



Canadian Tourism  
Commission

Commission canadienne  
du tourisme

## Negotiated Request for Proposal

Name of Competition:	Media Monitoring Services
Competition Number:	DC-2023-AK-02
Closing Date and Time:	August 8, 2023, 14:00 Pacific Time (PT)
Contracting Authority:	Annie Kao Procurement Advisor <a href="mailto:procurement@destinationcanada.com">procurement@destinationcanada.com</a>

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## SECTION A – INTRODUCTION

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The Canadian Tourism Commission, doing business as Destination Canada ("DC"), is Canada's national tourism organization and a Crown Corporation of the federal government. DC supports the Canadian tourism industry by:

- sustaining a vibrant and profitable Canadian tourism industry;
- marketing Canada as a desirable tourist destination;
- supporting a cooperative relationship between the private sector and the governments of Canada, the provinces and the territories with respect to Canadian tourism; and
- providing information about Canadian tourism to the private sector and to the governments of Canada, the provinces and the territories.

At Destination Canada we believe in the power of tourism.

Our aspiration is to enhance the wealth and wellbeing of Canadians and enrich the lives of visitors.

Our mission is to influence supply and build demand for the benefit of locals, communities and visitors through leading research, alignment with public and private sectors, and marketing Canada nationally and abroad. In collaboration with our partners, we promote Canada as a premier four-season leisure and business tourism destination around the country and world.

Destination Canada's approach focuses on markets where Canada's tourism brand leads and yields the highest return on investment. We use research to drive our evidence-based marketing in nine key geographic leisure source markets: Australia, Canada, China, France, Germany, Japan, Mexico, United Kingdom and the United States. In addition, our Business Events team leverage in-depth global market analysis to target international clusters aligned with Canada's priority economic sectors.

We believe that Canada's diversity, its greatest asset, is also, what touches travellers' hearts most deeply. To that end, we are committed to inclusive leadership within our workforce, workplace, and interactions with partners and travellers alike.

For further information, visit <http://www.destinationcanada.com>.

### A.1 Purpose and Intent

The purpose of this Negotiated Request for Proposal (the "NRFP") is to solicit proposals for media monitoring services. See Statement of Work (Section C) for detailed requirements.

The services are required for Destination Canada's head office in Vancouver and the UK ("Destination Canada HQ"). It is Destination Canada's intention to select a proponent who can best serve our needs.

It is DC's intent to enter into an agreement with the proponent who can best serve the interests of DC. At the final outcome of the NRFP process, the successful proponent ("Contractor") may be required to collaborate with DC's other service providers and partners to ensure that public relations and communications services are consistent with DC's mandate, brand and corporate strategy.

This procurement process is not intended to create and does not create a formal binding bidding process whereby every proponent is deemed to have entered into a "Contract A" with DC. Instead, the process is intended to enable DC to learn what proponents can offer by way of goods or services in response to DC's Statement of Work. Depending on the number and variety of responses, DC will subsequently negotiate with those proposals that best serve its needs, as determined by DC.

By submitting a proposal, a proponent agrees to this negotiated process and agrees that they will not bring a claim against DC with respect to the award of a contract, failure to award a contract or failure to honour a response to this NRFP.

In summary, this NRFP is issued solely for the purpose of obtaining proposals. Neither the issuance of this NRFP nor the submission of a proposal implies any obligation by DC to enter into any agreement. The intent of this NRFP is to identify those vendors capable of meeting DC's requirements and with whom a final agreement may be negotiated.

## **A.2 Contract Term**

DC anticipates entering into negotiations with the selected proponent(s) for up to a three (3) year period, with an option to extend on an annual basis by DC for a total period not to exceed another two (2) years, at DC's sole discretion. DC does not grant exclusivity, guarantee business or make any guarantee of the value or volume of work that may be assigned to the Contractor.

## **SECTION B – NRFP EVALUATION CRITERIA AND INSTRUCTIONS**

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### **B.1 Mandatory Criteria Evaluation**

To qualify for evaluation, proposals will first be checked against the mandatory criteria set out in Section D. Proponents failing to satisfy the mandatory criteria evaluation will be provided an opportunity to rectify any deficiencies ("Rectification Period"). Proposals satisfying the mandatory criteria during the Rectification Period will be further evaluated as outlined in Section B.2. All proposals failing to satisfy the mandatory criteria after the Rectification Period will be excluded from further consideration and notified as such. The Rectification Period will begin at the closing of the NRFP, and will end within a time period defined by DC in its sole discretion.

### **B.2 Desirable Criteria Evaluation**

Proposals meeting the mandatory criteria will then be evaluated and scored on the desirable criteria set out below. DC's evaluation committee may be comprised of DC employees and consultants to DC who are bound by an agreement of confidentiality with respect to the NRFP process. The evaluation committee will be responsible for reviewing and evaluating proposals and making an award recommendation to DC Senior Executive.

All decisions on the degree to which proposals and/or presentations/demonstrations meet the stated criteria and the scores assigned during the evaluations, are at the sole discretion of DC.

B.2.1 Desirable Criteria Questionnaire (Section E) 40%

Proposals will be evaluated based on meeting the above desirable criteria. Proposals that achieve a score of 60% or higher (the Threshold) will be evaluated further based upon, but not limited to: Technical Assessment

B.2.2 Technical Assessment (Section F) 30%

Following evaluation of Proposed Pricing, DC may limit further evaluation to a limited number of the top ranked proposals up to a maximum of the <three (#)> top ranked proposals (the "Shortlist"). Only those proposals on the Shortlist will be further evaluated based upon Pricing.

B.2.3 Pricing (Section G) 30%

TOTAL 100%

B.2.4 Negotiations

DC intends to conduct concurrent negotiations, as defined in Section H.10 Negotiations, with a limited number of the top ranked proponent(s).

**B.3 Proposal Submission, Intentions, and Questions Instructions**

B.3.1 Submissions

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time ("Closing Time") of **14:00 hours PT, August 8, 2023**.

Any proposal received after the Closing Time may not be reviewed by DC. The proponent has sole responsibility for the timely submission of their proposal.

Proposals should be in PDF format and should be submitted as per the instructions in B.3.4 below. All proposals received as a result of this NRFP shall become the property of DC. The time stamp of DC's email system shall be the official time for receipt of the proposal.

B.3.2 Questions

Proponents may submit questions via e-mail to the Contracting Authority until 14:00 hours PT, July 21, 2023. Questions submitted after this date and time may not be responded to.

If DC, in its sole discretion, determines that information generated from any question will be of interest to all, a summary of anonymous questions and answers will be made available to all proponents in the form of an amendment. The source of all questions will be kept confidential.

If a proponent believes that disclosure of a question and response would expose a proprietary aspect of its proposal, the proponent may submit the question with an advisory to DC explaining why it should not be included with the posted anonymous questions and answers. If DC concurs with the request, the question will be answered in confidence and will not be posted. If DC does not concur with the request, the proponent will be asked to restate the question, and if this is not possible, the proponent has the option to withdraw the question.

B.3.3 Intentions

Proponents should indicate if they intend to submit a proposal ("Intent to Submit") via e-mail to the Contracting Authority by 14:00 hours PT, August 1, 2023.

Please Note: The Intent to Submit is not a mandatory requirement and therefore does not prevent a proponent from submitting by the required closing date and time.

B.3.4 Instructions

All submissions, intentions, and questions are to be e-mailed to [procurement@destinationcanada.com](mailto:procurement@destinationcanada.com) and should reference "**NRFP DC-2023-AK-02 Media Monitoring Services - CONFIDENTIAL**" in the e-mail subject line. Include the following with your submission, intentions and questions:

- Company name
- Name and title of contact person
- Phone, mobile phone, fax and e-mail of contact person
- Reference to the corresponding NRFP section(s) if applicable

There is a maximum of twenty megabyte (“MB”) file size acceptance of any e-mail. Proponents should divide their responses into appropriate sized (smaller than 20 MB) numbered files. In the e-mail the proponent should provide the detail for each section and how many e-mails they will send. Proposals are stored in an electronically secure and restricted environment. Proposals will not be opened until after the Closing Time has passed.

## **B.4 NRFP Form of Response, Format and Depth**

### **B.4.1 NRFP Form of Response**

Proponents should respond to and include in their proposal:

- Appendix 1 – Proponent Information and Acknowledgement Form
- Appendix 2 – Material Circumstances Form
- Appendix 3 – Amendments
- Appendix 4 – Declaration of Sub-Contractor
- Section D – Mandatory Criteria Questionnaire (if applicable)
- Section E – Desirable Criteria Questionnaire
- Section F – Pricing Proposal (separate file)

### **B.4.2 NRFP Format and Depth**

This Negotiated Request for Proposals sets out DC’s requirements, desired options and additional considerations. Proponents should prepare their proposals providing a straightforward and detailed description of their ability to satisfy the requirements set out in this NRFP. Emphasis in each proposal should be on completeness and clarity of content, and should correspond to the section numbering set out. Proposals that do not clearly address the requested requirements and/or do not reference the applicable section numbers may be refused for evaluation purposes.

References to hyperlinks or links to social media sites (e.g. LinkedIn) may not be considered by DC in the evaluation process and should not be used. Therefore, any information provided for evaluation should be included in your written proposal.

Only material supplied in response to this NRFP and any presentations or demonstrations (if applicable) will be considered and evaluated. Information, proposals or presentations previously supplied to DC and references to any material, information or presentations not included in your proposal response will not be considered. No assumptions should be made that DC has any previous knowledge of the proponents’ qualifications other than that supplied pursuant to this NRFP.

## **B.5 Contractor Performance Management**

DC is committed to fostering and supporting strong positive relationships with its Contractors to ensure critical services are maintained and the highest value and corporate wide economic benefits are realized. As such, the Contractor’s performance during the term of any agreement may be assessed using key performance measures.

Any Contractor who has demonstrated poor performance during either a current or previous agreement with DC may be considered as an unqualified proponent and their proposal may be rejected. DC reserves the right to exercise this option as is deemed proper and/or necessary.

## **SECTION C – STATEMENT OF WORK**

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### **C.1 Introduction**

Destination Canada (DC) is Canada's national tourism marketing organization. As a Crown corporation owned by the Government of Canada, Destination Canada leads the Canadian tourism industry in positioning Canada as a destination of choice for global travellers by working with tourism partners, the private sector and governments of Canada. Our mission is to support industry partners and grow profile and tourism export revenue for Canada in these countries: Australia, China, France, Germany, Japan, Mexico, South Korea, the United Kingdom and the United States. Destination Canada is also a leader in industry knowledge, providing intelligence and research tools to industry for competitive insight. Through data-driven marketing strategies, our campaigns make an international impact in promoting Canada as a premier, four-season tourism destination.

To understand the impact of marketing activities as well as overall brand sentiment about Canada, Destination Canada monitors print, social and digital media in its key domestic and international markets.

### **C.2 Overview**

The Contractor is responsible for providing media monitoring and reporting and measurement services for Destination Canada's headquarter office in Vancouver and United Kingdom ("Destination Canada HQ").

### **C.3 Scope of Work**

#### **C.3.1 Media Monitoring Services**

The Contractor will provide consumer, travel trade and corporate news media monitoring for Destination Canada HQ and with a focus on Canada and U.S and UK. The Contractor will monitor for travel trade, travel and lifestyle-related editorial coverage of identified destinations, and key words in mainly Canadian and U.S. publications and UK, outlets, and social media. The Contractor will also monitor Destination Canada corporate business content and insights in national and regional print, online, social media, broadcast, travel trade media outlets, and other online news outlets.

As part of delivering the media monitoring services, the Contractor will be responsible for providing the following deliverables:

- a) Daily media monitoring (with links to complete news item) of both French and English national and regional newspapers, business-oriented magazines, online news outlets (including content behind pay walls), broadcast (TV and radio), online travel trade media, online marketing magazines, and travel and leisure publications with a focus on Canada and the U.S as one report and UK delivered separately.
  - i. Daily media monitoring will include the flexibility to add up to 150 additional media sources that will be defined by and unique to Destination Canada;
  - ii. Social media monitoring will include the flexibility to add up to 100 additional social media channels that will be defined by and unique to Destination Canada;
  - iii. Monitoring will be based on a pre-defined list of keywords as determined by the DC;
    - Keyword lists will vary in size and capacity depending on the individual needs of each client.
    - Keywords will be amended from time to time to respond to the need for coverage of issues as they arise, new campaigns, special projects, etc.

- iv. Reports should be accessible on common technology platforms such as desktop and all mobile platforms, including but not limited to Android, and iOS; and include links to complete news items.
  - v. Only results related to travel and tourism should be provided to DC; and
  - vi. Regular operational discussions to re-adjust monitoring where necessary.
- b) Secure and manage copyright subscription or license agreements on behalf of Destination Canada for both UK and Vancouver HQ.
  - c) Additional monitoring requests within specific timeframes for special events, one-time projects, as required;
  - d) Allow DC to share editorial coverage with key tourism stakeholders mentioned within the article or broadcast content;
  - e) Timely electronic delivery of ordered full text articles and broadcast segments;
  - f) Ability to request either transcript or entire radio/TV clips;
  - g) Regular operational discussions to re-adjust monitoring where necessary; and
  - h) Immediate notification of potential reputational risk to Canada and Destination Canada based on identified key words and subjects within one (1) hour of publication via phone and email as requested by clients.

### C.3.2 Reporting and Measurement Services

Earned media includes print, broadcast and online coverage resulting from the following: media relations, travel trade media, and social media activities by online outlets (“Earned Media”).

The Contractor must produce measurement and benchmark reports of Earned Media based on a pre-determined measurement framework. See Appendix 6 – Measurement Reporting Guideline for details. The Contractor will adapt accordingly to changes in the reporting and measurement requirements. Measurement criteria may evolve over the duration of the contract; the Contractor must be able to offer insight and adapt to changes in measurement requirements as per DC’s needs.

As part of delivering the reporting and measurement services, the Contractor will be responsible to provide the following deliverables:

- a) Detailed reports that evaluate Earned Media based on measurement and/or benchmark requirements. See Appendix 6 – Measurement Reporting Guideline for measurement reporting details.
  - i. The measurement criteria will be based on the individual requirements of Destination Canada HQ and the United Kingdom.
    - The measurement criteria to be included in reports may include, but are not limited to:
      - a. Average number of unique daily visitors to a digital website;
      - b. Print circulation, excluding any multipliers;
      - c. Broadcast audience reach;
      - d. Reach and impressions obtained by earned digital content on social media channels; and
      - e. Traditional ad value equivalency (“AVE”) reports.
  - ii. Reports may include the following:
    - Up to 3 daily reports (one manual and two automated);
    - Up to 12 reports based on monthly activity;
    - Up to 10 reports on project or campaign-specific activities per year;
    - Up to 4 quarterly reports;
    - Up to one (1) semi-annual report;
    - Up to one (1) annual report; and
    - Additional reports (e.g. competitive analysis), if applicable.

- b) Full data transparency on where and how the data is sourced and the formulas used in obtaining such data;
  - i. Should a formula change, the Contractor will notify Destination Canada immediately.
- c) Unlimited “self-serve” access to comprehensive evaluation reports through an easily managed and easy-to-use, online dashboard (automated process);
- d) Collaborate with Destination Canada on compiling and assessing Earned Media measurement reports as required; and
- e) Training DC staff on dashboard as required.

#### **C.4 Reports Schedule**

The Contractor is responsible for submitting reports as required by Destination Canada, this could include up to:

- Ten (10) reports on project or campaign-specific activities per year (timing to be mutually agreed between Destination Canada and the Contractor);
- A daily report submitted on or before 8:30 AM Eastern Time; and for the UK at 09:00 GMT to designated DC Project Authorities in HQ and UK;
- Two (2) automated daily updates submitted at 12.00 PM Eastern Time and 5.00 PM Eastern Time to Destination Canada Canadian office only;
- A monthly report submitted within two (2) business days following month end; and
- An annual report submitted within one (1) week of calendar year end for both DC UK and HQ offices.

Notes: Destination Canada will confirm with the Contractor exactly what reports are required, the number of reports required, the timeline these are required in and the format that these are needed in upon executing a contract.

#### **C.5 Destination Canada Responsibilities**

Destination Canada will assign a key person(s) to handle all main contact with the Contractor for Destination Canada. This person(s) will also provide annual Contractor performance reviews to ensure that the Contractor is supplying the expected quality of deliverables outlined in the Agreement.

#### **C.6 Contractor Responsibilities**

General tasks to be performed by the Contractor include:

- Providing a key contact for Destination Canada;
- Advising how 24/7 communication should be managed;
- Transition from incumbent media monitoring contractor;
- Develop an understanding of Destination Canada; and
- Review, as necessary, any material relating to how Destination Canada has monitored media in the past.

#### **C.7 Personnel Replacement**

The Contractor will designate key personnel assigned to the execution of Destination Canada’s contract. Any change to key personnel requires at least 2 weeks’ notice to Destination Canada’s key person(s).

If personnel replacement is required, the Contractor is responsible for providing, in a timely manner, a replacement with equivalent or greater experience.



## **C.8 Performance Standards and Quality Measurement**

DC is committed to fostering and supporting strong positive relationships with its partners to ensure critical services are maintained and the highest value and corporate-wide economic benefits are realized. As such, the Contractor's performance is reviewed twice annually using the DC Contractor Performance Evaluation system.

The Contractor must provide all information requested as part of this in a timely manner. Key measurements include:

- Qualitative assessment by DC teams on strategic input, account management, alignment and collaborative work in market, project management.
- Qualitative assessment by DC teams on the Contractor's overall alignment with DC's core values of innovation, collaboration, and integrity.
- Appropriately assigned measures from DC's balanced scorecard measuring marketing performance and impact on business goals.

## SECTION D – MANDATORY CRITERIA QUESTIONNAIRE

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Full compliance with mandatory criteria is required in order for proposals to be evaluated further.

### D.1 Mandatory Criteria

- D.1.1 Ability to submit the Daily Report to Destination Canada by 8:30 AM Eastern Time and 09:00 GMT.

Are you able to comply with this requirement?

Yes  No

- D.1.2 Ability to monitor for travel trade, travel and lifestyle related editorial coverage of identified destinations, and key words in mainly Canadian and U.S. and UK publications, outlets, and social media. Also top tier international titles. Canadian French and English titles included. Quebec press must be fully covered.

Are you able to comply with this requirement?

Yes  No

- D.1.3 Ability to add up to 150 media sources and social media channels for monitoring upon request.

Are you able to comply with this requirement?

Yes  No

- D.1.4 Ability to provide reports that are accessible across a range of common platforms including desktop and mobile, iOS, and Android.

Are you able to comply with this requirement?

Yes  No

- D.1.5 Ability to provide timely electronic delivery of full text articles and broadcast segments upon order/demand.

Are you able to comply with this requirement?

Yes  No

- D.1.6 Ability to provide immediate notification of potential reputational risk to Canada, Destination Canada based on identified key words and subjects within one (1) hour of publication via phone and email. Proactively set up alerts upon request.

Are you able to comply with this requirement?

Yes  No

D.1.7 Ability to provide detailed reports based on measurement and benchmarks set by Destination Canada that evaluate Earned Media.

Are you able to comply with this requirement?

Yes

No

D.1.8 Ability to provide full data transparency about where and how data is sourced, as well as the formulas and methods used to obtain such data.

Are you able to comply with this requirement?

Yes

No

D.1.9 Ability to source and analyze content in both English and French for the Canadian market.

Are you able to comply with this requirement?

Yes

No

## **SECTION E – DESIRABLE CRITERIA QUESTIONNAIRE**

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Proponents should respond to the questions below clearly and concisely. If the proponent is attaching documents as part of their response to a specific question, the proponent should reference the attachments in their response.

Please limit your response to 200 words per criteria question.

### **E.1 Business / Technical Requirements**

#### **E.1.1 Company Background and Overview**

Please provide a brief history and overview of the company including the following items:

- a) Company ownership structure (e.g. privately held, public, etc.).
- b) Company history, organizational structure, number of employees, office location(s) including the head office and whether billing is centralized through the head office.
- c) Services and products offered including areas of specialization.
- d) Experience in the travel / tourism or similar industry.
- e) Composition and competencies of the executive management team (i.e. org. chart).
- f) Experience in servicing Canadian Crown corporations or a similarly structured organization in the past 24 months.
- g) Environmental certifications, standards or accreditations
- h) Copies of Financial Statements for the last three years, 2020, 2021, 2022.
- i) Copies of Equality, Diversity, Inclusion policies or guidelines.
- j) Copies of applicable Anti-Fraud prevention policies or guidelines.
- k) Copy of the registration, certificate of incorporation or other similar document showing your current registration status.

The response must be limited to two (2) pages excluding financial statements and Policies.

Maximum Marks Available: 15%

#### **E.1.2 Additional Company Background**

- a) Do you have any Russian or Belarusian participation in the governance structure of your firm, either as an investor or on your Board of Directors?
  - a. If yes, of what significance?
- b) Are you currently undertaking any work for an enterprise based in Russia or Belarus?
  - a. If yes, of what significance to your overall operation?

Maximum Marks Available: unweighted

Response must be limited to 1/2 page.

- E1.3** What do you see as challenges that supplier may face in meeting our media monitoring objectives? Please use past experiences to explain how you would overcome such challenges.

Maximum Marks Available: 10%

Response must be limited to 1 ½ page.

- E.1.4** Describe any experience you have with corporate media monitoring and measurement both domestically and internationally. What were your limitations? How have your products/services overcome these?

Maximum Marks Available: 20%

- E.1.5 Describe any experience you have with media monitoring for a global brand, and measurement both domestically and internationally. What were your limitations? How have your products/services overcome these?

Maximum Marks Available: 5%

Response must be limited to 1 page.

- E.1.6 Explain your understanding of the difference between corporate, travel trade, and travel/leisure media.

Maximum Marks Available: 5%

Response must be limited to 1 page.

- E.1.7 Describe how your services have improved over the past five years? This applies to consulting services, analysis, reporting, measurement capabilities, technology, etc. Specifically – how has AI improved what you do?

Maximum Marks Available: 10%

Response must be limited to 2 pages.

- E.1.8 Describe how you manage paywalls from online news sources and how information behind paywalls is presented to your clients.

Maximum Marks Available: 5%

Response must be limited to 1 page.

- E.1.9 Describe the benefits/qualities of your dashboard and reports. What makes these reports stand out from your competition? What reports are DC able to pull automatically? What services/features do your online tools offer?

Provide a maximum of five samples of different reports that may be of value to Destination Canada. (Samples will not be included in the word count)

Maximum Marks Available: 10%

Response must be limited to 2 pages.

- E.1.10 Describe the scope of monitoring services you can provide for media described in Section C.3.1 a), including the number of media outlets monitored in Canada and in the US and the UK. Include number of French language media outlets you monitor in Quebec.

What is your process when adding new media outlets to your monitoring list?

Maximum Marks Available: 5%

Response must be limited to 1 page.

- E.1.11 Describe your company's onboarding process. What can Destination Canada expect in the first 90 days?

Maximum Marks Available: 5%

Response must be limited to 1 page.

- E.1.12 How do you manage copyright agreements/licencing for your clients and what is the impact on Canadian and the UK market?

Maximum Marks Available: 2%  
 Response must be limited to 1 page.

E.1.13 What are your service level agreements regards to customer service, report submission deadlines and response times?

Maximum Marks Available: 8 %  
 Response must be limited to 2 pages.

**E.2 Weighting Table for Reference**

The following table is provided as a reference to illustrate how each question is scored and weighted.

<b>Desirable Criteria Question #</b>	<b>Desirable Criteria Question Weighting</b>	<b>Desirable Criteria Question Weighted</b>	<b>Example Proponent Score</b>	<b>Example Proponent Weighted Score</b>
E.1.1	15%	6%	5/5	6.00%
E.1.2	N/A	N/A	N/A	N/A
E.1.3	10%	4%	4/5	3.20%
E.1.4	20%	8%	3/5	4.80%
E.1.5	5%	2%	2/5	0.80%
E.1.6	5%	2%	4/5	1.60%
E.1.7	10%	4%	5/5	4.00%
E.1.8	5%	2%	3/5	1.20%
E.1.9	10%	4%	4/5	3.20%
E.1.10	5%	2%	3/5	1.20%
E.1.11	5%	2%	2/5	0.80%
E.1.12	2%	0.80%	2/5	0.32%
E.1.13	8%	3.20%	2/5	1.28%
<b>Example Total</b>	<b>100%</b>	<b>40%</b>	<b>38/55</b>	<b>28.40%</b>
<b>A score of 60% = 24% or higher is required to advance to the next stage of evaluations, Technical Assessment</b>				

## **SECTION F – TECHNICAL ASSESSMENT**

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### **F.1 Technical Assessment Requirements**

DC may require proponents who have made the Shortlist and/or Threshold to undertake an online timed assessment to measure their capabilities and suitability to deliver the services described in Section C – Statement of Work. Details about this assignment will be further communicated.

All costs associated with the technical assessment test will be the responsibility of the proponent.

## SECTION G – PRICING

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Proponents should submit their pricing proposal in a separate file from the rest of their response. In the pricing submission, reference the NRFP# and name along with company information.

DC is constrained by a limited budget; therefore proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this NRFP and as demonstrated through their response.

When evaluating proposed pricing, DC may consider the total cost of ownership (TCO) associated with the product or service over its lifetime including, but not limited to, acquisition cost, staffing resources, training, installation, support, maintenance, transportation and logistics, operating costs, and disposal costs. This may also include transition, migration or integration costs which DC would be expected to pay. There should be no hidden costs which DC discovers at the end of the term.

DC does not make a commitment or guarantee of any dollar value or volume of business for any proponent.

### G.1 Proposed Pricing Detail

Proponents should provide the total cost for Destination Canada

	Description	Pricing	Unit	Comments
<b>1</b>	<b>Monitoring</b>			
	Media Monitoring Services as outlined in C3.1a	\$	Per year	
<b>2</b>	<b>Annual License and Maintenance</b>			
	Annual software license fee, and maintenance and upgrades  Set-up of accounts and adjustments as required  Customer service requests, training and support.	\$	Per year	
<b>3</b>	<b>Measurement</b> Destination Canada will require up to 10 ad-hoc/special projects reports, 3 daily, 12 monthly, 4 quarterly, 1 semi-annual and an annual report.			
	<b>Total Reports Fee</b>	\$	Per year	
	<b>Additional Reports (not listed above)</b>	\$	Per each	
<b>4</b>	<b>Daily Account Media Monitoring Review</b>			
	Up to 2.5 hours per day for manual monitoring review	\$	Per year	
<b>5</b>	<b>Professional Fees</b>			
	Project management, training request, media analysis consultation, client meetings	\$	Per year	



<b>6</b>	<b>Broadcast Summaries/Clips</b>			
	TV/Radio	\$	Per year	
<b>7</b>	<b>Copyright Licensing</b>			
	English	\$	Per year	
	French	\$	Per year	
	<b>Total Annual Pricing (=1+2+3+4+5+6+7)</b>	\$	Per year	
<b>8</b>	<b>Other Fees</b> Note: please list all other fees	\$		

All prices should be quoted in **Canadian** dollars, excluding taxes.

## G.2 Pricing Strategies

DC may be open to other pricing strategies, incentives, volume discounts or other offerings (e.g. rebates, single volume purchase, credit for returnable product, etc.) that would benefit DC. DC, at its sole discretion, may or may not review or consider any such offerings that are proposed.

G.2.1 Please indicate any other pricing strategies that your company may be willing to discuss with DC.

## SECTION H – NRFP PROCESS AND TERMS

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### H.1 NRFP Process Schedule

The schedule for the proponent selection process is as follows:

Deadline for Questions	July 21, 2023, 14:00 hours PT
Intent to Submit (*)	August 1, 2023, 14:00 hours PT
<b>Closing Date and Time</b>	<b>August 8, 2023, 14:00 hours PT</b>
Technical Assessment of Shortlisted Proponents	September 2023
DC will endeavour to notify all proponents of its selection by:	October 2023
Timeframe for Negotiations	5 days following notification by DC

Note: The schedule is subject to change at DC's sole discretion.

**(\*) Please note the intent to submit is not a disqualifying criteria. If you miss the above date, you can still submit your proposal within the closing date.**

### H.2 Interpretation of the NRFP

If a proponent is in doubt as to the intended meaning of any part of this NRFP or finds errors, omissions, discrepancies or ambiguities, questions may be submitted and, if deemed necessary by DC, an amendment to the NRFP may be issued.

It is the proponent's responsibility to understand all aspects of the NRFP requirements. Should any details necessary for a clear and comprehensive understanding be required, it is the proponent's responsibility to obtain clarification before submitting a proposal.

### H.3 Inquiries and Communication

No individual other than the designated Contracting Authority identified on the NRFP cover is authorized by DC to comment on any portion of this NRFP or the requirements described in this NRFP. DC will not be bound by, and the proponent agrees not to rely upon, any information given or statements made by persons other than the designated DC Contracting Authority.

Making inquiries to an unauthorized person or any attempt to influence the outcome of this process by contacting DC employees (other than the Contracting Authority), the Board of Directors or government officials will result in immediate disqualification and may result in exclusion from future competitions.

### H.4 Accuracy of Information

While the information set out, or referred to, in this NRFP has been prepared and included in good faith, DC does not give any representation or warranty whatsoever that it is all-inclusive or that it is free of error. Some items may change at any time due to business circumstances.

### H.5 Amendments

Information, instructions, modifications, and/or questions and answers may be incorporated by DC in an amendment to the NRFP. If this NRFP was posted on the Government of Canada [CanadaBuys.canada.ca](http://CanadaBuys.canada.ca) website ("CanadaBuys"), DC may post amendments to CanadaBuys, provide to all proponents who received an invitation, or provide to all proponents who submitted an Intent to Submit a proposal.

It is the proponent's responsibility to regularly review [canadabuys.canada.ca](http://canadabuys.canada.ca) for amendments to the NRFP that DC in its discretion may post prior to Closing Time. Such amendments may contain important information, including significant changes to this NRFP. Proponents are responsible for reviewing all amendments and confirm that all amendments issued have been read and included in the Proponent's response (see Appendix 3).

**H.6 Modification and Withdrawal**

Modifications to, or withdrawals of, a submitted NRFP will be accepted by DC by e-mail notice provided that such e-mail is received by DC before the Closing Time. Modifications or additional information received after the Closing Time will not be accepted except upon invitation and request from the Contracting Authority.

**H.7 Period of Validity**

Proposals must remain open for acceptance for a period of not less than one hundred and twenty (120) days from the Closing Time.

**H.8 Proposal Expenses**

All costs, including travel, incurred by the proponent in the preparation of its proposal, participation in this NRFP, presentations, demonstrations, or the negotiation of any resulting contract, will be the sole responsibility of the proponent and will not be reimbursed by DC, unless otherwise indicated. All such costs are taken at the sole risk of the proponent. By participating in this NRFP, the proponent agrees to absolve DC of any responsibility for the same.

**H.9 Language**

Proposals may be submitted in either French or English. The working language for the NRFP process will be the preferred language of the proponent.

**H.10 Negotiations**

DC reserves the right to negotiate contract scope and terms with the top-ranked proponent(s) whose expertise, experience, vision and reputation are judged to best serve the interests of DC, hereafter the "Preferred Proponent(s)". Proponents are cautioned not to assume that the lowest priced proposal will result in a contract award.

DC will enter into discussions and negotiations with the Preferred Proponent(s) to reach agreement on the final terms of the Agreement. Negotiations may include requests by DC for supplementary information from the proponent to verify, clarify or supplement the information provided in its proposal or confirm the conclusions reached in the evaluation and may include requests by DC for improved pricing from the proponent.

Concurrent Negotiations: The Preferred Proponent(s), as established under the evaluation, will be invited to enter into contract negotiations with DC. DC intends to conduct negotiations within the Timeframe for Concurrent Negotiations.

At any point in the Timeframe for Concurrent Negotiations, DC may elect to unilaterally terminate one or more negotiation(s). Final selection of one or more Preferred Proponents will be determined following DC's receipt of best and final offers (BAFO). Final selection will be based upon best overall value to DC. There will be no legally binding relationship created with any proponent prior to the execution of a written agreement.

**H.11 Contract Award**

If a contract is subsequently negotiated and awarded to a proponent as a result of this NRFP process, the contract;

- i. should be negotiated within the Timeframe for Contract Negotiations;
- ii. may include, but not be limited to, the general contract terms contained in Appendix 5; and

- iii. will commence upon signature by the duly authorized representatives of DC and the successful proponent.

**H.12 Debriefing**

Upon request, and at DC’s sole discretion, DC will only provide a debriefing to proponents who met or exceeded the minimum Threshold or Shortlist. All requests must be in writing to DC Contracting Authority and should be made within thirty (30) days of notification of award. The intent of the debriefing information session is to aid the proponent in presenting a stronger proposal in subsequent procurement opportunities. Any debriefing provided is not for the purpose of providing an opportunity to challenge the procurement process.

**H.13 Material Circumstances**

A material circumstance means any circumstance or relationship which may lead to an unfair advantage including but not limited to: being associated to or related to a DC employee or Board member of DC; having access to information not available to other proponents; communicating with any unauthorized person with respect to the NRFP process; engaging in any action which constrains or limits the ability of another proponent to submit a proposal for the goods or services herein; providing a gift or benefit to a DC employee or Board member; or engaging in conduct that compromises or could be seen to compromise the integrity of the NRFP process (each a “Material Circumstance”).

DC may consider any Material Circumstance (as defined above) as disclosed in a proposal or otherwise, and DC may eliminate a proposal from consideration on the ground that a Material Circumstance gives rise to a conflict of interest that DC considers in its opinion would give rise to unfair advantage in the NRFP process, or would otherwise prejudice the integrity of the NRFP process.

**H.14 Proponents Not to Promote Their Interest**

Proponents must not make any public comment, respond to questions in a public forum or carry out any activities to publicly promote or advertise their interest in this opportunity.

**H.15 Confidentiality**

DC recognizes the proprietary nature of information that may be contained in response to this NRFP. Proponents must clearly mark and identify those areas of their proposals which contain confidential information. DC will not use or disclose such confidential information, except for the purposes of evaluating the proposals submitted under this NRFP or as may be required by law, including but not limited to the *Access to Information Act* and the *Privacy Act*.

Proponents shall keep confidential all information received from DC and other information developed for DC in connection with this competition. Proponents shall not use DC’s confidential information except as required to develop a proposal and presentation in response to this NRFP.

Except as required by law, DC will not disclose or publish the identity of proponents, nor reveal in any way the substantive information and financial terms contained in any proposal. Only the name of the Contractor will be revealed at the conclusion of the process and only after an agreement has been fully executed by the contracting parties.

**H.16 Publicity**

Proponents must not refer, expressly or by implication, to DC, or to this competition, in any advertising or other publicity release unless otherwise approved in advance and in writing by the Contracting Authority.

**H.17 No Collusion**

By submitting a proposal the proponent represents that its proposal has been prepared without collusion or fraud and in fair competition with proposals from other proponents.

**H.18 Law**

This NRFP process and any subsequent agreement will be governed by the laws of the Province of British Columbia and any dispute will be subject to the jurisdiction of the courts of British Columbia and all applicable federal laws.

**H.19 Indemnities**

The proponent shall be responsible for and shall indemnify DC from all claims, loss and damages that relate to or arise out of errors, omissions or negligent acts of the proponent, its employees or agents associated with this NRFP process and all costs associated with those claims, loss and damages.

**H.20 Rights of Destination Canada**

In addition, DC reserves the right, in its sole and absolute discretion, to:

- H.20.1 accept any proposal in whole or in part, with the exception of proposals that fail to comply with mandatory criteria, whether or not it is the lowest priced proposal and without prior negotiation;
- H.20.2 reject any, all or part of any proposal that:
  - i. is incomplete, obscure, irregular or unrealistic;
  - ii. fails to meet the objective of the NRFP;
  - iii. fails or omits any mandatory information; or
  - iv. is non-compliant with any requirement of this request;
- H.20.3 not accept any deviations from the stated terms and conditions;
- H.20.4 terminate the process at any time and/or re-issue this NRFP at any time;
- H.20.5 obtain information from the proponents to seek clarification or to verify any or all information provided by the proponent at any time throughout this NRFP process;
- H.20.6 contact references;
- H.20.7 enter into negotiations with any proponent who has submitted a compliant proposal, with the goal to establish an agreement acceptable to DC;
- H.20.8 incorporate all, or any portion of the Statement of Work, the NRFP, and the successful proponent's proposal into a resulting contract document;
- H.20.9 to make an award in whole or in part, including the right to select and contract with more than one proponent to meet the requirements of the NRFP;
- H.20.10 not enter into any contract at all with any proponents responding to this NRFP.

## **SECTION I: LIST OF APPENDICES**

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<b>APPENDIX</b>	<b>FILE NAME</b>
1	Proponent Information and Acknowledgement Form
2	Material Circumstances Disclosure Form
3	Amendments
4	Declaration of Sub-Contractors
5	General Contract Terms
6.	Measurement Reporting Guideline

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**APPENDIX 1: PROPONENT INFORMATION AND ACKNOWLEDGMENT FORM**

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1) PROPONENT INFORMATION

- a) Company Information - For identification and information purposes only, provide the following information about your company:

Complete legal company name and address:	
Primary business and length of time business established:	
Number of direct employees:	
Nature of company (i.e. sole proprietorship, corporation, partnership, joint venture):	
Primary contact for the NRFP (name, title, phone number and e-mail):	

- b) References - List three customers with similar requirements to those described in this NRFP who we may contact as references. For each reference include the name of the organization, key contact information (name, title, address, phone, e-mail), and a brief description of the service provided/performed. Proponent agrees that DC may contact any of these references. It is requested that proponents refrain from using DC as a reference in their proposal.

**Reference #1:**

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

**Reference #2:**

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

**Reference #3:**

Client Organization:	
Contact Person:	
Street Address:	
Telephone #:	
Email Address:	
Description of Services:	

2) PROPONENT ACKNOWLEDGEMENT

The proponent agrees that the information provided in their proposal is accurate and declares that he/she is a duly authorized signing authority with the capacity to commit his/her firm/company to the provisions contained herein. By signing below, the proponent specifically acknowledges that it has read, understood and agrees to the terms of this NRFP.

Executed this \_\_\_\_\_ day of \_\_\_\_\_, 2023

Authorized Signature:

\_\_\_\_\_

Printed Name:

\_\_\_\_\_

Title/Position:

\_\_\_\_\_

Company Name:

\_\_\_\_\_

City:

\_\_\_\_\_

Address:

\_\_\_\_\_

Phone Number:

\_\_\_\_\_

E-mail Address:

\_\_\_\_\_



## **APPENDIX 2: MATERIAL CIRCUMSTANCES DISCLOSURE FORM**

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### MATERIAL CIRCUMSTANCE:

DC requires proponents to disclose all Material Circumstances (as defined in H.13) as an attachment to their proposal.

Check ONE:

No, there are no Material Circumstances to disclose;

OR

Yes, there is/are one or more Material Circumstance(s) to disclose and a disclosure statement is attached.

**APPENDIX 3: AMENDMENTS**

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Please confirm that any amendments or addenda to this NRFP issued have been read and included in proponent response. List the amendments and/or addenda included in the response (if applicable).

Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:
Amendment/Addendum No.:	Dated:	# of Pages:

## APPENDIX 4: DECLARATION OF SUB-CONTRACTORS

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If applicable, the proponent should submit a list of sub-contractors it intends to use in providing the services described in this NRFP by completing the Declaration of Sub-Contractors, for approval by DC. DC reserves the right to withhold approval of such sub-contractors.

The proponent is responsible for supervising and coordinating all projects and/or services that they may delegate to the sub-contractors to ensure the services are provided to DC in a seamless manner.

Indicate the quality control measures and contract resolution processes you have in place for sub-contractors.

The goods and or services in this proposal will be provided solely by the company named in Appendix 1 – Proponent Information and Acknowledgement.

Sub-contractors will be used to provide the goods and/ or services described in this proposal.

Companies called on as Sub-Contractors to collaborate in the execution of the proposed services.

Name:

Contact Person:

Title:

Phone Number:

E-mail Address:

Address:

City:

Province:

Postal Code:

Description of services provided:

% of services the Sub-Contractor will be providing: \_\_\_\_\_%

## **APPENDIX 5: GENERAL CONTRACT TERMS**

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The following general terms may be required by DC in order to be awarded the Work under this NRFP. Specific language for each of these terms will be negotiated between the parties:

1. Non-exclusive contract;
2. Contract term as provided in the NRFP;
3. The Contractor will designate key personnel assigned to DC file who cannot be changed without the approval of DC;
4. Dedicated time commitments (full time equivalent basis) on a monthly or annual basis to DC work, if applicable;
5. Service levels for typical work (e.g. commitments for timing from planning stages to campaign launch);
6. All intellectual property created by the Contractor will be the property of DC. Contractor will certify that the intellectual property is delivered free from encumbrances and in compliance with all applicable laws;
7. Contractor will undertake to ensure that all campaigns and other activities conducted on behalf of DC in the Contractor's market are done in compliance with applicable laws;
8. Contractor, including their sub-contractors, indemnifies DC for any breach of the contract, in particular claims relating to breach of privacy, third party intellectual property claims, compliance with laws, etc.;
9. Contractor to maintain the appropriate insurance;
10. Fees to be paid on the basis of work delivered;
11. All expenses incurred by the Contractor to be passed through to DC without markup, including media placements;
12. Confidentiality clauses to be included;
13. DC shall be entitled to terminate for convenience upon 30 days written notice and upon payment for any work completed or committed to the date of termination. If DC terminates the contract or a particular work order for breach, then DC is not required to pay for the work;
14. DC approval required prior to Contractor sub-contracting all or part of the work or assigning the contract;
15. Contract to be governed by British Columbia law; and
16. Dispute resolution: senior management intervention followed by binding arbitration to be held in Vancouver, BC in accordance with the rules of the British Columbia International Commercial Arbitration Centre.

## **APPENDIX 6: MEASUREMENT REPORTING GUIDELINE**

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The purpose of this Appendix is to provide an overview of methodology for use by the Contractor. The Contractor will provide Destination Canada a measurement system to evaluate outcomes against strategy.

### Population Definition

Consider each story, post, tweet or re-tweet as an individual 'item'. Each item will be analyzed as a part of a Destination Canada study if it meets the criteria for this study.

- a) Paid Media is not to be included in this analysis. Paid media includes advertorials, paid bloggers, advertisements, and public radio underwriting credits. If an item states, "*sponsored by Destination Canada*", it shall be considered paid media and therefore excluded from this analysis.
- b) Owned Media and the reactions to it (i.e. comments, re-tweets, etc.) are not to be included in this analysis. Owned media includes any item that is determined to originate from a Destination Canada media source. Examples of owned media sources from Destination Canada are:
  - i. Twitter: @DestinationCAN
  - ii. Facebook : <https://www.facebook.com/ExploreCanada/>
  - iii. YouTube: <https://www.youtube.com/user/CTCNewsNouvellesCCT>

### General Restrictions

The following items will be removed:

- a) Obituaries of Destination Canada employees;
- b) Wedding announcements of Destination Canada/ employees;
- c) Birth announcements of Destination Canada employees;
- d) Police Blotters;
- e) Community Calendars;
  - i. If item is a full write up outlining in detail what the event is about and who is sponsoring, it is qualified;
  - ii. If it a listing of an event with no further explanation then it is not qualified.
- f) Do not code items that are Classified Ads or Help-wanted Ads.
- g) Duplicates; and  
If an item appears twice, then one would be qualified and the other a duplicate. Items will be marked as a duplicate if any of the following criteria are met:
  - i. URL is identical;
  - ii. Items with the same outlet on the same date with identical content;
  - iii. Items posted in less than 7 days of each other that are identical in content and URL;
  - iv. The same content shared with different audiences is to be counted separately (i.e. CBC regional items carried across provincial CBC outlets, Canadian Press story picked up by 10 different newspapers).
- h) Spam Sites/Content Farms.
  - i. Any item that comes from a known content farm or spam site should be immediately disqualified no matter the content posted to it.
  - ii. The Contractor must provide details about its spam blocking methodology.

### Quantitative (Auto-Coding) Parameters

In general, auto-coding is acceptable only for clearly defined search terms and easily identifiable campaigns.

- a) Subjects

Any mention of a specific Canadian province or territory should be tagged and automatically assigned as a 'subject'. Any item that only mentions 'Canada', with no mention of specific city or province should be assigned to the subject 'Canada'. A single item may contain more than one subject. Typical subjects might include:

Canadian Provinces and Territories		
British Columbia	Quebec	Newfoundland and Labrador
Alberta	Nova Scotia	Yukon
Saskatchewan	Prince Edward Island	Northwest Territories
Manitoba	New Brunswick	Nunavut
Ontario		

b) Key Initiatives

Key initiatives include specific campaigns, events or hashtags that have designated names. A single item may have more than one initiative. Examples of initiatives for Destination Canada might be *GoMedia 2023* or *Rendezvous Canada 2023*. However, these will be shared with the Contractor ahead of large campaigns or events.

c) Top Tier Media

The Top Tier media will be defined by Destination Canada. The Contractor will note whether the item appears in one (1) of the media outlets considered Top Tier.

d) Quantitative Metrics

Data Item Name	Description
Digital reach	The digital website's average unique daily visitors
Social reach	The reach obtained by earned digital content on social media channels (indicate which social platforms will be monitored)
Print reach	Print circulation excluding any multipliers
Broadcast reach	Broadcast audience reach

Qualitative Analysis Criteria

a) Tonality/Sentiment

Each item should be read from the perspective of a prospective visitor to Canada. The Contractor will read the entire item and determine whether the item leaves the reader more or less likely to visit Canada.

<b>Positive</b>	If the item leaves the reader more likely to visit or recommend visiting Canada, it is considered positive.
<b>Negative</b>	If an item leaves the reader less likely to visit or recommend visiting Canada, it is considered negative.
<b>Balanced</b>	If an item has a balance of sentiment (positive and negative), it is considered balanced.
<b>Neutral</b>	If an item leaves no sentiment at all, it is considered neutral.