

**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 Key Dates Section 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](http://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.

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

1. **DEPARTURES**

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| 1. **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)** |
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| 1. **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)** |
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1. **CORPORATE**

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| 1. **CAPABILITIES, CAPACITY AND RESOURCES** - Proponents to provide information on the following (use the spaces provided and/or attach additional pages, if necessary)**:** |
| 1. Provide an overview of the Proponent’s organizational background, including history, mission, vision, corporate structure, and years in business: |
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| 1. **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: |
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| 1. Proponent is to state any value added benefits and activities they can provide in delivering the Services. Provide details: |
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| 1. 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: |
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| 1. **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: |

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| 1. **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** |
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1. **SUSTAINABLE BENEFITS AND SOCIAL RESPONSIBILITY**

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| * + 1. 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 |
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| * + 1. What policies does your organization have for hiring apprentices, Indigenous peoples, recent immigrants, veterans, young people, women, people with disabilities and any other groups: |
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| * + 1. 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: |
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| * + 1. What policies does your organization have to support reconciliation with Indigenous peoples: |
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1. **TECHNICAL**

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| 1. **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. |
| * + - 1. **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. |
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| * + - 1. **Quality Assurance -** Provide the measures the Proponent will use to maintain quality control for the Services being performed. |
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| * + - 1. **Risk Factors -** Describe the risk factors anticipated and how the Proponent intends to mitigate these. |
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| 1. **SECURITY** - Proponents to discuss their approach to security including at least the following: 2. Confirm that the solution is hosted in Canada. 3. Ability to comply with BC Freedom of Information and Protection of Privacy (FIPPA) 4. List and describe all security practices, standards or methodologies the Proponent’s solution follows to ensure client websites are secured against malicious activity. 5. 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. 6. 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? 7. Other security measures taken by the Proponent |
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| 1. **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:   * 1. The Proponent’s “up” history and how it is calculated.   2. Details on what, if anything, the Proponent provides as an alternate system in the event the primary system is down?   3. Details, on penalties to the Proponent, if any, for violating SLA terms?   4. 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   1. Number of anticipated minor and major upgrades in a calendar year and how these impact continuity of services?   2. Response and repair time guarantee. |
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| 1. **Confirm** **Appendix A – SCOPE OF SERVICE REQUIREMENTS is attached.** | |
| **Yes** | **No** |

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| 1. **TRAINING** |
| 1. **Training Program -** Describe types of training that will be provided by Proponent’s account manager or trainer: |
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| 1. **Operators –** State duration of training, number of attendees and number of on-site workshops: |
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| 1. **Materials -** State training material used/provided: |
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1. **FINANCIAL**

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| * 1. **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) |
|  | Portal development, implementation and configuration | Each | $ |
|  | Administrator and End-User Training | Each | $ |
|  | Licence costs including subscription, support and maintenance for initial three-year term, if applicable | Each | $ |
|  | Costs beyond year three – Subscription, Upgrades, Support and Maintenance per year, if applicable | Each | $ |
|  | Price for adding additional licences in future years, if applicable (specify licence metric) | Each | $ |
|  | Costs for additional recommended features | State: | $ |
|  | Any other costs (please describe in detail what the fees include). | State: | $ |
|  | Other not Listed: | State: | $ |

**Attention Purchasing Manager:**

1. **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](http://www.coquitlam.ca/140/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.
2. **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.
3. **I/We acknowledge** receipt of the following Addenda related to this Request for Proposals and have incorporated the information received in preparing this Proposal.

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| **Addendum No.** | **Date Issued** |
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**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.**

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| **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**

| 1. **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)** |
|  | **Web and mobile access:** Be accessible via web browser and mobile app (iOS and Android), with consistent functionality across devices. | Required |  |  | $ |
|  | **Multi-user access:** Provide secure logins for at least 20 users with scalable user management. | Required |  |  | $ |
|  | **Permission levels:** Support multiple tiers of user permissions (e.g., admin, editor, contributor) and role-based access to specific accounts or functions. | Required |  |  | $ |
|  | **Comprehensive platform support:** Offer robust functionality for all listed platforms and adapt to new or changing platforms as the social media landscape evolves. | Required |  |  | $ |
|  | **Service reliability:** Meet high availability standards, with Service Level Agreements (SLAs) for uptime, maintenance windows, and disaster recovery. | Required |  |  | $ |
|  | **Single organization view:** Allow central management of multiple channels through a single enterprise dashboard. | Required |  |  | $ |
|  | **Interaction history:** Retain, access, and search historical user interactions (e.g., messages, comments). | Required |  |  | $ |
|  | **Content scheduling:** Enable advanced scheduling of posts 24/7, including the ability to reschedule, pause, or cancel content. | Required |  |  | $ |
|  | **Customizable dashboard:** Allow users to tailor views based on channels, keywords, tags, or functions relevant to their role. | Required |  |  | $ |
|  | **Link shortening and analytics:** Include integrated link shortening with analytics tracking. | Required |  |  | $ |
|  | **Persistent monitoring:** Provide ongoing monitoring of hashtags or keywords through configurable dashboards or feeds. | Required |  |  | $ |
|  | **Ad-hoc search:** Allow real-time, cross-platform search for keywords, hashtags, or users. | Required |  |  | $ |
|  | **Tagging system:** Enable categorization of content and interactions by City-defined tags (e.g., “outage,” “billing”). | Required |  |  | $ |
|  | **Team workflow tools:** Support message assignment, collaborative editing, and approval flows for content. | Required |  |  | $ |
|  | **Platform updates:** Integrate new functionality from social platforms quickly, including API changes or feature additions. | Required |  |  | $ |
|  | **Accessibility:** Ensure WCAG 2.1 AA compliance across platform interfaces and content publishing workflows, including alt-text fields. | Required |  |  | $ |
|  | **Multilingual content:** Support publishing and scheduling in multiple languages and version management for translated content. | Preferred |  |  | $ |
|  | **Records compliance:** Provide automatic archiving and export of all content (including edits and deletions) for compliance with FOI and records retention obligations. | Required |  |  | $ |

| 1. **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)** |
|  | **Real-time performance tracking:** Metrics per post such as impressions, reach, engagement, views, and clicks. | Required |  |  | $ |
|  | **Historical post analytics:** Reporting by day, week, month, or year with the ability to filter and compare. | Required |  |  | $ |
|  | **Channel performance tracking:** Aggregated metrics at the account or channel level. | Required |  |  | $ |
|  | **Data filtering and sorting:** Tools to identify top-performing content and sort by tags, campaign, or keyword. | Required |  |  | $ |
|  | **Report generation:** Exportable reports in .csv or PDF format. | Required |  |  | $ |
|  | **Hashtag/keyword monitoring:** Ongoing monitoring of search terms through live dashboards. | Required |  |  | $ |
|  | **Campaign tracking:** Use of tags, filters, or campaign sets to analyze content grouped under strategic initiatives. | Required |  |  | $ |
|  | **Snapshot reporting:** Ability to export topical summaries (e.g., #bcstorm or "Coquitlam snow") by time period or user group. | Required |  |  | $ |
|  | **External conversation analysis:** Monitor public conversation beyond the City's owned channels. | Preferred |  |  | $ |
|  | **Permissions for analytics:** Control dashboard visibility and access by user role. | Required |  |  | $ |
|  | **Visualization tools:** Provide user-friendly data visualizations such as bar charts, word clouds, pie graphs, and timeline trend views. | Required |  |  | $ |
|  | **Sentiment and trend detection:** Analyze sentiment across channels and notify users of anomalies or emerging trends. | Preferred |  |  | $ |
|  | **Paid content tracking:** Ability to incorporate paid campaign data alongside organic results where applicable. | Preferred |  |  | $ |

| 1. **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)** |
|  | **24/7 technical support:** Available through phone, email, text, and online chat, including escalation options. | Required |  |  | $ |
|  | **Service level agreements:** Defined response times for critical issues; maximum 4-hour turnaround during business hours, with reasonable after-hours response expectations. | Required |  |  | $ |
|  | **Proactive communication:** Advance notice of platform changes, downtime, or new functionality. | Required |  |  | $ |
|  | **Dedicated account representative:** With experience supporting public sector or mid-sized enterprise clients, and knowledge of government metrics and communication strategies. | Required |  |  | $ |
|  | **Onboarding and training:** A structured onboarding program with training tools, reference materials, and post-launch support. | Required |  |  | $ |
|  | **Strategic partnership:** Regular engagement with City staff, recommendation of improvements, and best practice updates shared regularly. | Required |  |  | $ |
|  | **Industry relationships:** Demonstrated connections with major social platforms to ensure early communication of API or feature changes. | Required |  |  | $ |
|  | **Data residency and privacy compliance:** Platform must comply with Canadian privacy regulations (e.g., PIPEDA, BC FIPPA) and ideally support Canadian data residency. | Required |  |  | $ |

| 1. **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)** |
|  | **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 |  |  | $ |
|  | **Contesting tools:** Ability to run photo/video contests integrated with social media channels, with moderation, tagging, and optional gallery creation. | Required |  |  | $ |
|  | **Engagement workflows:** Backend management of contest entries based on likes, shares, or comments, with exportable results. | Required |  |  | $ |
|  | **Polls and interactive content:** Tools to create voting or bracket-style engagements, integrated with leading platforms. | Preferred |  |  | $ |
|  | **Accessibility in engagement tools:** All contest and campaign modules must be accessible on desktop and mobile and meet WCAG 2.1 standards. | Required |  |  | $ |
|  | **Data export:** Export participation data for engagement reporting and analysis. | Required |  |  | $ |

| 1. **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)** |
|  | **Public conversation tracking:** Ability to monitor mentions of the City, services, staff, or issues—tagged or untagged—across all supported platforms and sources. | Preferred |  |  | $ |
|  | **Configurable dashboards:** Create and save listening streams based on keywords, hashtags, topics, or user accounts. | Required |  |  | $ |
|  | **Sentiment and volume detection:** Detect and display trends, anomalies, and overall sentiment of conversations over time. | Preferred |  |  | $ |
|  | **Data visualization:** Tools to visualize conversation trends, volume, and sentiment using timelines, word clouds, and location maps (where APIs allow). | Required |  |  | $ |
|  | **Noise filtering:** Ability to suppress or exclude irrelevant or spam content from streams. | Required |  |  | $ |
|  | **Exportable listening reports:** Generate reports by topic or timeframe for strategic or operational use. | Required |  |  | $ |
|  | **Workflow integration:** Assign comments or alerts to team members, connect insights to tags or response workflows. | Required |  |  | $ |
|  | **Geographic filtering (preferred):** Ability to filter or flag posts by geographic reference (e.g., Burke Mountain, Austin Heights) when supported by platform APIs. | Preferred |  |  | $ |
|  | **Emerging issue tracking:** Ability to manually or automatically track public reaction to new initiatives, issues, or events. | Required |  |  | $ |

| 1. **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)** |
|  | **Industry insight:** Ongoing education about social trends, tools, and regulatory changes affecting public sector social media. | Required |  |  |  |
|  | **Paid content integration (optional):** Platform may support future delivery and reporting of paid social campaigns. | Preferred |  |  | $ |
|  | **Team expertise:** Account team must be capable of offering strategic advice specific to public service communication goals. | Required |  |  |  |
|  | **Open API access:** Platform should support integration with City systems such as CRMs, digital asset managers, or GIS systems. | Preferred |  |  |  |
|  | **Value-added services:** May include educational webinars, peer learning, benchmarking reports, or invitations to exclusive briefings with industry leaders. | Required |  |  |  |

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| * + - * 1. **SOFTWARE-AS-A-SERVICE (SAAS) MODEL**   If a hosted or SaaS model is being proposed, please provide the following information. | | |
| **Item** | **Description** | **Provide Details** |
|  | 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. |  |
|  | How is the data protected and encrypted? |  |
|  | How is the data backed up? |  |
|  | How are data restores handled? |  |
|  | What controls are in place for intrusion detection, perimeter security, physical security and security patching? |  |
|  | Who has access to the data and why? |  |
|  | What policies and procedures are in place to detect, prevent and mitigate the unauthorized access, use or disclosure of personal information? |  |
|  | Have there been any instances of unauthorized access, use or disclosure of personal information in the last two years? Please describe. |  |
|  | How are security incidents and breaches reported internally and to clients? |  |
|  | What is your high-level disaster recovery plan and how is client information protected in such an event? |  |
|  | Who owns the data collected during and after the services have been terminated, or if the vendor goes out of business? |  |
|  | How will the City get its data back in the event the Contractor goes out of business? |  |
|  | How are routine reviews of your security and disaster recovery environments undertaken? |  |
|  | How is third-party verification of your security and disaster recovery environments undertaken? |  |
|  | 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. |  |