Coquitlam

City of Coquitlam

Request for Proposals

RFP No. 25-015

Social Media Management Tools

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Appendix A – SCOPE OF SERVICE REQUIREMENTS

PROPOSAL SUBMISSION FORM

1.	KEY DATES

RFP Issue Date	Wednesday, September 3, 2025
Deadline for Questions Send questions to: bid@coquitlam.ca referencing the RFP name and number.	**2:00 PM (local time)** **Friday, September 19, 2025**
Submission Deadline	**2:00 PM (local time)** **Wednesday, September 24, 2025**

2. RFP REQUIREMENTS, GUIDELINES, AND TERMS & CONDITIONS

All applicable requirements and guidelines for this RFP, are available on the City's website: City Purchasing Information.

To be eligible for the award, the City requires only the **successful Proponent** to have the following in place before providing any Goods or Services. The requirements that apply to this RFP, listed in order of precedence are:

a) Instructions to Proponents

b) City Standard Terms and Conditions - Purchase of Goods and Services

c) A City of Coquitlam or Tri Cities Intermunicipal Business License is required for any Contractor performing Work within the City or if their office is located within the City, excluding delivery-only services.

These items are not required as part of this RFP Proposal but will be required prior to entering into an agreement with the City for Services with the successful Proponent.

3.   **DEFINITIONS**

"Agreement" "Contract" means the City Purchase Order that will be issued to formalize the Contract with the successful Proponent through negotiation process with the City based on the Proposal submitted and will incorporate by reference the Request for Proposals, the Terms and Conditions of Contract included in this RFP, any additional subsequent information, any addenda issued, the Proponent's response and acceptance by the City.

"City" "Owner" means City of Coquitlam;

"Contractor" means the person(s) firm(s) or corporation(s) appointed by the City to carry out all duties, obligations, work and services described in the Request for Proposal and all associated documentation, which may also include mutually agreed revisions subsequent to submission of a Proposal. Both "Contractor" and "Proponent" are complementary in terms of duties, obligations and responsibilities contemplated at the Request for Proposals stage, through evaluation process, execution and performance of the services and Works.

"Price" means the amount that will be paid by the City to the Contractor for delivery and acceptance of goods and Services;

"Project Manager" means the City staff member appointed to coordinate the Work;

"Proponent" means responder to this Request for Proposals;

"Proposal" means the submission by the Proponent;

"Request for Proposals" "RFP" shall mean and include the complete set of documents, specifications and addenda incorporated herein, and included in this Request for Proposals;

"Services" "Work" "Works" means and includes the provision by the successful Proponent of all services, duties, and expectations as further described in this RFP. This will also mean the whole of the Work, tools, materials, labour, equipment, travel, and all that is required to be done, furnished and performed by the Contractor;

"Shall" "Must" "Will" "Mandatory" "Requirement" means a requirement that must be met;

"Supply" "Provide" shall mean supply and pay for and provide and pay for.

4. INSTRUCTIONS TO PROPONENTS

4.1. Acknowledgement

The City acknowledges with gratitude and respect that the name Coquitlam was derived from the hǝńq́ǝmińǝḿ (HUN-kuh-MEE-num) word kʷikʷǝƛ́ǝm (kwee-KWET-lum) meaning "Red Fish Up the River". The City is honoured to be located on the kʷikʷǝƛ́ǝm traditional and ancestral lands, including those parts that were historically shared with the q́ićǝý (kat-zee), and other Coast Salish Peoples.

4.2. Purpose

The City requests Proposals from experienced qualified firms to provide a **Social Media Management Tools.**

4.3. Proposal Submission

Proponents should complete and submit the information requested in this RFP document on the Proposal Submission.

4.4. Prices

Prices shall be all-inclusive and stated in (Canadian Funds). Prices shall remain FIRM for the Term of the Contract.

Prices shall include the provision of all tools, materials, equipment, labour, transportation, fuel, supervision, management, overhead, materials, traffic control, services, all necessary packing and crating (where applicable), Canadian Customs import and export duties, freight, handling, insurance, all other associated or related charges, foreign, federal, provincial and municipal taxes, bonding costs, all licences, permits, inspections and all other requirements necessary for the commencement, performance and completion of Services as described.

Taxes are to be shown separately at time of invoicing.

The lowest price of any Proposal will not necessarily be accepted but will be analyzed to determine best overall value.

4.5. Requested Departures

The Proponent acknowledges that the departures requested in the Proposal Submission Form will not form part of the Contract unless and until the City specifically consents in writing to any of them. The City may not consider any departures not stated in the Proponent's Proposal Submission.

4.6. Evaluation Criteria

a) Instructions for Proposal Submission and Attachment Referencing

The City uses Microsoft Word to streamline the transfer of Proponent information into an evaluation document. Responses on the Proposal Submission Form should provide direct answers or concise summaries of any

referenced attachments. Where attachments are necessary, each response should summarize the relevant information and clearly indicate where the City can find the corresponding details within the attachments, specifying precisely, for example, "see Section X, subsection Y, paragraph Z, on page N."

b) Submission Format and Content Authenticity

Lower scores may be assigned if Proposal Submission Forms:

I. Non-conforming
- Are not submitted in Microsoft Word format.
- Rely solely on references such as "see section X in the attached document" without providing summaries.

II. Authenticity and AI Generated Content
- The City preference is for Proposals to be original and directly aligned with the requirements outlined in this RFP. Proposals containing boilerplate, non-specific, or AI-generated content may receive a lower score.
- Proponents must demonstrate a clear understanding of the City's needs by providing detailed, tailored responses, including methodologies. Proposals lacking sufficient detail and originality may result in a lower evaluation score.

c) Evaluation Criteria and Points Allocation

Each proposal will be evaluated based on the following criteria:

Proposal Evaluation Summary	Maximum Points to be Awarded
Corporate	20
Sustainable Benefits and Social Responsibility	10
Technical	30
Financial	30
Demonstrations/Presentations	10
Total	**100**

The criteria for evaluation of the Proposals may include, but is not limited to:

Corporate Experience, Capacity and Resources

- Business and technical reputation and capabilities; experience, financial stability, capacity and resources
- Understanding public service social media strategy
- Value added benefits
- References
- Key Personnel, and their qualifications and experience

Sustainable Benefits and Social Responsibility

- Sustainable benefits
- Reconciliation
- Social Responsibility

Technical

- Hosting specifications and security meet all requirements
- Solution meets all legislative and policy requirements (i.e. FIPPA, CASL, Records Management)
- Technical and Functional requirements
- Customer Service - Software and support
- Customer Service / Service Level Agreement (SLA)
- Training
- Ability to comply with the stated specifications and requirements

Financial

- Price, including tool and ongoing service and customer support

Presentation

- Shortlisted Proponents may be invited to make a presentation, which will be part of the evaluation. The demonstration will allow shortlisted Proponents to present their product and proposal to the City.

d) Proposal Comparison

These criteria will be used to determine best overall value to the City. Proposals will be compared to select one or more that are most advantageous.

e) Reference Checks and Interviews

Upon selection of one or more lead Proponent(s):
- References may be contacted
- Demos may be conducted
    - As part of the evaluation of Corporate Experience

The City reserves the right to check references on other projects even if they are not specifically listed. Information obtained from references will be confidential and will not be disclosed to any Proponents.

f) Additional Evaluation Considerations

These criteria will be used to determine best overall value to the City as well as any other criteria that may become evident during the evaluation process.

The City may, at its discretion, request clarification or additional information from a Proponent with respect to any Proposal and the City may make such requests to only selected Proponents. The City may consider such clarifications or additional information in evaluating a Proposal.

g) Proposal Compliance and Rejection

Incomplete Proposals or Proposals submitted on forms other than the Proposal Submission Form may be rejected.

The City reserves the right to reject without further consideration any Proposal which in its opinion does not meet the criteria it considers essential for the Work outlined in this RFP.

Where only one Proposal is received, the City may reject such and re-issue the RFP on a selected basis.

h) Disclosure of Information

Proponents agree the City may disclose names of Proponents and total award amount, however, unevaluated results, unit prices, rates or scores will not be provided to any Proponents.

4.7. Term

The initial term of the Contract is three (3) years with the option to extend the Contract by additional terms, upon mutual agreement of the parties.

4.8. Privacy Requirements

Solutions that are not accessed through a secure web browser sign-in will require the successful Proponent to complete a Privacy Impact Assessment (PIA) and Personal Privacy Screening (PPS), at no additional cost to the City, prior to deployment.

5. SCOPE OF SERVICES

5.1. Purpose

The purpose of this RFP is to select a qualified Contractor to provide **Social Media Management Tools** that will enhance the City's ability to effectively manage and schedule consistent daily content across multiple platforms including images, graphics and video, as well as monitor and respond to comments and messages, track and monitor across platforms for public and community issues and sentiment through social listening, and analyze and report on the success and performance of its social media presence.

Contractor should demonstrate an understanding of the needs of a public service organization in the social media space and how they are distinct from the private sector market. This includes strategic advice and support, tools and services, and measurement of success.

The City wishes to partner with a platform that offers a team with comprehensive knowledge of the social media landscape, and is dedicated to ongoing improvements, enhancement and timely response to new functionality and opportunities that arise. In particular, expectations include:

- Account team should be well-versed and committed to ongoing education on changes to the leading social media channels and the overall landscape, demonstrate understanding of public sector social media strategies, and share insights, impacts, and opportunities with the City's team.

- While not covered by the scope of this RFP, the City may explore opportunities within the selected platform to deliver paid social media advertising. Functionality and capability to deliver comprehensive paid content and associated reporting within the platform would be of interest, but not a specific requirement of the RFP.

Present value-added solutions that may include but are not limited to: education and networking sessions with industry leaders, ongoing education and training opportunities for City staff, access to additional value-added functionality or services not covered by this RFP that may be of interest to the City.

The platform should also offer multiple seats or licences to support the City's model of multiple staff managing different types of social media content for the City. This includes multiple administrators to oversee the tool and other users, as well as additional seats for staff to manage content and scheduling, with built in work flows as well as flexibility to support future growth and adaptation for accessibility and evolving best practices. Mobile access and functionality is also a critical requirement for off-site and emergency social media content sharing and engagement.

5.2. Scope of Work

The Contractor will deliver implementation of a software-as-a-service (SaaS) and partner for social media management to provide enterprise-level tools to the City. As specified in **Appendix A – SCOPE OF SERVICE REQUIREMENTS**

The Management System must include:

a) Social Media Channel Management

The City requires a scalable, enterprise-level digital platform that provides comprehensive channel management for major social media platforms, including but not limited to Facebook, Instagram, LinkedIn, X (formerly Twitter), YouTube, TikTok, and emerging platforms such as Bluesky. The platform must offer:
- **Web and mobile access:** Be accessible via web browser and mobile app (iOS and Android), with consistent functionality across devices.
- **Multi-user access:** Provide secure logins for at least 20 users with scalable user management.
- **Permission levels:** Support multiple tiers of user permissions (e.g., admin, editor, contributor) and role-based access to specific accounts or functions.

- **Comprehensive platform support:** Offer robust functionality for all listed platforms and adapt to new or changing platforms as the social media landscape evolves.
- **Service reliability:** Meet high availability standards, with Service Level Agreements (SLAs) for uptime, maintenance windows, and disaster recovery.
- **Single organization view:** Allow central management of multiple channels through a single enterprise dashboard.
- **Interaction history:** Retain, access, and search historical user interactions (e.g., messages, comments).
- **Content scheduling:** Enable advanced scheduling of posts 24/7, including the ability to reschedule, pause, or cancel content.
- **Customizable dashboard:** Allow users to tailor views based on channels, keywords, tags, or functions relevant to their role.
- **Link shortening and analytics:** Include integrated link shortening with analytics tracking.
- **Persistent monitoring:** Provide ongoing monitoring of hashtags or keywords through configurable dashboards or feeds.
- **Ad-hoc search:** Allow real-time, cross-platform search for keywords, hashtags, or users.
- **Tagging system:** Enable categorization of content and interactions by City-defined tags (e.g., "outage," "billing").
- **Team workflow tools:** Support message assignment, collaborative editing, and approval flows for content.
- **Platform updates:** Integrate new functionality from social platforms quickly, including API changes or feature additions.
- **Accessibility:** Ensure WCAG 2.1 AA compliance across platform interfaces and content publishing workflows, including alt-text fields.
- **Multilingual content:** Support publishing and scheduling in multiple languages and version management for translated content.
- **Records compliance:** Provide automatic archiving and export of all content (including edits and deletions) for compliance with FOI and records retention obligations.
- **Emergency publishing workflows:** Include rapid deployment modes and templates for crisis communications with audit logs.
- **Sentiment analysis & alerts:** Offer basic or advanced sentiment detection, trend tracking, and alerting for spikes in activity or specific topics.
- **Internal system integration:** Optionally integrate with internal communication tools (e.g., Microsoft Teams or Slack) for routing messages or alerts.

b) Social Media Analytics

The platform must include secure, robust, and real-time analytics functionality with the ability to visualize, export, and act on data across multiple platforms. Required features include:

- **Real-time performance tracking:** Metrics per post such as impressions, reach, engagement, views, and clicks.
- **Historical post analytics:** Reporting by day, week, month, or year with the ability to filter and compare.
- **Channel performance tracking:** Aggregated metrics at the account or channel level.
- **Data filtering and sorting:** Tools to identify top-performing content and sort by tags, campaign, or keyword.
- **Report generation:** Exportable reports in .csv or PDF format.
- **Hashtag/keyword monitoring:** Ongoing monitoring of search terms through live dashboards.
- **Campaign tracking:** Use of tags, filters, or campaign sets to analyze content grouped under strategic initiatives.
- **Snapshot reporting:** Ability to export topical summaries (e.g., #bcstorm or "Coquitlam snow") by time period or user group.
- **External conversation analysis:** Monitor public conversation beyond the City's owned channels.
- **Permissions for analytics:** Control dashboard visibility and access by user role.
- **Visualization tools:** Provide user-friendly data visualizations such as bar charts, word clouds, pie graphs, and timeline trend views.
- **Sentiment and trend detection:** Analyze sentiment across channels and notify users of anomalies or emerging trends.
- **Paid content tracking:** Ability to incorporate paid campaign data alongside organic results where applicable.

c) Account Management and Support

The City requires a reliable and responsive support structure for onboarding, training, and ongoing partnership. Minimum requirements include:

- **24/7 technical support:** Available through phone, email, text, and online chat, including escalation options.
- **Service level agreements:** Defined response times for critical issues; maximum 4-hour turnaround during business hours, with reasonable after-hours response expectations.
- **Proactive communication:** Advance notice of platform changes, downtime, or new functionality.
- **Dedicated account representative:** With experience supporting public sector or mid-sized enterprise clients, and knowledge of government metrics and communication strategies.

- **Onboarding and training:** A structured onboarding program with training tools, reference materials, and post-launch support.
- **Strategic partnership:** Regular engagement with City staff, recommendation of improvements, and best practice updates shared regularly.
- **Industry relationships:** Demonstrated connections with major social platforms to ensure early communication of API or feature changes.
- **Data residency and privacy compliance:** Platform must comply with Canadian privacy regulations (e.g., PIPEDA, BC FIPPA) and ideally support Canadian data residency.

d) Campaigns and Engagement

To support resident engagement and community participation, the platform should include:

- **Short-form video optimization:** Tools that support publishing and analytics for Reels, TikToks, and YouTube Shorts, including vertical formatting guidance, performance tracking, and post timing optimization.
- **Contesting tools:** Ability to run photo/video contests integrated with social media channels, with moderation, tagging, and optional gallery creation.
- **Engagement workflows:** Backend management of contest entries based on likes, shares, or comments, with exportable results.
- **Polls and interactive content:** Tools to create voting or bracket-style engagements, integrated with leading platforms.
- **Accessibility in engagement tools:** All contest and campaign modules must be accessible on desktop and mobile and meet WCAG 2.1 standards.
- **Data export:** Export participation data for engagement reporting and analysis.

e) Social Listening

The City requires enterprise-level social listening capabilities to support situational awareness, crisis communication, and proactive community engagement. The platform should include:

- **Public conversation tracking:** Ability to monitor mentions of the City, services, staff, or issues—tagged or untagged—across all supported platforms and sources.
- **Configurable dashboards:** Create and save listening streams based on keywords, hashtags, topics, or user accounts.
- **Sentiment and volume detection:** Detect and display trends, anomalies, and overall sentiment of conversations over time.
- **Data visualization:** Tools to visualize conversation trends, volume, and sentiment using timelines, word clouds, and location maps (where APIs allow).

- **Noise filtering:** Ability to suppress or exclude irrelevant or spam content from streams.
- **Exportable listening reports:** Generate reports by topic or timeframe for strategic or operational use.
- **Workflow integration:** Assign comments or alerts to team members, connect insights to tags or response workflows.
- **Geographic filtering (preferred):** Ability to filter or flag posts by geographic reference (e.g., Burke Mountain, Austin Heights) when supported by platform APIs.
- **Emerging issue tracking:** Ability to manually or automatically track public reaction to new initiatives, issues, or events.

f) Additional Support

The City seeks a platform and partner that offers continuous improvement, education, and innovation. This includes:
- **Industry insight:** Ongoing education about social trends, tools, and regulatory changes affecting public sector social media.
- **Paid content integration (optional):** Platform may support future delivery and reporting of paid social campaigns.
- **Team expertise:** Account team must be capable of offering strategic advice specific to public service communication goals.
- **Open API access:** Platform should support integration with City systems such as CRMs, digital asset managers, or GIS systems.
- **Value-added services:** May include educational webinars, peer learning, benchmarking reports, or invitations to exclusive briefings with industry leaders.

Coquitlam

City of Coquitlam

PROPOSAL SUBMISSION FORM

RFP No. 25-015

Social Media Management Tools

Proposals will be received as per the date and time specified in the <u>Key Dates Section</u> of the RFP.

INSTRUCTIONS FOR PROPOSAL SUBMISSION

Proposal submissions are to be returned in Microsoft Word and any other supporting documents to be consolidated into one PDF file and uploaded through QFile, the City's file transfer service accessed at website: qfile.coquitlam.ca/bid

1. **In the "Subject Field" enter:** RFP Number and Name

2. **Add files and "Send Files"**

   (Ensure your web browser remains open until you receive 2 emails from QFile to confirm upload is complete.)

Proponents are responsible to allow ample time to complete the Proposal Submission process. If assistance is required phone 604-927-3037.

Legal Name of Company	
Contact Person and Title	
Business Address	
Telephone	
Email Address	

1. # DEPARTURES

a) CONTRACT - I/We have reviewed the City's **Standard Terms and Conditions - Purchase of Goods and Services** (per Section 2 of the RFP) and would be prepared to enter into an agreement that incorporates the City's Standard Terms and Conditions, amended by the following departures (list, if any):	
Section	**Requested Departure(s) / Alternative(s)**

b) SERVICES - I/We have reviewed the Scope of Services as descibed in this RFP and are prepared to meet those requirements, amended by the following departures and additions (list, if any):
Requirements – Requested Departure(s) / Alternate(s) / Addition(s)

2.   **CORPORATE**

a) CAPABILITIES, CAPACITY AND RESOURCES - Proponents to provide information on the following (use the spaces provided and/or attach additional pages, if necessary)**:**
i. Provide an overview of the Proponent's organizational background, including history, mission, vision, corporate structure, and years in business:
ii. Understanding of Public Service Social Media Strategy – Describe your understanding of public sector social media strategy for a Canadian municipality, how it differs from private-sector approaches, and how your solution supports compliance and success measures relevant to the City:
iii. Proponent is to state any value added benefits and activities they can provide in delivering the Services. Provide details:
iv. Describe the Proponent's current capabilities and capacity to perform the Services, including relevant resources, staffing levels, and the ability to manage this project alongside existing workloads:

b) REFERENCES – Proponent shall be competent and capable of performing the Services requested and successfully delivered service contracts of similar size, scope and complexity. The City reserves the right to contact any person(s), agency(ies) or firm(s) not listed as part of an independent review (use the spaces provided and/or attach additional pages, if necessary):	
Reference No. 1	
Project Title and Description of Contract	
Size and Scope	
Work Performed	
Start Date and End Date	
Contract Value	
Completed on budget and schedule	
Project completed on schedule	
Reference Information	Company:

	Contact Name:
	Phone Number and Email:
Reference No. 2	
Project Title and Description of Contract	
Size and Scope	
Work Performed	
Start Date and End Date	
Contract Value	
Completed on budget and schedule	
Project completed on schedule	
Reference Information	Company:
	Contact Name:
	Phone Number and Email:
Reference No. 3	
Project Title and Description of Contract	
Size and Scope	
Work Performed	
Start Date and End Date	
Contract Value	
Completed on budget and schedule	
Project completed on schedule	
Reference Information	Company:
	Contact Name:
	Phone Number and Email:

c) KEY PERSONNEL – Proponent proposes the following key personnel for the Services stated in the RFP. No changes, additions or deletions are to be made to these Key Personnel without the City's written approval. (use the spaces provided and/or attach additional pages, if necessary)

LINE ITEM	NAME	TITLE/POSITION	EXPERIENCE AND QUALIFICATIONS	YEARS WITH YOUR ORGANIZATION
i.				
ii.				
iii.				
iv.				
v.				
vi.				

3. # SUSTAINABLE BENEFITS AND SOCIAL RESPONSIBILITY

a) Describe all initiatives, policies, programs and product choices that illustrate your firm's efforts towards sustainable practices and environment responsibility in providing the services that would benefit the City
b) What policies does your organization have for hiring apprentices, Indigenous peoples, recent immigrants, veterans, young people, women, people with disabilities and any other groups:
c) What policies does your organization have for the procurement of goods and services from local small and medium sized business or social enterprises or Indigenous owned businesses:
d) What policies does your organization have to support reconciliation with Indigenous peoples:

4. # TECHNICAL

a) **APPROACH and METHODOLOGY -** Summarize the key features of your Proposal and outline the Technical Approach to be used. Provide a brief description of the components required for the successful completion of the Work.
i. **Delivery, Set-Up and Execution -** Identify all the steps to be taken in delivery of product and services. Proposals should outline the plan for the delivery, set up, and execution of the Work.
ii. **Quality Assurance -** Provide the measures the Proponent will use to maintain quality control for the Services being performed.

iii. **Risk Factors -** Describe the risk factors anticipated and how the Proponent intends to mitigate these.

b) **SECURITY** - Proponents to discuss their approach to security including at least the following:
    i. Confirm that the solution is hosted in Canada.
    ii. Ability to comply with BC Freedom of Information and Protection of Privacy (FIPPA)
    iii. List and describe all security practices, standards or methodologies the Proponent's solution follows to ensure client websites are secured against malicious activity.
    iv. Describe any security breaches the Proponent or their clients have incurred in the past five years as a result of using the Proponent's solution.
    v. What is the Proponent's typical response to a security breach? What steps are taken? What if any access to the network does the solution require?
    vi. Other security measures taken by the Proponent

c) **CUSTOMER SERVICE / SERVICE LEVEL AGREEMENT (SLA)**
In the event of a contract award, describe the steps in place to ensure deliverables are met and communications are maintained.
If the Proponent is including an SLA in their proposal, please provide an example of a standard SLA, along with:
    i. The Proponent's "up" history and how it is calculated.
    ii. Details on what, if anything, the Proponent provides as an alternate system in the event the primary system is down?
    iii. Details, on penalties to the Proponent, if any, for violating SLA terms?
    iv. Description of the Proponent's approach to regular maintenance including:
        • Notification given to customers prior to scheduled maintenance periods
        • Times/days when maintenance occurs and resulting downtime incurred by clients
    v. Number of anticipated minor and major upgrades in a calendar year and how these impact continuity of services?
    vi. Response and repair time guarantee.

d) Confirm Appendix A – SCOPE OF SERVICE REQUIREMENTS is attached.	
☐ **Yes**	☐ **No**

e) TRAINING
i. Training Program - Describe types of training that will be provided by Proponent's account manager or trainer:
ii. Operators – State duration of training, number of attendees and number of on-site workshops:
iii. Materials - State training material used/provided:

5. FINANCIAL

a) PRICE - Prices proposed are to be all inclusive; therefore, include all labour, material, tools, equipment, transportation, fuel, supervision, disposal fees, permit fees and any other items required for provision of the services (exclude GST):

Item	Scope of Work	Unit of Measure	Price (exclude GST)
i.	Portal development, implementation and configuration	Each	$
ii.	Administrator and End-User Training	Each	$
iii.	Licence costs including subscription, support and maintenance for initial three-year term, if applicable	Each	$
iv.	Costs beyond year three – Subscription, Upgrades, Support and Maintenance per year, if applicable	Each	$
v.	Price for adding additional licences in future years, if applicable (specify licence metric)	Each	$
vi.	Costs for additional recommended features	State:	$
vii.	Any other costs (please describe in detail what the fees include).	State:	$
viii.	Other not Listed:	State:	$

Attention Purchasing Manager:

6. **I/We, the undersigned duly authorized representative of the Proponent**, having received and carefully reviewed all of the Proposal documents, including the RFP and any issued addenda posted on the City's website www.coquitlam.ca/Bid-Opportunities , and having full knowledge of the Site, and having fully informed ourselves as to the intent, difficulties, facilities and local conditions connected to performing the Services, submit this Proposal in response to the RFP.

7. **I/We** agree to the rules of participation outlined in the **Instructions to Proponents** (per section 2 of RFP) and should our Proposal be selected, agree to the City's **Standard Terms and Conditions - Purchase of Goods and Services** (per Section 2 of RFP) and will accept the City's Contract as defined within this RFP document.

8. **I/We acknowledge** receipt of the following Addenda related to this Request for Proposals and have incorporated the information received in preparing this Proposal.

Addendum No.	Date Issued

This Proposal is submitted this ____day of _____, 20_____.

I/We have the authority to sign on behalf of the Proponent and have duly read all documents.

Legal Name of Company	
Signature(s) of Authorized Signatory(ies)	1.
	2.
Print Name(s) and Position(s) of Authorized Signatory(ies)	1.
	2.

Appendix A – SCOPE OF SERVICE REQUIREMENTS

a) SCOPE OF SERVICE REQUIREMENTS – SOCIAL MEDIA CHANNEL MANAGEMENT					
Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
i.	**Web and mobile access:** Be accessible via web browser and mobile app (iOS and Android), with consistent functionality across devices.	Required			$
ii.	**Multi-user access:** Provide secure logins for at least 20 users with scalable user management.	Required			$
iii.	**Permission levels:** Support multiple tiers of user permissions (e.g., admin, editor, contributor) and role-based access to specific accounts or functions.	Required			$
iv.	**Comprehensive platform support:** Offer robust functionality for all listed platforms and adapt to new or changing platforms as the social media landscape evolves.	Required			$
v.	**Service reliability:** Meet high availability standards, with Service Level Agreements (SLAs) for uptime, maintenance windows, and disaster recovery.	Required			$
vi.	**Single organization view:** Allow central management of multiple channels through a single enterprise dashboard.	Required			$

	a) SCOPE OF SERVICE REQUIREMENTS – SOCIAL MEDIA CHANNEL MANAGEMENT				
Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
vii.	**Interaction history:** Retain, access, and search historical user interactions (e.g., messages, comments).	Required			$
viii.	**Content scheduling:** Enable advanced scheduling of posts 24/7, including the ability to reschedule, pause, or cancel content.	Required			$
ix.	**Customizable dashboard:** Allow users to tailor views based on channels, keywords, tags, or functions relevant to their role.	Required			$
x.	**Link shortening and analytics:** Include integrated link shortening with analytics tracking.	Required			$
xi.	**Persistent monitoring:** Provide ongoing monitoring of hashtags or keywords through configurable dashboards or feeds.	Required			$
xii.	**Ad-hoc search:** Allow real-time, cross-platform search for keywords, hashtags, or users.	Required			$
xiii.	**Tagging system:** Enable categorization of content and interactions by City-defined tags (e.g., "outage," "billing").	Required			$
xiv.	**Team workflow tools:** Support message assignment, collaborative editing, and approval flows for content.	Required			$

a) SCOPE OF SERVICE REQUIREMENTS – SOCIAL MEDIA CHANNEL MANAGEMENT

Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
xv.	**Platform updates:** Integrate new functionality from social platforms quickly, including API changes or feature additions.	Required			$
xvi.	**Accessibility:** Ensure WCAG 2.1 AA compliance across platform interfaces and content publishing workflows, including alt-text fields.	Required			$
xvii.	**Multilingual content:** Support publishing and scheduling in multiple languages and version management for translated content.	Preferred			$
xviii.	**Records compliance:** Provide automatic archiving and export of all content (including edits and deletions) for compliance with FOI and records retention obligations.	Required			$

b) SCOPE OF SERVICE REQUIREMENTS – SOCIAL MEDIA ANALYTICS

Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
i.	**Real-time performance tracking:** Metrics per post such as impressions, reach, engagement, views, and clicks.	Required			$

b) SCOPE OF SERVICE REQUIREMENTS – SOCIAL MEDIA ANALYTICS					
Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
ii.	**Historical post analytics:** Reporting by day, week, month, or year with the ability to filter and compare.	Required			$
iii.	**Channel performance tracking:** Aggregated metrics at the account or channel level.	Required			$
iv.	**Data filtering and sorting:** Tools to identify top-performing content and sort by tags, campaign, or keyword.	Required			$
v.	**Report generation:** Exportable reports in .csv or PDF format.	Required			$
vi.	**Hashtag/keyword monitoring:** Ongoing monitoring of search terms through live dashboards.	Required			$
vii.	**Campaign tracking:** Use of tags, filters, or campaign sets to analyze content grouped under strategic initiatives.	Required			$
viii.	**Snapshot reporting:** Ability to export topical summaries (e.g., #bcstorm or "Coquitlam snow") by time period or user group.	Required			$
ix.	**External conversation analysis:** Monitor public conversation beyond the City's owned channels.	Preferred			$

b) SCOPE OF SERVICE REQUIREMENTS – SOCIAL MEDIA ANALYTICS					
Item	**Description**	**Requirement**	**Included Yes/ No**	**Additional Comments (e.g. How does it meet requirements?)**	**Price for Optional Add-on (if applicable)**
x.	**Permissions for analytics:** Control dashboard visibility and access by user role.	Required			$
xi.	**Visualization tools:** Provide user-friendly data visualizations such as bar charts, word clouds, pie graphs, and timeline trend views.	Required			$
xii.	**Sentiment and trend detection:** Analyze sentiment across channels and notify users of anomalies or emerging trends.	Preferred			$
xiii.	**Paid content tracking:** Ability to incorporate paid campaign data alongside organic results where applicable.	Preferred			$

c) SCOPE OF SERVICE REQUIREMENTS – ACCOUNT MANAGEMENT SUPPORT					
Item	**Description**	**Requirement**	**Included Yes/ No**	**Additional Comments (e.g. How does it meet requirements?)**	**Price for Optional Add-on (if applicable)**
i.	**24/7 technical support:** Available through phone, email, text, and online chat, including escalation options.	Required			$

Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
c) SCOPE OF SERVICE REQUIREMENTS – ACCOUNT MANAGEMENT SUPPORT**

Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
ii.	**Service level agreements:** Defined response times for critical issues; maximum 4-hour turnaround during business hours, with reasonable after-hours response expectations.	Required			$
iii.	**Proactive communication:** Advance notice of platform changes, downtime, or new functionality.	Required			$
iv.	**Dedicated account representative:** With experience supporting public sector or mid-sized enterprise clients, and knowledge of government metrics and communication strategies.	Required			$
v.	**Onboarding and training:** A structured onboarding program with training tools, reference materials, and post-launch support.	Required			$
vi.	**Strategic partnership:** Regular engagement with City staff, recommendation of improvements, and best practice updates shared regularly.	Required			$
vii.	**Industry relationships:** Demonstrated connections with major social platforms to ensure early communication of API or feature changes.	Required			$

Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
c) SCOPE OF SERVICE REQUIREMENTS – ACCOUNT MANAGEMENT SUPPORT					
viii.	**Data residency and privacy compliance:** Platform must comply with Canadian privacy regulations (e.g., PIPEDA, BC FIPPA) and ideally support Canadian data residency.	Required			$

Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
d) SCOPE OF SERVICE REQUIREMENTS – CAMPAIGNS AND ENGAGEMENT					
i.	**Short-form video optimization:** Tools that support publishing and analytics for Reels, TikToks, and YouTube Shorts, including vertical formatting guidance, performance tracking, and post timing optimization.	Required			$
ii.	**Contesting tools:** Ability to run photo/video contests integrated with social media channels, with moderation, tagging, and optional gallery creation.	Required			$
iii.	**Engagement workflows:** Backend management of contest entries based on likes, shares, or comments, with exportable results.	Required			$

	d) SCOPE OF SERVICE REQUIREMENTS – CAMPAIGNS AND ENGAGEMENT				
Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
iv.	**Polls and interactive content:** Tools to create voting or bracket-style engagements, integrated with leading platforms.	Preferred			$
v.	**Accessibility in engagement tools:** All contest and campaign modules must be accessible on desktop and mobile and meet WCAG 2.1 standards.	Required			$
vi.	**Data export:** Export participation data for engagement reporting and analysis.	Required			$

	e) SCOPE OF SERVICE REQUIREMENTS – SOCIAL LISTENING				
Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
i.	**Public conversation tracking:** Ability to monitor mentions of the City, services, staff, or issues— tagged or untagged—across all supported platforms and sources.	Preferred			$
ii.	**Configurable dashboards:** Create and save listening streams based on keywords, hashtags, topics, or user accounts.	Required			$

e) SCOPE OF SERVICE REQUIREMENTS – SOCIAL LISTENING					
Item	Description	Requirement	Included Yes/ No	Additional Comments (e.g. How does it meet requirements?)	Price for Optional Add-on (if applicable)
iii.	**Sentiment and volume detection:** Detect and display trends, anomalies, and overall sentiment of conversations over time.	Preferred			$
iv.	**Data visualization:** Tools to visualize conversation trends, volume, and sentiment using timelines, word clouds, and location maps (where APIs allow).	Required			$
v.	**Noise filtering:** Ability to suppress or exclude irrelevant or spam content from streams.	Required			$
vi.	**Exportable listening reports:** Generate reports by topic or timeframe for strategic or operational use.	Required			$
vii.	**Workflow integration:** Assign comments or alerts to team members, connect insights to tags or response workflows.	Required			$
viii.	**Geographic filtering (preferred):** Ability to filter or flag posts by geographic reference (e.g., Burke Mountain, Austin Heights) when supported by platform APIs.	Preferred			$
ix.	**Emerging issue tracking:** Ability to manually or automatically track public reaction to new initiatives, issues, or events.	Required			$

	f) SCOPE OF SERVICE REQUIREMENTS – ADDITIONAL SUPPORT				
Item	**Description**	**Requirement**	**Included Yes/ No**	**Additional Comments (e.g. How does it meet requirements?)**	**Price for Optional Add-on** (if applicable)
i.	**Industry insight:** Ongoing education about social trends, tools, and regulatory changes affecting public sector social media.	Required			
ii.	**Paid content integration (optional):** Platform may support future delivery and reporting of paid social campaigns.	Preferred			$
iii.	**Team expertise:** Account team must be capable of offering strategic advice specific to public service communication goals.	Required			
iv.	**Open API access:** Platform should support integration with City systems such as CRMs, digital asset managers, or GIS systems.	Preferred			
v.	**Value-added services:** May include educational webinars, peer learning, benchmarking reports, or invitations to exclusive briefings with industry leaders.	Required			

	J) SOFTWARE-AS-A-SERVICE (SAAS) MODEL	
	If a hosted or SaaS model is being proposed, please provide the following information.	
Item	**Description**	**Provide Details**
i.	Where is the solution and platform hosted (e.g. by Proponent or 3rd party)? Note:	

	solutions hosted outside Canada are subject to additional privacy regulations than Canada-based solutions.	
ii.	How is the data protected and encrypted?	
iii.	How is the data backed up?	
iv.	How are data restores handled?	
v.	What controls are in place for intrusion detection, perimeter security, physical security and security patching?	
vi.	Who has access to the data and why?	
vii.	What policies and procedures are in place to detect, prevent and mitigate the unauthorized access, use or disclosure of personal information?	
viii.	Have there been any instances of unauthorized access, use or disclosure of personal information in the last two years? Please describe.	
ix.	How are security incidents and breaches reported internally and to clients?	
x.	What is your high-level disaster recovery plan and how is client information protected in such an event?	
xi.	Who owns the data collected during and after the services have been terminated, or if the vendor goes out of business?	
xii.	How will the City get its data back in the event the Contractor goes out of business?	
xiii.	How are routine reviews of your security and disaster recovery environments undertaken?	

xiv.	How is third-party verification of your security and disaster recovery environments undertaken?	
xv.	What is your Service Level Agreement (SLA) and associated terms, including uptime, performance and latency targets? (Please attach) If applicable, provide information on recommended infrastructure to reach these targets.	