentiment Towards Cannabis on Social Media	
Solicitation No. – N° de l'invitation 201804487	Date 2018-10-26
Solicitation Closes – L'invitation prend fin At – à 02:00 PM On – le 2018-10-29	Time Zone Fuseau horaire EDT
Delivery Required – Livraison exigée See Herein	
Address Enquiries to: - Adresser toutes questions à: Denise Desserud	
Telephone No. – N° de telephone (613) 990-2614	FAX No. – N° de FAX (613) 954-1871
Destination – of Goods, Services and Construction: Destination – des biens, services et construction: Public Safety Canada 269 Laurier Avenue West, Ottawa, Ontario K1A 0P8	
Security – Sécurité No security provisions	

Vendor/Firm Name and Address Raison sociale et adresse du fournisseur/de l'entrepreneur	
Telephone No. – N° de telephone 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 due fournisseur/ de l'entrepreneur (taper ou écrire en caractères d'imprimerie)	
Signature	Date



QUESTION AND ANSWER #3

Question #1:

In order to satisfy the requirements of this RFP, suppliers will need to analyze social media content. Does Public Safety expect to receive any of this content (such as the text of social media posts) as part of these reports, or can the reports present only aggregate data and otherwise consist only of supplier-generated content (e.g. data analysis) without providing third-party owned content? Please bear in mind that if Public Safety intends to receive third-party-owned content, copyright law requirements mean that Public Safety will need to agree to terms and restrictions concerning the ways in which that content is used (for example, it cannot be publicly disseminated), and that the contractual requirements and Certifications set out in the RFP conflict with this and would therefore need to be adjusted. To clarify, these restrictions will not apply if Public Safety is happy to receive only supplier-generated content such as e.g. data analysis.

Answer #1:

Public Safety Canada requires that the successful contractor provide all content used for the data analyses, including those contained in the draft and final reports; however, as specified in the statement of work, any information that could potentially identify an individual or agency/organization should be excluded from the materials and information provided.

Public Safety Canada requires any successful contractor to prepare reports that respect the legal copyrights of all sources used. It is the responsibility of the contractor to determine if content gathered from social media outlets is the product of copyright. If material is third-party owned content and subject to copyright laws, then it is also the responsibility of the contractor to obtain the necessary permission(s) to use this content and to obtain permission to share this content with Public Safety Canada. The successful contractor will not be expected to be an agent for Public Safety Canada in the event the copyright owner wishes to enter into a licensing agreement with the Crown, but it will be the responsibility of the successful contractor to advise Public Safety Canada in the event such a license requirement is requested.

Question #2:

Page 10 - Section 2 Project Objectives

In reconciling the project objectives to the tasks and project deliverables, we noted that the planning and execution of the sentiment analysis was not included in all three sections.

Can you please confirm that the planning and execution of the sentiment analysis is a deliverable and encapsulated within the draft and final report.

On page 11 of the RFP the methodological approach describes expectations regarding the methodological plan and including the sentimental analysis. However the task listing in section



QUESTION AND ANSWER #3

4 does not seem to include tasks specifically related to the sentiment analysis. To support development of our Draft Methodological Plan (R2) and Draft Work Plan (R3) that aligns to the tasks outlined in section 4, can you please confirm that:

1. Task 4.5 is intended to cover planning for and executing the sentiment analysis; and
2. The Draft and Final Report and Presentation (tasks 4.6 to 4.9 inclusive) are expected to report on the entire project, including the sentiment analysis.

Answer #2:

Task 4.2 is intended to cover planning for the project, as well as the overall methodological plan which will be based on the initial kick-off meeting (Task 4.1).

Task 4.5 however, refers to the actual execution of the project- it is the collection and analysis of the data which requires the use of sentiment analysis, as well as other appropriate methodologies or statistical techniques that will be agreed upon through Tasks 4.1 and 4.2.

As you indicated, the draft, final report and presentation (tasks 4.6 to 4.9 inclusive) will report on the entire project, including the sentiment analysis.

Question n° 3 :

Is it possible to extend the bidding period?

Réponse n° 3 :

Unfortunately, we are not able to extend the bidding period.

Question n° 4 :

As part of our proposal, can we include links to publications or is it not possible due to the GoC firewalls?

Réponse n° 4 :

We cannot accept links to publications. Instead we ask that all publications be provided within the submission to avoid any issues with access to documents.

Question n° 5 :

Do you have a budget range that bidders should target?



QUESTION AND ANSWER #3

Réponse n° 5 :

We do not have a budget range that we can share with bidders at this time.

Question n° 6 :

Given the complexity of the focus of this project (i.e., public perceptions of cannabis use), and the known limitations of sentiment analysis (e.g., inability to account for sarcasm/irony and other contextual aspects of language), we would be interested in proposing that an automated methodology be supplemented with person-led qualitative approaches, using targeted and systematic sampling, to validate and contextualize the automated analyses. Is this something the Project Sponsor would be open to considering?

If yes, and in light of the fact that qualitative analysis is more resource and time intensive, might there be any flexibility in extending the targeted project completion date?

Réponse n° 6 :

Yes, the use of an automated methodology to complement the person-led qualitative approach is something we anticipate being required. Unfortunately, the targeted completion date cannot be extended beyond that stated in the Statement of Work.