



## REQUEST FOR SUPPLY ARRANGEMENT (RFSA) FOR MEDIA ANALYSIS

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## **PART 1 - GENERAL INFORMATION**

### **1.1. Introduction**

The Request for Supply Arrangements (RFSA) is divided into six parts and annexes, as follows:

- Part 1 General Information: provides a general description of the requirement;
- Part 2 Supplier Instructions: provides the instructions applicable to the clauses and conditions of the RFSA;
- Part 3 Arrangement Preparation Instructions: provides suppliers with instructions on how to prepare the arrangement to address the evaluation criteria specified;
- Part 4 Evaluation Procedures and Basis of Selection: indicates how the evaluation will be conducted, the evaluation criteria which must be addressed in the arrangement, the security requirement, and the basis of selection;
- Part 5 Certifications: includes the certifications to be provided; and
- Part 6 6A, Supply Arrangement, 6B, Bid Solicitation, and 6C, Resulting Contract Clauses:
  - 6A, includes the Supply Arrangement (SA) with the applicable clauses and conditions;
  - 6B, includes the instructions for the bid solicitation process within the scope of the SA;
  - 6C, includes general information for the conditions which will apply to any contract entered into pursuant to the SA.

The Annexes include the Statement of Work, the Basis of Payment and Quarterly Report Form.

### **1.2. Summary**

- (i) Services included in this request for Supply Arrangement are as follows:
  - a. Daily media analysis of the media's coverage of a given issue(s);
  - b. Qualitative and quantitative media analysis of the media's coverage of a given issue(s) over a specified period of time
- (ii) Authorized clients include all federal departments and agencies listed in schedules I through III of the Financial Administration Act;
- (iii) All authorized Supply Arrangements will have no defined end-date and will remain valid until such time as Canada no longer considers it to be advantageous to use it.

The Nature of Proposed Procurement (NPP) will be published on the Government Electronic Tendering System (GETS) on an ongoing basis to allow suppliers to qualify for the Supply Arrangement at any time.
- (iv) The requirement is subject the Canadian Free Trade Agreement (CFTA).

### 1.3. Canadian Content

The services covered by the Supply Arrangement may be limited to Canadian services as defined in clause [A3050T](#).

SACC Manual clause [A3050T](#) 2018-12-06 Canadian Content Definition

### 1.4 Debriefings

After issuance of a supply arrangement, suppliers may request a debriefing on the results of the request for supply arrangements process. Suppliers should make the request to the Supply Arrangement Authority within 15 working days of receipt of the results of the request for supply arrangements process. The debriefing may be in writing, by telephone or in person.

### 1.5 Use of an e-Procurement Solution (EPS)

Canada is currently developing an online EPS for faster and more convenient ordering of goods and services. In support of the anticipated transition to this system and how it may impact any resulting Supply Arrangement that is issued under this solicitation, refer to 6.12 Transition to an e-Procurement Solution (EPS).

The Government of Canada's [press release](#) provides additional information.

## PART 2 - SUPPLIER INSTRUCTIONS

### 2.1. Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the Request for Supply Arrangements (RFSA) by number, date and title are set out in the [Standard Acquisition Clauses and Conditions Manual](#) <https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual> issued by Public Works and Government Services Canada.

Suppliers who submit an arrangement agree to be bound by the instructions, clauses and conditions of the RFSA and accept the clauses and conditions of the Supply Arrangement and resulting contract(s).

The [2008](#) (2019-03-04) Standard Instructions - Request for Supply Arrangements - Goods or Services, are incorporated by reference into and form part of the RFSA.

Subsection 5.4 of [2008](#), Standard Instructions - Request for Supply Arrangements - Goods or Services, is amended as follows:

Delete: 60 days  
Insert: 90 days

#### 2.1.1 SACC Manual Clauses

<a href="#">A3010T</a>	2010-08-16	Education and Experience
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### 2.2 Submission of Arrangements

Arrangements must be submitted only to Public Works and Government Services Canada (PWGSC) Bid Receiving Unit by the date, time and place indicated in the RFSA.

Note: For suppliers choosing to submit using epost Connect for arrangements closing at the Bid Receiving Unit in the National Capital Region (NCR) the email address is:

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[tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca](mailto:tpsgc.dgareceptiondessoumissions-abbidreceiving.pwgsc@tpsgc-pwgsc.gc.ca)

Note: Arrangements will not be accepted if emailed directly to this email address. This email address is to be used to open an epost Connect conversation, as detailed in Standard Instructions [2008](#), or to send arrangements through an epost Connect message if the bidder is using its own licensing agreement for epost Connect.

### **2.3 Former Public Servant - Notification**

Service contracts awarded to former public servants in receipt of a pension or a lump sum payment must bear the closest public scrutiny and reflect fairness in the spending of public funds. Therefore, the bid solicitation will require that you provide information that, were you to be the successful bidder, your status with respect to being a former public servant in receipt of a pension or a lump sum payment, will be required to report this information on the departmental websites as part of the published proactive disclosure reports generated in accordance with Treasury Board policies and directives on contracts with former public servants, [Contracting Policy Notice 2012-2](#) and the [Guidelines on the Proactive Disclosure of Contracts](#).

### **2.4 Federal Contractors Program for Employment Equity - Notification**

The Federal Contractors Program (FCP) for employment equity requires that some contractors make a formal commitment to Employment and Social Development Canada (ESDC) - Labour to implement employment equity. In the event that this Supply Arrangement would lead to a contract subject to the Federal Contractors Program (FCP) for employment equity, the bid solicitation and resulting contract templates would include such specific requirements. Further information on the Federal Contractors Program (FCP) for employment equity can be found on [Employment and Social Development Canada \(ESDC\) - Labour's](#) website.

### **2.5 Enquiries - Request for Supply Arrangements**

All enquiries must be submitted in writing to the Supply Arrangement Authority no later than seven (7) calendar days before the Request for Supply Arrangements (RFSAs) closing date. Enquiries received after that time may not be answered.

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

### **2.6 Applicable Laws**

The Supply Arrangement (SA) and any contract awarded under the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in \_\_\_\_\_.

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

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## PART 3 - ARRANGEMENT PREPARATION INSTRUCTIONS

### 3.1. Arrangement Preparation Instructions

- If the Supplier chooses to submit its arrangement electronically, Canada requests that the Supplier submits its arrangement in accordance with section 08 of the 2008 standard instructions. The epost Connect system has a limit of 1GB per single message posted and a limit of 20GB per conversation. The arrangement must be gathered per section and separated as follows:

Section I: Technical Arrangement  
Section II: Certifications

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

Section I: Technical Arrangement (2 hard copies)  
Section II: Certifications (1 hard copy)

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

- If the Supplier is simultaneously providing copies of its arrangement using multiple acceptable delivery methods, and if there is a discrepancy between the wording of any of these copies and the electronic copy provided through epost Connect service, the wording of the electronic copy provided through epost Connect service will have priority over the wording of the other copies.

Canada requests that suppliers follow the format instructions described below in the preparation of hard copy of their arrangement:

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

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](https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=32573) (<https://www.tbs-sct.gc.ca/pol/doc-eng.aspx?id=32573>). To assist Canada in reaching its objectives, suppliers should:

- 1) use 8.5 x 11 inch (216 mm x 279 mm) paper containing fibre certified as originating from a sustainably-managed forest and containing minimum 30% recycled content; and
- 2) use an environmentally-preferable format including black and white printing instead of colour printing, printing double sided/duplex, using staples or clips instead of cerlox, duotangs or binders.

#### **Section I: Technical Arrangement**

In the technical arrangement, suppliers should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

#### **Section II: Certifications**

Suppliers must submit the certifications required under Part 5.

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

### **4.1. Evaluation Procedures**

- (a) Arrangements will be assessed in accordance with the entire requirement of the Request for Supply Arrangements including the technical evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the arrangements.

#### **4.1.1 Technical Evaluation**

##### **4.1.1.1 Mandatory Technical Criteria**

###### **M1 – Experience**

Bidders must have a minimum of two (2) years' experience, gained in the last five (5) years prior to the closing date of this RFP, providing media analysis services as described in the statement of work at Annex A.

To demonstrate their experience, bidders must provide details of two (2) similar projects. The projects must have been a minimum of one (1) year in duration and must be ongoing or completed in the last five (5) years prior to the closing date of this RFP.

Similar projects are defined as projects where the bidder has provided services as described in the statement of work of this RFP. The following information on each previous project must be provided:

- i. A description of the work;
- ii. A sample media analysis report;
- iii. When the work was carried out;
- iv. For whom the services were provided, contact names(s) and telephone number(s);
- v. Turnaround times;
- vi. Letter of Reference attesting that the work described was completed and deadlines were met on a consistent basis.

###### **M2 – Resources**

Bidders must propose a minimum of one individual, available and capable to perform the Work as described in the statement of work at Annex A.

The proposed resources must have a minimum of two (2) years media analysis experience, gained in the last five (5) years prior to the closing date of this RFP.

To demonstrate their experience, bidders must include with their proposal, a detailed curriculum vitae (c.v.) for the proposed resource named in their proposal; the c.v. must include chronological work experience, detailing bilingual capability, previous projects, and when the work was carried out.

### **4.2. Basis of Selection**

An arrangement must comply with the requirements of the Request for Supply Arrangements and meet all mandatory technical evaluation criteria to be declared responsive.

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## **PART 5 - CERTIFICATIONS**

Suppliers must provide the required certifications and additional information to be issued a supply arrangement (SA).

The certifications provided by Suppliers to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare an arrangement non-responsive, or will declare a contractor in default if any certification made by the Supplier is found to be untrue whether made knowingly or unknowingly during the arrangement evaluation period, or during the period of any supply arrangement arising from this RFSA and any resulting contracts.

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

### **5.1 Certifications Required with the Arrangement**

Suppliers must submit the following duly completed certifications as part of their arrangement.

#### **5.1.1 Integrity Provisions - Declaration of Convicted Offences**

In accordance with the Integrity Provisions of the Standard Instructions, all suppliers must provide with their arrangement, **if applicable**, the declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), to be given further consideration in the procurement process.

### **5.2 Certifications Precedent to the Issuance of a Supply Arrangement and Additional Information**

The certifications and additional information listed below should be submitted with the arrangement, but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Supply Arrangement Authority will inform the Supplier 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 provided will render the arrangement 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 property agreement of the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Supplier must provide the required documentation, as applicable, to be given further consideration in the procurement process.

#### **5.2.2 Additional Certifications Precedent to Issuance of a Supply Arrangement**

##### **5.2.2.1 Status and Availability of Resources**

SACC Manual clause [S3005T](#) (2008-12-12) Status and Availability of Resources.

##### **5.2.2.2 Education and Experience**

SACC Manual clause [S1010T](#) (2008-12-12) Education and Experience

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### **5.2.3 Supplier's Representation Certification**

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

- 1) it shall not infringe or in any manner interfere with the copyright or other proprietary interest of any person, corporation or organization; and
- 2) it shall obtain an appropriate license or consent from the owner of any copyright or other proprietary interest with respect to the use of such interest to the extent which such license or consent may be required in order to enable it to lawfully perform the said services or work.

The Bidder further recognizes and acknowledges that this Supply Arrangement neither expressly nor implied authorized it, nor is intended to authorize it, to perform the services or work herein in a manner which constitutes an unlawful use of the copyright or other proprietary interest of any person, corporation or organization.

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## PART 6 - SUPPLY ARRANGEMENT AND RESULTING CONTRACT CLAUSES

### **ACQUISITION FEE**

This Supply Arrangement (SA) is managed by the Communication Procurement Directorate (CPD) of Public Works and Government Services Canada (PWGSC). CPD is a revenue dependant organization within PWGSC and therefore will charge all federal government departments and agencies an acquisition fee (currently 3%) based on the value of any resulting contract (including any positive value contract amendments, including GST/HST).

## **A. SUPPLY ARRANGEMENT**

### **6.1 Arrangement**

The Supply Arrangement covers the Work described in the Statement of Work at Annex A.

### **6.2 Standard Clauses and Conditions**

All clauses and conditions identified in the Supply Arrangement and resulting contract(s) by number, date and title are set out in the *Standard Acquisition Clauses and Conditions Manual* (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

### **6.3 General Conditions**

**2020** (2017-09-21) General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

#### **6.3.1 Supply Arrangement Reporting**

The Supplier must compile and maintain records on its provision of goods, services or both to the federal government under contracts resulting from the Supply Arrangement. This data must include all purchases, including those paid for by a Government of Canada Acquisition Card.

The Supplier must provide this data in accordance with the reporting requirements detailed in Annex "C". If some data is not available, the reason must be indicated. If no goods or services are provided during a given period, the Supplier must still provide a "NIL" report.

The data must be submitted on a quarterly basis to the Supply Arrangement Authority. The quarterly reporting periods are defined as follows:

1st quarter: April 1 to June 30;  
2nd quarter: July 1 to September 30;  
3rd quarter: October 1 to December 31;  
4th quarter: January 1 to March 31.

The data must be submitted to the Supply Arrangement Authority no later than 15 calendar days after the end of the reporting period.

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## 6.4 Term of Supply Arrangement

### 6.4.1 Period of the Supply Arrangement

The Supply Arrangement has no defined end-date and will remain valid until such time as Canada no longer considers it to be advantageous to use it.

The period for awarding contracts under the Supply Arrangement begins \_\_\_\_\_.

## 6.5 Authorities

### 6.5.1 Supply Arrangement Authority

The Supply Arrangement Authority is:

**Josette Richard**

Supply Specialist  
Public Works and Government Services Canada  
Public Opinion Research and Media Monitoring Procurement Division  
360 Albert Street  
Ottawa, Ontario K1A 0S5

Telephone: 613-990-5858 or 343-551-1719

E-mail: [josette.richard@tpsgc-pwgsc.gc.ca](mailto:josette.richard@tpsgc-pwgsc.gc.ca)

The Supply Arrangement Authority is responsible for the issuance of the Supply Arrangement, its administration and its revision, if applicable.

### 6.5.2 Project Authority

The project Authority will be specified in the resulting contract.

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

### 6.5.3 Supplier's Representative

Name: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail address: \_\_\_\_\_

## 6.6 Identified Users

The Identified Users include any government department, agency or Crown Corporation listed in Schedules I, I.I, II, III, of the *Financial Administration Act*, R.S., 1985, c. F-11.

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## **6.7 On-going Opportunity for Qualification**

A Notice will be posted at all times on the Government Electronic Tendering Service (GETS) to allow new suppliers to become qualified. Existing qualified suppliers, who have been issued a supply arrangement, will not be required to submit a new arrangement.

## **6.8 Limitation of contracts**

Individual contracts against this Supply Arrangement must not exceed a total value of \$200,000 (Goods and Services Tax or Harmonized Sales Tax included)

## **6.9 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 the Supply Arrangement;
- (b) the general conditions 2020, 2017-09-21, General Conditions - Supply Arrangement - Goods or Services;
- (c) Annex "A", Statement of Work;
- (d) the Supplier's arrangement dated \_\_\_\_\_.

## **6.10 Certifications**

### **6.10.1 Compliance**

Unless specified otherwise, the continuous compliance with the certifications provided by the Supplier in its arrangement or precedent to issuance of the Supply Arrangement (SA), and the ongoing cooperation in providing additional information are conditions of issuance of the SA and failure to comply will constitute the Supplier in default. Certifications are subject to verification by Canada during the entire period of the SA and of any resulting contract that would continue beyond the period of the SA.

## **6.11 Applicable Laws**

The Supply Arrangement (SA) and any contract resulting from the SA must be interpreted and governed, and the relations between the parties determined, by the laws in force in \_\_\_\_\_.

## **6.12 Transition to an e-Procurement Solution (EPS)**

During the period of the Supply Arrangement, Canada may transition to an EPS for more efficient processing and management of individual contracts for any or all of the SA's applicable goods and services. Canada reserves the right, at its sole discretion, to make the use of the new e-procurement solution mandatory.

Canada agrees to provide the Supplier with at least a three-month notice to allow for any measures necessary for the integration of the Supply Arrangement into the EPS. The notice will include a detailed information package indicating the requirements, as well as any applicable guidance and support.

If the Supplier chooses not to provide the supply arrangement of their goods or services through the e-procurement solution, the Supply Arrangement may be set aside by Canada.

## B. BID SOLICITATION

### 6.1. Bid Solicitation Documents

Canada will use the following bid solicitation templates based on the estimated dollar value and complexity of the requirement:

- Simple, for low dollar value requirements;
- Medium Complexity (MC) for medium complexity requirements;
- High Complexity (HC) for more complex requirements.

A copy of the standard procurement template(s) can be requested by suppliers from the Supply Arrangement Authority or the Contracting Authority, as applicable.

**Note:** References to the HC, MC and Simple templates in PWGSC Requests for Supply Arrangements are provided as examples only. The latest versions of the template and terms and conditions will be used at time of bid solicitation.

The bid solicitation will contain as a minimum the following:

- (a) a complete description of the Work to be performed;
- (b) 2003, Standard Instructions - Goods or Services - Competitive Requirements;

Subsection 3.a) of Section 01, Integrity Provisions - Bid of the Standard Instructions 2003 incorporated by reference above is deleted in its entirety and replaced with the following:

- a. at the time of submitting an arrangement under the Request for Supply Arrangements (RFSA), the Bidder has already provided a list of names, as requested under the Ineligibility and Suspension Policy. During this procurement process, the Bidder must immediately inform Canada in writing of any changes affecting the list of directors."
- (c) Bid preparation instructions;
  - (d) Instructions for the submission of bids (address for submission of bids, bid closing date and time);
  - (e) Evaluation procedures and basis of selection;
  - (f) Certifications;
  - (g) Conditions of the resulting contract

### 6.2 Bid Solicitation Process

#### 6.2.1 Procedures to issue contracts

##### 6.2.1.1 Contractor selection for requirements valued at under \$40,000 (GST included)

Identified Users/Departmental Authority or PWGSC Supply Arrangement Authority will send a Request for Quotation (RFQ) or a Request for Proposal (RFP) to the supply arrangement(s) holder of their choice (based on the Government Contracting Regulations Part 1, Section 6 (b) - contracting authority may enter into a contract without soliciting bids where the estimated expenditure does not exceed (iv) \$40,000 or **according to their Departmental/Agency policies and procedures**, using the Supply Arrangement holder list.

##### 6.2.1.2 Contractor selection for requirements valued at over \$40,000.00

The PWGSC Supply Arrangement Authority will issue a Request for Quotation (RFQ) or a Request for Proposal (RFP) for the specific requirements within the scope of the Supply Arrangement to all the firms on the Supply Arrangement holder list.

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## C. RESULTING CONTRACT CLAUSES

### 6.1. General

The conditions of any contract awarded under the Supply Arrangement will be in accordance with the resulting contract clauses of the template used for the bid solicitation.

For any contract to be awarded using the template:

- (a) **Simple** (for low dollar value requirements), general conditions 2029 will apply to the resulting contract;
- (b) **MC** (for medium complexity requirements), general conditions 2010B will apply to the resulting contract;
- (c) **HC** (for high complexity requirements), general conditions 2035 will apply to the resulting contract.

A copy of the template(s) can be found on the Buy and Sell website: <https://buyandsell.gc.ca/policy-and-guidelines/Standard-Acquisition-Clauses-and-Conditions-SACC-Manual/Standard-Procurement-Templates>.

**Note:** References to the HC, MC and Simple templates in PWGSC Requests for Supply Arrangements are provided as examples only. The latest versions of the template and terms and conditions will be used at time of bid solicitation.

## ANNEX "A" - STATEMENT OF WORK

### 1.0 BACKGROUND

Media analysis is a key component of a Department's communications program. Effective media analysis involving the identification and evaluation of media coverage on a given issue or range of issues relative to the Department's communications objectives, is required by federal government media relations and public affairs branches in order to enhance the Department's understanding of the public perceptions related to issues of importance to the Department.

### 2.0 OBJECTIVES

To provide the following media analysis services on an as and when requested basis:

- a. Daily media analysis of the media's coverage of a given issue(s);
- b. Qualitative and quantitative media analysis of the media's coverage of a given issue(s) over a specified period of time.

### 3.0 TASKS

#### 3.1 Daily Media Analysis

The daily media summary is a written report containing an analysis of the current day or previous day's media coverage in relation to an issue or range of issues. The daily media summary provides the department with objective data in relation to the quantity, scope, type, tone, frequency and balance of media coverage in relation to specific stories/issues.

The Contractor must complete and submit a daily analysis report of the media's coverage of a given issue(s). The report must be delivered according to the delivery method and times stated in the resulting contract(s).

The Contractor must analyze news coverage and editorials in a cross-section of media as identified by the Project Authority (PA). News coverage to be analyzed will be identified in resulting request for proposals (RFP's) and may include major daily newspapers, regional newspapers, weekly and community newspapers, specialized magazines, radio, television, Internet, social media and/or international media sources as requested by the PA.

The format of the daily media analysis report will be identified in RFP's under this supply arrangement (SA). This format may include one or more of the following in relation to the issue(s) identified by the PA:

- i. Department's messages and media lines being picked-up by media;
- ii. How prominent is the government's message on specified issues;
- iii. The elements of the Departments messages that are being emphasized, ignored or misrepresented by media;
- iv. The elements of relevant stories/issues that are receiving the most attention;
- v. How media coverage of an issue(s) differs between national, regional and local media;
- vi. How other stakeholder organizations (outside of the media) are responding to a story/issue;
- vii. How the story/issue is being interpreted by editorial writers and commentators;
- viii. How the issue is presented, if any difference exists between French and English media;
- ix. Who are the top quoted individuals
- x. Location and frequency of media coverage;
- xi. Tone of coverage;
- xii. Type, source and frequency of media coverage; and/or
- xiii. Brief summaries of relevant news stories.

Additional elements may be required and will be identified in resulting RFP's under this SA.

### 3.1.1 Optional intervals for delivery of media analysis

Media analysis reports as described in 3.1 may be required at intervals other than daily. They may be required on a weekly, monthly or quarterly basis, according to the intervals as specified by the Project Authority.

### 3.2 Qualitative and Quantitative Media Analysis

The Contractor, on an as and when requested basis, must provide qualitative and quantitative media analysis reports providing a longer-term appraisal of the media's coverage of a given story/issue(s).

In addition to the elements addressed via daily media analysis (see 3.1 above), qualitative and quantitative media analysis seeks to determine:

How specific stories/issues as identified by the PA, have been portrayed, perceived and covered over time by the media, including a measurement of media trends and inclinations (normally depicted through the use of empirically-based charts, graphs and tables); and

The existence of concerns, attitudes and trends within media coverage that can only be detected over longer periods of time.

The Contractor must provide in-depth analysis of news coverage and editorials in a cross-section of major daily newspapers, specialized magazines and electronic media (as identified by the PA).

The format and required details of the analysis report(s) will be identified in resulting request for proposals (RFP's) under this supply arrangement (SA) and may include one or more of the following in relation to the issue(s) identified by the PA:

- i. Type, source and frequency of media coverage (e.g. occurrences within print, television, radio, etc.);
- ii. Information reported. Was the information significant; what percentage of sentences were supported by facts; what percentage were supported by opinion (either the reporter's or someone else's), etc.);
- iii. Information missing/not reported and significance.
- iv. Tone and balance of the coverage (i.e. what was the emotion of the language used in the coverage; was the coverage favourable or unfavourable; how were adjectives used;
- v. Identification of different groups covered and the balance of coverage for each; who does the reporter work for, etc);
- vi. Prominence of the coverage (i.e. how prominent was the issue in the media; what was the prominence given to the issue in relation to other news stories; how many items appeared about it; what page did the article(s) appear on; distance from page A1 or at what point during the broadcast and for how long; was it listed as a top story; how many column spaces were devoted to the article, etc.); and
- vii. Angle of the story (i.e. what aspect of the story was emphasized; what (if any) implications were made; was the story used to symbolize a larger social issue; if so, how much information was provided on this larger social issue, etc.,).

Additional elements may be required and will be identified in resulting RFP's under this SA.

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#### **4.0 DELIVERABLES**

The Contractor must submit to the PA all deliverables as specified in each resulting contract. These deliverables may include one or more of the following:

1. English daily media analysis of English and/or French language media sources on a given issue(s); and/or
2. French daily media analysis of French and/or English language media sources on a given issue(s); and/or
3. English periodic qualitative and quantitative media analysis reports which evaluate the media coverage and treatment of stories/issues (from a listing of English and/or French language media sources defined by the PA) in relation to an issue or range of issues (also defined in advance by the PA); and/or
4. French periodic qualitative and quantitative media analysis reports, which evaluate the media coverage and treatment of stories/issues (from a listing of French and/or English language media sources defined by the PA) in relation to an issue or range of issues (also defined in advance by the PA).

#### **5.0 CUSTOMER SERVICE**

The Contractor must be available to respond to requests from 6:00 a.m. to midnight EST on weekdays and from 7:00 a.m. EST to midnight on weekends and holidays. On occasion, in the case of extreme urgency, the Project Authority may have a requirement to place a request outside of these hours. The Contractor must therefore provide the Project Authority with a method of placing requests 24 hours a day, 7 days a week, 365 days a year.

Analysis of media coverage of new issues may be requested as issues arise in the media. The Contractor must be able to respond to these new requests for media analysis within a maximum of three hours from the time of request or earlier.

#### **6.0 CONSTRAINTS**

The Contractor must be available to review the deliverables on the request of the PA either on location or via conference call or videoconferencing.

The Contractor must obtain and maintain all permits, licenses and certificates of approval required for the Work to be performed under any applicable federal, provincial or municipal legislation. The Contractor is responsible for any charges imposed by such legislation or regulations.

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## **ANNEX "B" - BASIS OF PAYMENT**

Pricing will be treated separately for each request and will be part of the Bid Solicitation Documents.

