

2021-06-09

REQUEST FOR PROPOSAL
DEVELOPMENT OF TORONTO ZOO ORANGUTAN OUTDOOR
IMMERSIVE TECHNOLOGY EXPERIENCE
RFP 19 (2021-05)
ADDENDUM #2

This addendum shall be incorporated into, and form part of RFP 19 (2021-05) and take precedence over all requirements of the previously issued bid documents including plans. This addendum must be signed by the bidder (signing officer) in the appropriate space and must be attached to the Form for submission by the bidder. This Addendum consists of eight (8) pages.

1. Project Due Date
 Original due date – Thursday, 2021-08-19
 Revised due date – Friday, 2021-09-29

2. Revised Schedule of Events

The following is a revised tentative schedule:

Pre-Award	
Proposal Submission Due	2021-06-21
Proponent Presentations (if required)	Week of 2021-06-28
Notification of Award by the Toronto Zoo	Week of 2021-06-28
Post-Award	
Onsite Testing	2021-09-07 to 2021-09-17
Updating & Finalizing Experience	2021-09-20 to 2021-09-28
Project Completed & Experience Live Onsite	2021-09-29

3. Question - In the outdoor immersive space, are there specific locations reserved to the positioning of hardware equipment (TV, Speakers, etc.). Is the Consultant expected to purchase, supply, and maintain the equipment and for what duration?

Answer - If the immersive experience proposed requires hardware, Toronto Zoo would work with the proponent to determine locations during the design phase. The proponent would be expected to supply the equipment. Please note: several video screens are already planned for the space and content is being created as part of our interpretive layer. If the proponent supplies video screens, they should be within this family of LG screens: <https://www.lg.com/global/business/digital-signage/lg-55XE4F-M>

Toronto Zoo would be responsible for maintaining the hardware.

4. Question - Does the Consultant have to plan for weather proofing the hardware (shelter, protective, screens, etc.) or is this already part of the habitat design by Toronto Zoo?

Answer – The proponent should plan for weatherproofing as it is not part of the habitat design. This is an outdoor habitat.

5. Question - Are there any light or sound restrictions to minimize impact on the Orangutan habitat?

Answer – There are no specific light or sound recommendations, but loud sounds or strobe lights are not advisable. The welfare of the animals is paramount. Any suggestions proposed would be reviewed and, if approved, impacts on the animals would be assessed during the project.

6. Question - Is the provider to quote the cost of network hookup and IT services related to the installation?

Answer – The proponent should quote the cost of network hookup and IT services related to installation. Please provide a separate price for this scope of work.

7. Question - In what format will the data be provided to the Consultant for the learning sections and family tree.

Answer – Data and information will be provided in standard Microsoft Office file formats (e.g. Word, Excel).

8. Question - For the at home experience, is Consultant expected to supply apps in the respective “stores” (i.e. Apple and Google) for phone and tablets as well as web browser support?

Answer – If an App is proposed, it must adhere to the current standard terms and conditions of other Toronto Zoo Apps published on Apple and Google App stores.

9. Question - Is all content created to be visual/displayed or also physical/tactile for physical interaction?

Answer – It is up to the proponent to suggest visual or physical ideas in the proposal. Please note: the exhibit is already under construction and physical interpretives are being developed. Please see revised table below. This RFP is for a “technology layer” – we are looking for suggestions like those ideas in the final column entitled “Virtual Experience Ideas”.

Table - Orangutan Outdoor Habitat Nodes, Interpretive Elements, and Virtual Experience Ideas

Notes:

- Proponents are *not* responsible to build the physical interpretive elements (column #2). The exhibit is currently under construction and physical interpretives are being developed. This information is provided for context.
- Our team has brainstormed a variety of ideas for a virtual experience (column #3). We recognize that the final product would not contain this many elements. We hope your team will be able to build upon/add to the ideas and create an outstanding experience for our guests.
- Ideas with an asterisk (*) are items we think could be available in the indoor orangutan habitat in the winter months.

Orangutan Outdoor Habitat Node	Physical Interpretives (currently under development)	Virtual Experience Ideas
A: Plaza – entry experience	<p>Immersive entry with a laser-cut rainforest backdrop</p> <p>Life in the rainforest is a balancing act and orangutans are pivotal in keeping that fragile balance</p>	<p>Swinging orangutan at exit doors of the Indo-Malaya pavilion to draw guests outside*</p> <p>Immersive sound of rustling of leaves in the trees/eyes peering through leaves</p> <p>Make people feel empowered. Welcome guests and recognize them as “guardians of the rainforest” because, simply by visiting the Zoo, they have taken the first step in supporting rainforest conservation. Bring the laser-cut rainforest backdrop to life* (bring indoor mural to life)</p> <p>Tap to donate to the Toronto Zoo Wildlife Conservancy to support initiatives like the Sumatran Ranger Project or to plant a tree*</p> <p>Map of Borneo or Sumatra showing what it looks like in real-time (zoom in and see forest being cut away/oil palm plantations)</p>
B1: Research Station	<p>Description of research done at the Zoo and why. Highlights orangutan intelligence and how research benefits orangutans here, at other zoos, and in the wild.</p>	<p>People could play some of the tech games that orangutans play*</p>
B2: Viewing Shelter One	<p>Orangutans need to be smart to survive (link their intelligence to</p>	<p>Virtual version of O-line – shows video of orangutans up on the platform or displays a virtual orangutan</p>

	<p>methods of survival in the rainforest)</p> <p>Habitat has been designed so orangutans can engage in natural behaviours and to give them choice and control</p>	<p>Viewpoint of orangutan looking down from their platform (people could see what they see)</p> <p>O-line poles morph into rainforest trees* (indoor climbing structure could morph into a rainforest tree)</p>
C: Training Wall	<p>Training demonstrations by keepers reinforce the sub-themes of intelligence and promote a connection between guests and orangutans</p>	<p>Videos of training sessions*</p>
D: Open Moat View	<p>Personality quiz located here</p> <p>Toronto Zoo orangutan bios and family tree</p>	<p>At-home personality quiz, orangutan bios, and family tree*</p>
E: Viewing Shelter Two	<p>Animated video of orangutans as gardeners of the rainforest. As they forage for food and use leaves as tools and shelter, oranges plant seeds, open up the canopy to allow light in, etc.</p> <p>Splash Zone for orangutan-operated sprayer</p> <p>Vending machine (WildThink) inside the orangutan habitat where orangutans collect tokens to get extra treats</p>	<p>People at home could view guests onsite being sprayed by the orangutans</p> <p>Guests could donate an extra token to the orangutan to collect treats from the orang vending machine* (assuming vending machine is moved indoors over the winter)</p>
Play Area	<p>Climbing equipment that allows children to act like an orangutan and move through the rainforest to find food and shelter</p> <p>Authentic-looking termite nest attached to one of the trees in the climbing structure with cut-out to see termites inside</p> <p>Climbing elements will mimic the natural elements of a rainforest habitat (e.g. faux trees with ropes) or depict the types of features in the orangutan habitat (e.g. mini aerial line).</p>	<p>Projection of inside a live termite nest</p> <p>Virtual brachiation (showing orangutans moving on the play structure e.g., brachiating)</p> <p>Guests' hands and/or feet look like an orangutan's</p> <p>Guests become the orangutan swinging through the forest</p> <p>Record child swinging in play area and the image saves so the child looks like an orangutan. Turn into a 20-sec clip and post on social media (#IwentwildatTorontoZoo)</p>

<p>F: Treehouse</p>	<p>Life in the trees – orangutans depend on the trees as a home. Food, water, shelter, materials for survival, transportation, protection from predators. Focus on nest building.</p> <p>Interpretive nest for children to play in</p> <p>Authentic looking replica nest – not an interactive/ touchable item; for viewing only</p>	<p>See the habitat from the point of view of an orangutan sitting in a nest. Environment could change (e.g. pristine rainforest becomes logged/damaged rainforest)</p>
<p>A: Plaza – exit experience</p>	<p>Will include a “call to action” where guests can learn how they can help save orangutans</p> <p>Because there are so many different names for palm oil, it is hard to know if it is an ingredient in a given product</p> <p>“Hero” board highlighting companies with sustainable palm oil actions and products</p>	<p>Tap to donate to the Toronto Zoo Wildlife Conservancy to support initiatives like the Sumatran Ranger Project or to plant a tree*</p> <p>Orangutan holding the globe or hand of the guest – we are also guardians of the rainforest and have a role to play*</p> <p>Map of Borneo or Sumatra showing what it really looks like; be able to zoom in and see the damaged rainforest and oil palm plantations (e.g., viewpoint of a drone) *</p> <p>“Got Palm Oil?” game: guests can read the ingredient list of popular products and try to guess if they contain palm oil. Difficult and eye-opening because there are approx. 200 names for palm oil and its derivatives.*</p> <p>See who is the “hero of the month” from home*</p>

10. Question - Does Toronto Zoo have videos of training or similar activities or is the Consultant responsible for scheduling the training recordings or similar activities?

Answer – Toronto Zoo has some photo and video assets but, if specific material is required, we could arrange to schedule such activities.

11. Question - Who is responsible for user account management and security? Accounts would be stored on Toronto Zoo’s Azure servers?

Answer - All data will be kept on the Toronto Zoo’s Azure Cloud servers.

12. Question - Is a visual demo required in the proposal?

Answer – In the proposal, it would be beneficial for the proponent to include visual representations, photos, or links to similar projects they have completed. Refer to “Evaluation Criteria” on page 13 of the RFP.

13. Question - What is the expected duration of content to be provided to align visit time in order to maximize proper visitor flow and minimize “bunching up”?

Answer – We do not have an expected duration of content. We will leave this up to the proponent to recommend based on their expertise in this area.

14. Question – Is there a prescribed cost proposal form?

Answer – See attached Fee Proposal form. This is not a prescribed form, but it outlines the minimum pricing detail we would expect. More detail is always appreciated.

15. Question – Are you thinking of a smartphone application or an in-person immersive experience?

Answer – As per page 5 of the RFP, it is up to the proponent to determine and propose how best to deliver such an experience.

16. Question – The timeline calls for completion in August of this year - in two months. That does not leave much time to design, prototype, get all approvals, and create and deploy. Is this timeline accurate?

Answer – See revised Schedule of Events table.

17. Question – Is there a particular budget that you have in mind?

Answer – The Toronto Zoo is seeking Proponents that will scope the deliverables required by the RFP and provide the best value and price.

18. Question – Have you been working with an interactive designer that is also bidding on this scope?

Answer – No.

19. Question – The RFP mentions that Wi-Fi will be available in the space -- is that accurate?

Answer – As per page 11 of the RFP, the Toronto Zoo expects to have Wi-Fi throughout the Zoo by the third quarter of 2021.

20. Question – Is there preference for Canadian firms?

Answer – See 8.0 General Conditions, item 2

21. Question – Is there preference for women-owned companies?

Answer – Toronto Zoo is an equal opportunity organization and all bids are evaluated in an equitable manner.

Receipt of the Addendum shall be acknowledged as part of your submission.

The Board of Management of the Toronto Zoo reserves the right to reject any or all Proposals or to accept any quotation, should it deem such action to be in its interests.

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ADDENDUM # 2**

2020-06-11

If you have any queries regarding this matter, please contact Mr. Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916 or by email pvasilopoulos@torontozoo.ca.

Yours truly,

Peter Vasilopoulos
Supervisor, Purchasing & Supply

I/we hereby acknowledge receipt of this addendum and make allowance in my bid.

Signed (Must be Signing Officer of Firm)

Name of Firm

Date:

FEE PROPOSAL FORM – ADDENDUM #2

Proponent Name:				
	FEES	DISBURSEMENTS	HST	TOTAL
Design				
Technology Development & Testing				
Commissioning, roll-out, finalization of technology				
TOTAL COSTS				

SEPARATE PRICING AS REQUIRED (Include separate list if applicable)

DESCRIPTION, MANUFACTURER PRODUCT #, ETC	PRICE	HST	TOTAL
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
TOTAL COSTS	\$	\$	\$

We propose to employ sub-consultant or sub-contractor organizations to deliver services for this project. The Team consists of the following firms and key personnel:

Discipline	Firm	Key Personnel

END OF ADDEDNUM 2