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Place du Portage, Phase III
Core 0B2 / Noyau 0B2
Gatineau
Québec
K1A 0S5
Bid Fax: (819) 997-9776**

Request For Supply Arrangement - Demande pour un arrangement en matière d'approvisionnement

Offer to: Department of Public Works and Government Services

We hereby offer to provide to Canada, as represented by the Minister of Public Works and Government Services, 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: Ministère des Travaux publics et des Services
gouvernementaux

Nous offrons par la présente de fournir au Canada, représenté par le ministre des Travaux publics et des Services gouvernementaux, 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

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 Service de surveillance des médias	
Solicitation No. - N° de l'invitation EN578-191713/B	Date 2021-04-30
Client Reference No. - N° de référence du client EN578-19-1713	GETS Ref. No. - N° de réf. de SEAG PW-\$CY-037-80000
File No. - N° de dossier cy037.EN578-191713	CCC No./N° CCC - FMS No./N° VME
Solicitation Closes - L'invitation prend fin at - à 02:00 PM Eastern Daylight Saving Time EDT on - le 2021-05-28 Heure Avancée de l'Est HAE	
Delivery Required - Livraison exigée See Herein – Voir ci-inclus	
Address Enquiries to: - Adresser toutes questions à: Richard, Josette	Buyer Id - Id de l'acheteur cy037
Telephone No. - N° de téléphone (343)551-1719 ()	FAX No. - N° de FAX () -
Destination - of Goods, Services, and Construction: Destination - des biens, services et construction: DEPARTMENT OF PUBLIC WORKS AND GOVERNMENT SERVICES CANADA PORTAGE III 11 LAURIER ST Gatineau Quebec K1A0S5 Canada	
Security - Sécurité This request for a Supply Arrangement does not include provisions for security. Cette Demande pour un arrangement ne comprend pas des dispositions en matière de sécurité.	

Instructions: See Herein

Instructions: Voir aux présentes

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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cy037.EN578-191713

Buyer ID - Id de l'acheteur
cy37
CCC No./N° CCC - FMS No./N° VME

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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

Public Service and Procurement Canada is seeking to put in place a Supply Arrangement (SA) for Media Monitoring Services.

Media Monitoring is a critical function in the support of a department's effort to identify and track current and emerging public issues and trends as reported in the media. An integral part of media monitoring is performed through the monitoring of Canadian print and broadcast media, Internet news sources and Social media. Media analysis is also key component of a Department's communications program to identify and evaluate media coverage on a given issue(s) 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.

Services included in this Request for Supply Arrangement (RFSA) are divided in five (5) streams. For more information on each specific stream, please refer to Annex A – Statement Work. The streams are divided as follows:

- a) Stream 1: Online News Monitoring and Analysis;
- b) Stream 2: Social Media Monitoring and Analysis;
- c) Stream 3: Ethnic Media Monitoring and Analysis;
- d) Stream 4: Broadcast Media Monitoring; and
- e) Stream 5: Transcripts, Audio and Video clips

NOTE: Suppliers do not have to qualify under all five streams to be awarded a supply arrangement.

- 1.2.1 The requirement covered by the bid solicitation of any resulting supply arrangement may be subject to a preference for Canadian services.
- 1.2.2 The Request for Supply Arrangements (RFSA) is to establish supply arrangements for the delivery of the requirement detailed in the RFSA to the Identified Users across Canada, excluding locations within Yukon, Northwest Territories, Nunavut, Quebec, and Labrador that are subject to Comprehensive Land Claims Agreements (CLCAs). Any requirement for deliveries to locations CLCA within CLCAs areas within Yukon, Northwest Territories, Nunavut, Quebec, or Labrador will have to be treated as a separate procurement, outside of the resulting supply arrangements.
- 1.2.3 Authorized clients include all federal departments and agencies listed in schedules I through III of the Financial Administration Act;
- 1.2.4 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 them.
- 1.2.5 The requirement is subject the Canadian Free Trade Agreement (CFTA).
- 1.2.6 Suppliers must use the epost Connect service provided by Canada Post Corporation to transmit their arrangement electronically. Bidders must refer to Part 2 entitled Supplier Instructions, and Part 3 entitled Arrangement Preparation Instructions, of the Request for Supply Arrangement (RFSA), for further information.

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](#) (2020-07-01) 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.

1.6 Key Terms

Term	Description
Request for Proposal (RFP)	A form of bid solicitation used where the selection of supplier cannot be made solely on the basis of the lowest price. An RFP is used to procure the most cost-effective solution based upon evaluation criteria identified in the RFP.
Request for Supply Arrangement (RFSA)	A procurement tool established by PWGSC for use by clients that allows buyers to solicit bids from a pool of pre-qualified suppliers for specific requirements. The intent is to establish a framework to permit expeditious processing of individual bid solicitations which result in legally binding contracts for the goods and services described in those bid solicitations
Supply Arrangement (SA)	A Supply Arrangement (SA) is not a contract. Supply Arrangements are non-binding agreements between PWGSC or other government departments (arranged on their behalf by PWGSC) and suppliers to provide a range of goods or services on an as requested basis. A Supply Arrangement is a list of qualified suppliers identified as potential sources from which PWGSC or their clients, can solicit bids for specific requirements. Supply Arrangements include a set of predetermined terms and conditions that will apply to any subsequent contracts.
Supply Arrangement Authority	Person designated as such in the supply arrangement, or by notice to the supplier, to act as the representative of Canada in the management of the supply arrangement

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) (<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](#) (2020-05-28) 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: 120 days

2.1.1 SACC Manual Clauses

[A3010T](#)

2010-08-16

Education and Experience

[A7035T](#)

2007-05-25

List of Proposed Subcontractors

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: Suppliers must use the following email address when using **epost Connect** to submit their arrangement closing at the Bid Receiving Unit in the National Capital Region (NCR):

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.

Send as early as possible, and at minimum six business days prior to the solicitation closing date and time, (in order to ensure a response), an email that includes the 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.

Due to the nature of the Request for Supply Arrangements, transmission of arrangements by facsimile to PWGSC will not be accepted.

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 ten (10) calendar days before the Request for Supply Arrangements (RFSA) closing date. Enquiries received after that time may not be answered.

Suppliers should reference as accurately as possible the numbered item of the RFSA 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 Ontario.

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.

2.7 Bid Challenge and Recourse Mechanisms

- (a) Several mechanisms are available to potential suppliers to challenge aspects of the procurement process up to and including contract award.
- (b) Canada encourages suppliers to first bring their concerns to the attention of the Contracting Authority. Canada's [Buy and Sell](#) website, under the heading "[Bid Challenge and Recourse Mechanisms](#)" contains information on potential complaint bodies such as:
 - Office of the Procurement Ombudsman (OPO)
 - Canadian International Trade Tribunal (CITT)
- (c) Suppliers should note that there are **strict deadlines** for filing complaints, and the time periods vary depending on the complaint body in question. Suppliers should therefore act quickly when they want to challenge any aspect of the procurement process.

2.8 No Conditional Proposals

The Bidder must submit a Bid for which it seeks to be considered as a Bidder. The Bidder's Bid must not be made conditionally. Any condition imposed by the Bidder will render the Bid non-responsive and the Bid will be given no further consideration.

PART 3 - ARRANGEMENT PREPARATION INSTRUCTIONS

3.1. Arrangement Preparation Instructions

- When the Supplier submits 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

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 and supplemental information required under Part 5.

PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

4.1. Evaluation Procedures

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

4.1.1 Technical Evaluation

4.1.1.1 Mandatory Technical Criteria

Mandatory Technical Criteria are detailed in Appendix 1 to Part 4.

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.

Appendix 1 to Part 4 – Mandatory Technical Evaluation Criteria

STREAM 1: ONLINE NEWS MONITORING AND ANALYSIS

1.M1 Experience

The Bidder must have a minimum of two (2) years' experience gained within the last three (3) years from the closing date of this Request for Supply Arrangement (RFSA), in the monitoring and analysis of a broad range of online media, including Canadian and International news sites (newspapers and magazines), Canadian and International Broadcast news sites and Online Forums in real-time.

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).

To demonstrate this experience, the Bidder must identify two (2) previous projects where these services were provided, ongoing or successfully completed within the last three (3) years from the closing date of this RFSA. The following information on each previous project must be cited:

1. Brief description of the work, demonstrating how the above requirements were met;
2. For whom the services were provided, including the name of the client's organization and contact information;
3. Start date (month, day and year) of the work; and
4. End date (month, day and year) of when the work was completed, or indicate 'Ongoing' if the project is in progress of the closing date of this RFSA.

1.M2 Language

The Bidder must confirm that its proposed media monitoring solution provides the capability for users to enter search terms, retrieve data and analyse results in English and French.

1.M3 Archive

The Bidder must demonstrate that its proposed media monitoring solution has the capability to archive all gathered news items for a minimum of thirty (30) days.

1.M4 Alerts

The Bidder must demonstrate that their proposed media monitoring solution has the ability to allow the user to setup real-time alerts and automated daily monitoring of online news, delivered by e-mail or on mobile devices.

1.M5 Search Terms

- a) The Bidder must confirm that their proposed media monitoring platform has the ability to allow the user to setup and save multiple topics containing an extensive number of search terms to monitor content; and
- b) The Bidder must confirm that their proposed media monitoring platform has the ability to allow the user to manage and modify search terms; and
- c) The Bidder must demonstrate that their proposed media monitoring platform has the ability to allow the user to use Boolean logic with keywords (e.g.: and, or, not), and wild card characters (e.g. *); and

- d) The Bidder must demonstrate that the proposed media monitoring platform has the following capability: all queries can be saved for later use.

1.M6 Breadth of Coverage

The Bidder's proposed media monitoring platform must allow the user to monitor:

- a) a minimum of 100 Canadian newspaper news sites; and
- b) a minimum of 50 Canadian television news sites;
- c) a minimum of 100 Canadian radio news sites; and
- d) news sites in all provinces and territories in Canada.

To demonstrate they meet this criteria, the Bidder must provide a list of all Canadian newspaper, radio and television news sites monitored, broken down by each Canadian Province and Territory.

1.M7 Media Analysis

The bidder must demonstrate the ability of their media monitoring platform to analyze search results and report on at minimum:

- a) Location and frequency of media coverage;
- b) Type and source of media coverage; and
- c) Tone of media coverage.

1.M8 Environmental Considerations

The Bidder must select and complete one of the following two certification statements:

OPTION A.

The Bidder' certifies that the Bidder is registered or meets ISO [14001](https://www.iso.org/standard/60857.html)
(<https://www.iso.org/standard/60857.html>)

Bidder's Authorized Representative Signature

Date

OR

OPTION B.

The Bidder' certifies that it meets and will continue to meet throughout the duration of the Supply Arrangement period (including option periods) a minimum of four (4) out of six (6) criteria identified in the table below.

Green Practices within the Bidder's organization	Insert a checkmark for each criterion that is met
Promotes a paperless environment through directives, procedures and/or programs.	<input type="checkbox"/>
All documents are printed double sided and in black and white for day to day business activity unless otherwise specified by your client.	<input type="checkbox"/>
Paper used for day to day business activity has a minimum of 30% recycled content and has a sustainable forestry management	<input type="checkbox"/>

Green Practices within the Bidder's organization	Insert a checkmark for each criterion that is met
certification.	
Utilizes environmentally preferable inks and purchase remanufactured ink cartridges or ink cartridges that can be returned to the manufacturer for reuse and recycling for day to day business activity.	<input type="checkbox"/>
Recycling bins for paper, newsprint, plastic and aluminum containers available and emptied regularly in accordance with local recycling program.	<input type="checkbox"/>
A minimum of 50% of office equipment has an energy efficient certification.	<input type="checkbox"/>

1.M9 Customer Support

Bidders must demonstrate that they have the ability and the resources to provide implementation support, training and ongoing customer support from (at a minimum) 8:00 a.m. to 5:00 p.m. EST.

STREAM 2: SOCIAL MEDIA MONITORING AND ANALYSIS

2.M1 Experience

The Bidder must have a minimum of two (2) years' experience gained within the last three (3) years from the closing date of this Request for Supply Arrangement (RFSA), in the monitoring of a broad range of social media, including blogs, micro-blogs, social networking sites and media-sharing websites in real-time.

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).

To demonstrate this experience, the Bidder must identify at least two (2) previous projects where these services were provided, ongoing or successfully completed within the last three (3) years from the closing date of this RFSA. The following information on each previous project must be cited:

1. Brief description of the work, demonstrating how the above requirements were met;
2. For whom the services were provided, including the name of the client's organization and contact information;
3. Start date (month, day and year) of the work; and
4. End date (month, day and year) of when the work was completed, or indicate 'Ongoing' if the project is in progress of the closing date of this RFSA.

2.M2 Language

The Bidder must confirm that its proposed social media monitoring platform provides the capability for users to enter search terms and retrieve data in English and French and to analyze information in English and French

2.M3 Social Media Content

Bidders must demonstrate that their proposed social media platform can monitor all of the following, in real or near real time, 24 hours/ 365 days:

- i. blogs;
- ii. micro-blogs;

- iii. social networking sites (Facebook, Twitter);
- iv. forums and message boards;
- v. media sharing websites (videos, photos and user-generated content websites including YouTube).

2.M4 Archive

The Bidder must demonstrate that their proposed social media monitoring platform has the capability to archive all gathered news items for a minimum of 30 days.

In addition, the Bidder must demonstrate that their proposed social media monitoring platform allows the user to search on social media content back a minimum of 7 days on search terms that have not been monitored by the user.

2.M5 Alerts

The Bidder must demonstrate that their proposed social media monitoring platform has the ability to allow the user to setup real-time alerts and automated daily monitoring of social media sites, by e-mail or on mobile devices.

2.M6 Search Terms

- a) The Bidder must confirm that their proposed social media monitoring platform has the ability to allow the user to setup and save multiple topics containing an extensive of search terms to monitor content; and
- b) The Bidder must confirm that their proposed social media monitoring platform has the ability to allow the user to manage and modify search terms; and
- c) The Bidder must demonstrate that their proposed social media monitoring platform has the ability to allow the user to use Boolean logic with keywords (e.g.: and, or, not), and wild card characters (e.g. *); and
- d) The Bidder must demonstrate that the proposed social media monitoring platform has the following capability: all queries can be saved for later use; and
- e) The Bidder must confirm the ability for the user to save and download search result data in either CRV or excel format.

2.M7 Functional Capabilities

Bidders must confirm that their social media monitoring service has the following functional capabilities by inserting a checkmark in each of the following criteria. Failure to complete the following table of mandatory functional capabilities including placing the required check marks for confirmation, will render the proposal non-responsive.

Mandatory Functional Capabilities Criteria	Confirm by placing a checkmark in the box
Near real time collection and analysis	<input type="checkbox"/>
Ability to apply country and language parameters to search results	<input type="checkbox"/>
Ability to graphically illustrate demographics, geographies and trends	<input type="checkbox"/>
Ability to illustrate changes and trends in content over time	<input type="checkbox"/>
Digital tracking of issues based on specific key words	<input type="checkbox"/>
Ability to target key influencers found in blog commentary and social conversations	<input type="checkbox"/>
Ability to illustrate and analyze tone (positive, neutral or negative)	<input type="checkbox"/>
Capacity to perform historical searches and analysis back a minimum of 7 days	<input type="checkbox"/>

2.M8 Reporting and Analysis

The Bidder must demonstrate that their service can generate reports and export the reports to popular electronic formats (Excel, PDF at a minimum).

The Bidder must also demonstrate that their service has the capability to generate reports that illustrate (at minimum), the following:

- i. social media content;
- ii. quantity and tone of discussions;
- iii. influence;
- iv. volume for specific keywords over time; and
- v. Region, and demographics of citizens, stakeholders and online journalists.

2.M9 Environmental Considerations

The Bidder must select and complete one of the following two certification statements:

OPTION A.

The Bidder' certifies that the Bidder is registered or meets ISO [14001](https://www.iso.org/standard/60857.html)
(<https://www.iso.org/standard/60857.html>)

Bidder's Authorized Representative Signature

Date

OR

OPTION B.

The Bidder' certifies that it meets and will continue to meet throughout the duration of the Supply Arrangement period (including option periods) a minimum of four (4) out of six (6) criteria identified in the table below.

Green Practices within the Bidder's organization	Insert a checkmark for each criterion that is met
Promotes a paperless environment through directives, procedures and/or programs.	<input type="checkbox"/>
All documents are printed double sided and in black and white for day to day business activity unless otherwise specified by your client.	<input type="checkbox"/>
Paper used for day to day business activity has a minimum of 30% recycled content and has a sustainable forestry management certification.	<input type="checkbox"/>
Utilizes environmentally preferable inks and purchase remanufactured ink cartridges or ink cartridges that can be returned to the manufacturer for reuse and recycling for day to day business activity.	<input type="checkbox"/>
Recycling bins for paper, newsprint, plastic and aluminum containers available and emptied regularly in accordance with local recycling program.	<input type="checkbox"/>
A minimum of 50% of office equipment has an energy efficient certification.	<input type="checkbox"/>

2.M10 Customer Support

Bidders must demonstrate that they have the ability and the resources to provide implementation support, training and ongoing customer support from (at a minimum) 8:00 a.m. to 5:00 p.m. EST.

STREAM 3: ETHNIC MEDIA MONITORING AND ANALYSIS

3.M1 Experience

The Bidder must have a minimum of two (2) years' experience gained within the last three (3) years from the closing date of this Request for Supply Arrangement (RFSA), in the monitoring and analysis of a broad range of Ethnic media sources (print and broadcast and online/social media) in multiple languages and the provision of summaries translated from these multiple languages in English and in French.

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).

To demonstrate this experience, the Bidder must identify at least two (2) previous projects where these services were provided, ongoing or successfully completed within the last three (3) years from the closing date of this RFSA. The following information on each previous project must be cited:

1. Brief description of the work, demonstrating how the above requirements were met;
2. For whom the services were provided, including the name of the client's organization and contact information;
3. Start date (month, day and year) of the work; and
4. End date (month, day and year) of when the work was completed, or indicate 'Ongoing' if the project is in progress of the closing date of this RFSA.

3.M2 Language

- a. Bidders must provide high quality English and French language materials translated from non-English and non-French ethnic media. To demonstrate this ability, bidders must describe how they are organized to deliver high quality media monitoring materials translated into English and French.
- b. Bidders must have the ability to monitor media sources in a minimum of 10 languages (other than English and French) and provide summaries translated into English and French. To demonstrate this ability, Bidders must list the 10 languages.

3.M3 Media Sources

Bidders must have access to, and monitor, Ethnic print and broadcast news sources in Canada and Internationally. To demonstrate this ability, Bidders must provide a list of at minimum 40 Ethnic news sources that they monitor in Canada and a list of at minimum 40 Ethnic news sources they monitor internationally.

4.M4 Media Analysis

The bidder must demonstrate their ability to analyse news content and report on at minimum:

- a) Location and frequency of media coverage;
- b) Type and source of media coverage; and
- c) Tone of media coverage.

3.M5 Environmental Considerations

The Bidder must select and complete one of the following two certification statements:

OPTION A.

The Bidder' certifies that the Bidder is registered or meets ISO 14001
(<https://www.iso.org/standard/60857.html>)

Bidder's Authorized Representative Signature

Date

OR

OPTION B.

The Bidder' certifies that it meets and will continue to meet throughout the duration of the Supply Arrangement period (including option periods) a minimum of four (4) out of six (6) criteria identified in the table below.

Green Practices within the Bidder's organization	Insert a checkmark for each criterion that is met
Promotes a paperless environment through directives, procedures and/or programs.	<input type="checkbox"/>
All documents are printed double sided and in black and white for day to day business activity unless otherwise specified by your client.	<input type="checkbox"/>
Paper used for day to day business activity has a minimum of 30% recycled content and has a sustainable forestry management certification.	<input type="checkbox"/>
Utilizes environmentally preferable inks and purchase remanufactured ink cartridges or ink cartridges that can be returned to the manufacturer for reuse and recycling for day to day business activity.	<input type="checkbox"/>
Recycling bins for paper, newsprint, plastic and aluminum containers available and emptied regularly in accordance with local recycling program.	<input type="checkbox"/>
A minimum of 50% of office equipment has an energy efficient certification.	<input type="checkbox"/>

3.M6 Customer Support

Bidders must demonstrate that they have the ability and the resources to provide implementation support, training and ongoing customer support from (at a minimum) 8:00 a.m. to 5:00 p.m. EST.

STREAM 4: BROADCAST MEDIA MONITORING

4.M1 Experience

The Bidder must have a minimum of two (2) years' experience gained within the last three (3) years from the closing date of this Request for Supply Arrangement (RFSA), in the monitoring of a Canadian Broadcast news (radio and television).

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).

To demonstrate this experience, the Bidder must identify at least two (2) previous projects where these services were provided, ongoing or successfully completed within the last three (3) years from the closing date of this RFSA. The following information on each previous project must be cited:

1. Brief description of the work, demonstrating how the above requirements were met;
2. For whom the services were provided, including the name of the client's organization and contact information;
3. Start date (month, day and year) of the work; and
4. End date (month, day and year) of when the work was completed, or indicate 'Ongoing' if the project is in progress of the closing date of this RFSA.

4.M2 Language Capabilities

Bidders must monitor news sources in English and in French and provide high quality English and French language media materials.

To demonstrate this ability, bidders must describe how they are organized to monitor and provide high quality bilingual media materials.

4.M3 Television and Radio Sources Monitored

Bidders must monitor:

- a. a minimum of 50 Canadian Television Stations; and
- b. a minimum of 250 Canadian Radio Stations; and
- c. Radio and television stations in all provinces and territories in Canada.

To demonstrate they meet this criteria, Bidders must provide a list of all Canadian radio and television stations monitored, broken down by each Canadian Province and Territory.

4.M4 Turnaround times

Bidders must confirm that they can meet the turnaround times outlined in the Statement of Work at Annex A.

4.M5 Environmental Considerations

The Bidder must select and complete one of the following two certification statements:

OPTION A.

The Bidder' certifies that the Bidder is registered or meets ISO 14001
(<https://www.iso.org/standard/60857.html>)

Bidder's Authorized Representative Signature

Date

OR

OPTION B.

The Bidder' certifies that it meets and will continue to meet throughout the duration of the Supply Arrangement period (including option periods) a minimum of four (4) out of six (6) criteria identified in the table below.

Green Practices within the Bidder's organization	Insert a checkmark for each criterion that is met
Promotes a paperless environment through directives, procedures and/or programs.	<input type="checkbox"/>
All documents are printed double sided and in black and white for day to day business activity unless otherwise specified by your client.	<input type="checkbox"/>
Paper used for day to day business activity has a minimum of 30% recycled content and has a sustainable forestry management certification.	<input type="checkbox"/>
Utilizes environmentally preferable inks and purchase remanufactured ink cartridges or ink cartridges that can be returned to the manufacturer for reuse and recycling for day to day business activity.	<input type="checkbox"/>
Recycling bins for paper, newsprint, plastic and aluminum containers available and emptied regularly in accordance with local recycling program.	<input type="checkbox"/>
A minimum of 50% of office equipment has an energy efficient certification.	<input type="checkbox"/>

4.M6 Customer Support

Bidders must demonstrate that they have the ability and the resources to provide implementation support, training and ongoing customer support from (at a minimum) 8:00 a.m. to 5:00 p.m. EST.

STREAM 5: TRANSCRIPTS, AUDIO AND VIDEO CLIPS

5.M1 Transcripts

Bidders must identify if they provide verbatim and/or closed caption transcripts.

5. M2 Experience

The Bidder must have a minimum of two (2) years' experience gained within the last three (3) years from the closing date of this Request for Supply Arrangement (RFSA), in the provision of transcripts (verbatim and/or closed caption), audio and video clips from Canadian and Broadcast news (radio and television). 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).

To demonstrate this experience, the Bidder must identify at least two (2) previous projects where these services were provided, ongoing or successfully completed within the last three (3) years from the closing date of this RFSA. The following information on each previous project must be cited:

1. Brief description of the work, demonstrating how the above requirements were met;
2. For whom the services were provided, including the name of the client's organization and contact information;
3. Start date (month, day and year) of the work; and
4. End date (month, day and year) of when the work was completed, or indicate 'Ongoing' if the project is in progress of the closing date of this RFSA.

5. M3 Language Capabilities

Bidders must provide high quality English and French language transcripts (verbatim and/or closed caption), audio and video clips.

To demonstrate this ability, bidders must describe how they are organized to provide high quality transcripts, audio and video clips.

5.M4 Television and Radio Sources

Bidders must have the ability to provide transcripts (verbatim and/or closed caption), audio and video clips from:

- a) a minimum of 50 Canadian Television Stations; and
- b) a minimum of 250 Canadian Radio Stations; and
- c) Radio and television stations in all provinces and territories in Canada.

To demonstrate they meet this criteria, Bidders must provide a list of all Canadian radio and television stations monitored, broken down by each Canadian Province and Territory.

5.M5 Turnaround times

Bidders must confirm that they can meet the turnaround times outlined in the Statement of Work at Annex A.

5.M6 Environmental Considerations

The Bidder must select and complete one of the following two certification statements:

OPTION A.

The Bidder' certifies that the Bidder is registered or meets ISO 14001
(<https://www.iso.org/standard/60857.html>)

Bidder's Authorized Representative Signature

Date

OR

OPTION B.

The Bidder' certifies that it meets and will continue to meet throughout the duration of the Supply Arrangement period (including option periods) a minimum of four (4) out of six (6) criteria identified in the table below.

Green Practices within the Bidder's organization	Insert a checkmark for each criterion that is met
Promotes a paperless environment through directives, procedures and/or programs.	<input type="checkbox"/>
All documents are printed double sided and in black and white for day to day business activity unless otherwise specified by your client.	<input type="checkbox"/>
Paper used for day to day business activity has a minimum of 30% recycled content and has a sustainable forestry management certification.	<input type="checkbox"/>
Utilizes environmentally preferable inks and purchase remanufactured ink cartridges or ink cartridges that can be returned to the manufacturer for reuse and recycling for day to day business activity.	<input type="checkbox"/>
Recycling bins for paper, newsprint, plastic and aluminum containers available and emptied regularly in accordance with local recycling program.	<input type="checkbox"/>
A minimum of 50% of office equipment has an energy efficient certification.	<input type="checkbox"/>

5M.7 Customer Support

Bidders must demonstrate that they have the ability and the resources to provide implementation support, training and ongoing customer support from (at a minimum) 8:00 a.m. to 5:00 p.m. EST.

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

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.

Signature: _____ Date: _____

5.2.4 Privacy Act

The Bidder hereby certifies that it has reviewed the requirements of this RFP, the resulting contract clauses and, in particular, the requirements concerning the protection of personal information. The Bidder also certifies that it will comply with those terms and ensure that personal information that is managed, accessed, collected, used, disclosed, retained, received, created, or disposed of in order to fulfil the requirements of the Contract shall be treated in accordance with the [Privacy Act](#), R.S. 1985, c. P-21 and [Access to Information Act](#), R.S. 1985, c. A-1 and privacy policies under these laws, as amended from time to time.

Signature: _____ Date: _____

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

6A.1 Arrangement

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

6A.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.

6A.3 General Conditions

2020 (2020-07-01) General Conditions - Supply Arrangement - Goods or Services, apply to and form part of the Supply Arrangement.

6A.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.

6A.4 Term of Supply Arrangement

6A.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 **July 1st, 2021**.

6A.5 Authorities

6A.5.1 Supply Arrangement Authority

The Supply Arrangement Authority is:

Josette Richard (*or its authorized representative*)
Supply Specialist
Public Works and Government Services Canada
Public Opinion Research and Media Monitoring Procurement Division
360 Albert Street
Ottawa, Ontario K1A 0S5

Telephone: 343-551-1719

E-mail: 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.

6A.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.

6A.5.3 Supplier's Representative

Name: _____

Telephone: _____

Fax: _____

E-mail: _____

6A.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.

6A.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.

6A.8 Limitation of contracts

Individual contracts against this Supply Arrangement must not exceed a total value of **\$2,000,000.00** (Goods and Services Tax or Harmonized Sales Tax included).

6A.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, 2020-07-01, General Conditions - Supply Arrangement - Goods or Services;
- (c) Annex "A", Statement of Work;
- (d) the Supplier's arrangement dated _____.

6A.10 Certifications and Additional Information

6A.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.

6A.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 _____.

6A.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.

6A.13 Handling of Personal Information

The Contractor acknowledges that Canada is bound by the [Privacy Act](#), R.S., 1985, c. P-21, with respect to the protection of personal information as defined in the Act. The Contractor must keep private and confidential any such personal information collected, created or handled by the Contractor under any resulting Contracts, and must not use, copy, disclose, dispose of or destroy such personal information except in accordance with this clause and the delivery provisions of any resulting Contract.

B. BID SOLICITATION

6B.1 Bid Solicitation Process

The list of pre-qualified suppliers that have been issued a supply arrangement "Qualified Active Suppliers" will be used as a source list for requirements. All Qualified Active Suppliers that are pre-qualified at the time the individual bid solicitations are issued will be able to bid.

Bids will be solicited for specific requirements within the scope of the Supply Arrangement (SA) from Qualified Active Suppliers for the requested Stream(s) of the requirement.

The bid solicitation will be sent directly to Qualified Active Suppliers.

6B.1.1 Procedures to issue contracts

6B.1.1.1 Contractor selection for requirements valued at under \$40,000 (HST 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.

6B.1.1.2 Contractor selection for requirements valued at over \$40,000.00 (HST included)

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.

Using the templates provided with the SA bid solicitation (see 6B.2 below), the Qualified Active Suppliers will be invited to submit a bid to the Contracting Authority, as instructed in the SA bid solicitation.

6B.2. Bid Solicitation Documents

Canada will use the following bid solicitation template:

- High Complexity (HC)

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

Note: References to the HC template in PWGSC Requests for Supply Arrangements is provided as an example only. The latest version 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;
 - Federal Contractors Program (FCP) for Employment Equity - Notification
 - SACC Manual A3005T, A3010T for service requirements when specific individuals will be proposed for the work;
 - Integrity Provisions - Declaration of Convicted Offences;
- (g) Conditions of the resulting contract.

Note: Canadian Content Certification: Resulting bid solicitation documents may be solely or conditionally limited to Canadian services.

Where a bid solicitation is solely or conditionally limited to Canadian Services, only bids with a certification that the services offered are Canadian services, as defined in clause A3050T, may be considered.

C. RESULTING CONTRACT CLAUSES

6C.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) **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

A. BACKGROUND

Media Monitoring is a critical function in the support of a department's effort to identify and track current and emerging public issues and trends as reported in the media. An integral part of media monitoring is performed through the monitoring of Canadian print and broadcast media, Internet news sources and Social media. Media analysis is also key component of a Department's communications program to identify and evaluate media coverage on a given issue(s) relative to the Department's communications objectives, and is required by federal government media relations and public affairs branches to enhance the Department's understanding of the public perceptions related to issues of importance to the Department.

This Statement of Work includes Five Service Streams as follows:

1. Online News Monitoring and Analysis;
2. Social Media Monitoring and Analysis;
3. Ethnic Media Monitoring and Analysis;
4. Broadcast Media Monitoring; and
5. Transcripts, Audio and Video clips.

Suppliers do not have to qualify under all five streams to be awarded a supply arrangement.

B. REQUIREMENTS

1. ONLINE NEWS MONITORING AND ANALYSIS (Stream 1)

1.1. OBJECTIVE

Daily online continuous monitoring of French and English language new sites including newspapers, radio (as an example cbc.ca), television, magazines, blogs and forums according to keywords and subjects of interest as defined by the Project Authority, and the provision of media analysis if and when required

1.2. SCOPE AND TASKS

1.2.1. Specifications

1.2.1.1 Monitoring

The Contractor must monitor or provide access via a web based platform, a broad range of English and French language news sources from all regions in Canada as well as internationally if and when requested.

As identified in any resulting Request for Proposals (RFP) under this supply arrangement, the Contractor must deliver results via email or provide access to results via a web based platform in the following formats:

- a) The full content (if available and where licensing rights permit); and/or
- b) A link to the website containing the content; and/or
- c) A short summary of the content along with a link to the website containing the content.

News sources must be monitored 24 hours a day, 7 days a week. The Contractor must have the ability to add specific news sites as identified by the Project Authority. The monitoring must allow for the use of advanced (Boolean) search techniques to ensure accuracy of results.

1.2.1.2 Analysis

On an if and when required basis, the Contractor must deliver or provide access via a web based platform, to machine and/or human generated media analysis reports.

Media analysis reports must be provided in accordance with the Departments scheduled requirement (i.e. daily, weekly, monthly) and contain an analysis of media coverage over a specified period of time (i.e. previous week, previous day, same day, etc.) in relation to an issue or range of issues. The media analysis report must provide the department with objective data in relation to the quantity, scope, type, tone and frequency of media coverage in relation to specific stories/issues.

The Contractor must deliver or provide access to the media analysis report in accordance with the time interval, delivery method and times as stated in the resulting request for proposals (RFP).

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

- i. Location and frequency of media coverage;
- ii. Type, source and frequency of media coverage;
- iii. Tone and sentiment of the coverage;

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

Frequency and timeline requirements for media analysis reports (if and when required) will be identified in resulting RFPs.

Summaries may be human-curated or automated using closed captioning in accordance with the requirements of the resulting request for proposals.

1.2.2. Turnaround Times

Online news articles are both published and updated throughout the day therefore the Contractor must deliver results in near real time as the content is available or in accordance with a schedule defined in any resulting RFP.

Frequency and timeline requirements for media analysis reports (if and when required) will be identified in resulting RFPs.

1.3. CUSTOMER SUPPORT

The Contractor must provide implementation support, training and on-going customer support. The Contractor must be available to respond to requests from the Project Authority (or authorized representative) between 8:00 a.m. and 5:00 p.m. EST Monday through Friday, at a minimum.

1.4. CONSTRAINTS

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.

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 when possible.

2. SOCIAL MEDIA MONITORING AND ANALYSIS (Stream 2)

2.1 OBJECTIVES

To provide a web based platform that offers Real-time monitoring and analysis of social media content including (but not limited to) Twitter, Facebook, blogs, chatrooms, message boards, social networks and video and image sharing websites.

2.2 SCOPE AND TASKS

2.2.1 Social Media Monitoring

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

The service must, at a minimum:

- 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, URL's, 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) and monitoring engagement with influencers;
- d) Where the social media source allows, deliver anonymized text from the actual post along with links the post;
- e) Allow the user to select topics and sources; also allow the user to search for and generate new topics of interest versus selecting from pre-determined topics and sources;
- f) Allow the user to apply country, language and other parameters to search results;
- g) Identify important topics, top influencers;
- h) Allow end-user(s) to filter, enable new search queries and Boolean search capability;
- i) Allow for automatic translation of non-English or non-French text to English or French;
- j) Allow the user to perform historical searches and analysis for both previously searched and new never before searched topics, back a minimum of seven days ;

- k) Report on statistics/media metrics including but not limited to: frequency; views; trends by topic; followers; sentiment/tone of the posts; geographical location; reach; media source/type; and nature and extent of audience engagement etc.
- l) Allow the user to download the data in a CVS format and/ or excel spreadsheets format.

Specifications will be identified more in depth in the resulting Request for Proposal. The Project Authority may require additional service capabilities not listed above.

2.3 CUSTOMER SUPPORT

The Contractor must provide implementation support, training and on-going customer support. The Contractor must be available to respond to requests from the Project Authority (or authorized representative) between 8:00 a.m. and 5:00 p.m. EST Monday through Friday, at a minimum.

2.4 CONSTRAINTS

If applicable, 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.

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 when possible.

3. ETHNIC MEDIA MONITORING AND ANALYSIS (Stream 3)

3.1 OBJECTIVES

Monitoring of Canadian and International Ethnic Print Media, Radio and Television programming and social media as requested by the Project Authority for the delivery of summaries that are translated from their original language into English and/or French, and according to keywords and subjects of interest defined by the Project Authority. Verbatim or/and closed caption transcripts, translation of transcripts, full news articles, audio and video clips and provision of media analysis reports is also required on an 'as and when requested' basis.

The Contractor must deliver or provide access the translated summaries, transcripts, news articles, audio or video clips and media analysis reports via e-mail or a web based platform.

3.2 SCOPE AND TASKS

3.2.1 Specifications

Specifications will be identified more in depth in any resulting Request for Proposals. The Project Authority may, on an as and when requested basis, require full translation (human or machine generated in accordance with the Project Authority) of news articles and/or broadcast transcripts from publications that are neither French nor English.

3.2.2 Summaries

Languages:

- Summaries of news content from English publications, radio and television and/or social media must be in English;
- Summaries of news content from French publications, radio and television and/or social media must be in French;
- Summaries of articles and broadcast clips from publications, radio and television and/or social media that is neither English nor French must be translated (human or machine generated in accordance with the Project Authority) from the language of origin into either English or French as defined by the Project Authority.

Summaries must contain at a minimum (where that content is available):

- Name of publication, radio or television station
- Publication or air date
- Page number or air time
- Headline
- Language of Origin
- A summary of the content

3.2.3 Turnaround Times

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

A. Print publications

Description	Deliverables	Turnaround time
Daily newspapers	Full article or article summary or translated article summary	Within 5 days of publication
Weekly and community newspapers from major centres ¹	Full article or article summary or translated article summary	Within 7 days of publication
Weekly and community newspapers from outside major centres ²	Full article or article summary or translated article summary	Within 14 days of publication ²

Where newspapers are available online, the minimum turnaround time is next day.

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

² The 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.

Note:

Following receipt of article summaries, the Project Authority may, on an 'as and when requested basis, require access to the full article in the language of origin or translated into English or French (human or machine generated in accordance with the Project Authority). The full article must be available to the Project Authority within two (2) hours of request if the request is placed during business hours (Monday through Friday from 6:00 am EST to 6:00 pm EST) or by 8:00 am EST the following business day for requests placed outside of business hours. Articles requiring translation must be available to the Project Authority within 24 hours of request.

B. Summaries and Transcripts from Radio and Television Broadcasts

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 centres³	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 centres⁴	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

- Where radio and television content is available online, the minimum turnaround time is next day.
- Translated transcripts must be available within 1 business day of request.

³ Major centres include all metropolitan areas of Canada with a population greater than 100,000.

⁴ The 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.

3.2.4 Analysis

On and if and when required basis, the Contractor must deliver or provide access to, machine and/or human generated media analysis reports.

Media analysis reports must be provided in accordance with the Departments scheduled requirement (i.e. daily, weekly, monthly) and contain an analysis of media coverage over a specified period of time (i.e. previous week, previous day, same day, etc) in relation to an issue or range of issues. The media analysis report must provide the department with objective data in relation to the quantity, scope, type, tone and frequency of media coverage in relation to specific stories/issues.

The Contractor must deliver or provide access to the media analysis report in accordance with the time interval, delivery method and times as stated in the resulting request for proposals (RFP).

The format and required details of the analysis report(s) will be identified in 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:

This format may include (but is not limited to) the following in relation to the issue(s) identified by the PA:

- i. Location and frequency of media coverage;
- ii. Type, source and frequency of media coverage;
- iii. Tone and sentiment of the coverage;

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

3.3 CUSTOMER SUPPORT

The Contractor must provide implementation support, training and on-going customer support. The Contractor must be available to respond to requests from the Project Authority (or authorized representative) between 8:00 a.m. and 5:00 p.m. EST Monday through Friday, at a minimum.

3.4 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 when possible.

3.5 SPECIAL REQUESTS

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

- i. Archival research for coverage of past events;
- ii. Delivery of services on weekends and statutory holidays;
- iii. 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;
- iv. 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
- v. 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.

4. BROADCAST MEDIA MONITORING (Stream 4)

4.1 OBJECTIVES

Monitoring of National, regional and local French and English language radio and television news and public affairs programming broadcasting in Canadian provinces and territories for the provision of broadcast summaries.

4.2 SCOPE AND TASKS

Contractors must have a system in place to allow the user or the Contractor to monitor radio and television stations from across Canada including National stations, regional and local stations from across Canadian Provinces and Territories 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 via their web-based platform or by e-mail. Summaries may be human-curated or automated using closed captioning in accordance with the requirements of the resulting request for proposals.

4.2.1 Specifications

Specifications will be identified more in depth in the resulting Request for Proposal.

4.2.2 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 centres⁵	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 centres⁶	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

4.3 CUSTOMER SUPPORT

The Contractor must provide implementation support, training and on-going customer support. The Contractor must be available to respond to requests from the Project Authority (or authorized representative) between 8:00 a.m. and 5:00 p.m. EST Monday through Friday, at a minimum.

4.4 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 when possible.

4.5 SPECIAL REQUESTS

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

- i. Archival research for coverage of past events;

⁵ Major centres include all metropolitan areas of Canada with a population greater than 100,000.

⁶ The 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.

- ii. Delivery of services on weekends and statutory holidays;
- iii. Archival research for specific broadcast items not included as sources to be monitored as described in the statement of work of resulting contracts;
- iv. Archival research for specific broadcast items covering subjects or events not included as keywords regularly monitored as defined by the Project Authority; and
- v. 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.

5. TRANSCRIPTS, AUDIO and VIDEO MEDIA MONITORING (Stream 5)

5.1 OBJECTIVES

The Contractor must provide closed caption or/and verbatim transcripts; audio and video clips from Canadian radio and television programming.

5.2 SCOPE AND TASKS

5.2.1 Verbatim transcripts, audio and video clips

Verbatim transcripts (not closed captioning), audio and video clips on an 'as and when requested' basis or on an automatic basis according to defined keywords and stations, from across Canada including National stations, regional and local stations from across Canadian Provinces and Territories.

The Contractor must maintain a video and audio archive of a minimum of 28 days in order to deliver or provide access to transcripts of items that have aired up to one-month prior to the day of request.

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, audio and video clips must be delivered electronically via e-mail or the Contractor's web based platform.

5.2.1.1 Turnaround Times

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

VERBATIM TRANSCRIPTS				
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 centres⁷	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 centres⁸.	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.
- The turnaround time for transcripts requiring translation (from non-English and non-French broadcasts) will be determined at the time of the request.
- All transcripts must include the date and time of broadcast, program name, length of the program and language of origin, station, city, reporter(s) and interviewee(s).
- Transcripts must be delivered electronically via e-mail or on the Contractors web based platform.

⁷ Major centres include all metropolitan areas of Canada with a population greater than 100,000.

⁸ The 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.

AUDIO/VIDEO ITEMS				
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 centres⁹	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 centres¹⁰	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

5.2.2 CLOSED CAPTION transcripts IN NEAR REAL TIME

The Contractor must deliver or provide access to transcripts in near-real time from Canadian television programming.

5.2.2.1 Specifications

The Contractor must deliver or provide electronic access to closed caption transcripts in near-real time, on an automatic basis according to defined keywords and stations, from national, regional and local television stations from across Canada.

"Near real time" is defined as the delay in time required for electronic communication and automatic data processing. This implies that there are no significant delays. Transcripts must be available within minutes of the end of a broadcast, as soon as they are available and no later than 10 minutes following the end of the broadcast.

⁹ Major centres include all metropolitan areas of Canada with a population greater than 100,000.

¹⁰ The 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.

The Contractor must electronically deliver or provide access, to hand-held device or desktop, news alerts with items of interest to the Project Authority (based on keywords determined by the Project Authority) within minutes of posting and containing either the full closed caption transcript, or a portion of the transcript with the option to view the full closed caption transcript.

The Contractor must provide the ability for the Project Authority to create and manage their own keyword searches which will automatically and continuously filter the closed caption transcripts; and to quickly scan search results.

Video:

The Contractor must deliver or provide electronic access to video clips within minutes of airtime.

Archive:

The Contractor must provide electronic access to a searchable archive of closed caption transcripts and video.

5.3 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 when possible.

5.4 SPECIAL REQUESTS

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

- i. Archival research for coverage of past events;
- ii. Delivery of services on weekends and statutory holidays;
- iii. Archival research for specific broadcast items not included as sources to be monitored as described in the statement of work of resulting contracts;
- iv. Archival research for specific broadcast items covering subjects or events not included as keywords regularly monitored as defined by the Project Authority; and
- v. 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.

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5.5 CUSTOMER SUPPORT

The Contractor must be, at minimum, available to respond to requests from the Project Authority (or authorized representative) between 8:00 a.m. and 5:00 p.m. EST Monday through Friday and have a method for placing requests at any other time including on weekends and holidays Where the request will be actioned the following business day.

The Contractor must be available to attend progress meetings either in person or by teleconference on a regular basis or as requested according to the requirements defined by the Project Authority. The Contractor, on an ongoing basis, must work with the Project Authority to ensure relevant media material is being delivered.

Appendix 1 to Annex "A" – Environmental Considerations
(Note: This Appendix is applicable to all Streams)

1.1 ENVIRONMENTAL CONSIDERATIONS

Canada is committed to greening its supply chain. In April 2006, Canada issued a policy directing federal departments and agencies to take the necessary steps to acquire goods and services that have a lower impact on the environment than those traditionally acquired. Environmentally preferable goods and services are those that have a lesser or reduced impact on the environment over their life cycle, when compared with competing goods or services serving the same purpose.

Environmental considerations include, among other things: the reduction of greenhouse gas emissions and air contaminants; improved energy and water efficiency; reduced waste and support reuse and recycling; the use of renewable resources; reduced hazardous waste; and reduced toxic and hazardous substances. Assessing the environmental impact of a good or service involves considering its whole life cycle, from the extraction of the raw material to its disposition at the end of its useful life. Upcoming bid solicitations may include evaluation criteria (either mandatory or rated) or contractual requirements related to the environment.

Furthermore, in June 2008 the *Federal Sustainable Development Act* was passed to provide the legal framework for developing and implementing a [Federal Sustainable Development Strategy](#) that will make environmental decision-making more transparent and accountable to Parliament. A Federal Sustainable Development Strategy is developed every three years that includes shrinking the environmental footprint of government operations. Green Procurement is a key enabler of these objectives.

The Supplier is encouraged to:

- Offer or suggest green solutions whenever possible.
- Consider the complete life cycle of goods and services provided to favour strategies, processes, and materials that assure sustainable development.
- Use green practices when conducting workshops and meetings. Environment Canada's Green Meeting Guide and the United Nations Environment Programme's Green Meeting Guide are helpful resources.

1.1.1 Travel

The Contractor is encouraged:

- To work off-site to reduce commuting requirements where security requirements allow.
- To use video/web/telephone conferencing where possible to cut down unnecessary travel.
- To use environmentally preferred modes of transportation, where feasible when transportation is required.
- To use accommodations with environmental ratings. Contractors of the Government of Canada may access the PWGSC Accommodation and Car Rental Directory to search for accommodations with environmental ratings that will honour the government pricing for contractors.

1.1.2 Paper consumption

The Contractor:

- Is required to provide all correspondence including (but not limited to) offer, documents, reports and invoices in electronic format unless otherwise specified by the Contracting Authority or Project Authority, thereby reducing printed material. Should printed material be required, double sided printing in black and white format is the default unless otherwise specified by the Project Authority. Printed material is requested on paper that is ECOLOGO certified or equivalent, certified as using fibre originating from a sustainably managed forest and/or minimum recycled content of 30%. Paper is also to be processed chlorine free, whenever possible.
- Should recycle (shred) unneeded copies of non-classified/secure documents (taking into consideration the Security Requirements).
- Should make use of electronic signatures, where client capacity to accept them exist, in order to reduce paper consumption.

1.1.3 Goods and services used in service delivery

It is desirable that the Contractor, in provisioning the Service, procure equipment, such as computer equipment, peripherals and telephony equipment that meet the most current environmental specifications used by the Government of Canada when procuring similar equipment, without reducing the service quality and effectiveness, whether this equipment is owned by the Contractor or procured by the Contractor for Government of Canada customers. Government of Canada environmental specifications can be found in the Green Procurement Plans available online or by [contacting the Green Procurement team](#).

It is desirable that the Contractor, in provisioning the Service, procure equipment and implement solutions that minimize the overall energy use without reducing the service quality and effectiveness, whether this equipment is owned by the Contractor or procured by the Contractor for Government of Canada customers.

Appendix 2 to Annex “A” – Accessibility
(Note: This Appendix is applicable to all Streams)

1. BACKGROUND

The Government of Canada strives to ensure that the goods and services it procures are inclusive by design and accessible by default, in accordance with the *Accessible Canada Act*, its associated regulations and standards, and *Treasury Board Contracting Policy*. Procurement documents will specify the accessibility criteria and standards to be met and provide guidelines for the evaluation of proposals with respect to those criteria and standards.

The *Accessible Canada Act* (S.C. 2019, c. 10) outlines the following principles:

- (a) all persons must be treated with dignity regardless of their disabilities;
- (b) all persons must have the same opportunity to make for themselves the lives that they are able and wish to have regardless of their disabilities;
- (c) all persons must have barrier-free access to full and equal participation in society, regardless of their disabilities;
- (d) all persons must have meaningful options and be free to make their own choices, with support if they desire, regardless of their disabilities;
- (e) laws, policies, programs, services and structures must take into account the disabilities of persons, the different ways that persons interact with their environments and the multiple and intersecting forms of marginalization and discrimination faced by persons;
- (f) persons with disabilities must be involved in the development and design of laws, policies, programs, services and structures; and
- (g) the development and revision of accessibility standards and the making of regulations must be done with the objective of achieving the highest level of accessibility for persons with disabilities.

In support of these principles, PSPC's goal is to ensure that the Media Monitoring services that the Government of Canada buys are inclusive by design and accessible by default.

2. DEFINITIONS

Disability:	Any impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment — or a functional limitation — whether permanent, temporary or episodic in nature, or evident or not, that, in interaction with a Barrier, hinders a person's full and equal participation. (Source: <i>Accessible Canada Act</i>)
Barrier:	Anything physical, architectural, technological or attitudinal, anything that is based on information or communications or anything that is the result of a policy or a practice, that hinders the full and equal participation of persons with an impairment, including a physical, mental, intellectual, cognitive, learning, communication or sensory impairment or a functional limitation. (Source: <i>Accessible Canada Act</i>)
Accommodation:	An action taken or resource deployed to address a Barrier. Refer to section 4 for examples of alternate formats and communication support that could serve as an Accommodation to address a Barrier.
Relay Service:	Allows a person who has a hearing or communication disability to have a phone conversation using a third-party operator: <ul style="list-style-type: none">• With a telephone relay service, the participant uses a teletypewriter (TTY) or other device to type their conversation and transmit it live over a telephone line to an operator, who reads it to the other person. The operator then types the reply back to the participant.• Video relay service is similar, except the operator uses sign language to facilitate the participant's conversation. Both of these services are available at no charge in Canada. Additional information can be found on the Canadian Radio-television and Telecommunications Commission's website.

3. ACCESSIBILITY REQUIREMENTS

3.1 ACCESSIBLE FORMATS AND COMMUNICATION SUPPORT

As identified in any resulting Requests for Proposals, the Offeror must use communication methods and provide materials in formats accessible to the individual. The Offeror must adapt formats and communication support.

3.1.1. Examples of accessible formats and communication support may include:

- a) Accessible electronic formats;
- b) A message or video Relay Service;
- c) Braille;
- d) Audio Files;
- e) Large Print;
- f) Text transcripts of visual and audio information;
- g) Reading the written information aloud to a person;
- h) Exchanging hand-written notes;
- i) Providing a note taker or communication assistant;
- j) Captioning and audio description;
- k) Assistive listening systems;
- l) Augmentative and alternative communication methods;
- m) The use of letter, word or picture sign language interpretation;
- n) Repeating, clarifying, or restating information;
- o) Or another solution that addresses a barrier to participation.

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Amd. No. - N° de la modif.
File No. - N° du dossier
cy037.EN578-191713

Buyer ID - Id de l'acheteur
cy37
CCC No./N° CCC - FMS No./N° VME

ANNEX "B" - BASIS OF PAYMENT

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

Solicitation No. - N° de l'invitation
EN578-191713/B
Client Ref. No. - N° de réf. du client
EN578-191713

Amd. No. - N° de la modif.
File No. - N° du dossier
cy037.EN578-191713

Buyer ID - Id de l'acheteur
cy37
CCC No./N° CCC - FMS No./N° VME

ANNEX "C" - SUPPLY ARRANGEMENT REPORTING

Supply Arrangement Number:			
Period of Report:			
Contract Number	Client Department	Contract Start Date	Total Value of the Contract (applicable taxes included)