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2015-04-08

**REQUEST FOR PROPOSAL  
MASTER PLAN- CONSULTING SERVICES  
RFP #02 (2015-03)  
ADDENDUM # 3**

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This addendum shall be incorporated into, and form part of RFP #02 (2015-03) 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 three (3) pages and the documents listed below.

1. **Question:**

Is a transportation planner required for this study?

**Answer:**

No, a transportation planner is not required.

2. **Question:**

As this is a very complicated assignment, would Toronto Zoo consider an extension for the proposal submission date, given a number of offices are closed for Easter?

**Answer:**

See Addendum #2 issued 2015-04-08 for revised closing date of **Tuesday, 2015-04-14, at 1200 hours.**

3. **Question:**

Could you provide additional details of what type of marketing and visitor research has been conducted and when it was completed. Will all of this information be shared with the selected consultant?

**Answer:**

Yes, the information will be provided to the successful proponent. On-site visitor surveys are conducted annually with the most recent research completed in 2014. Postal code information for visitors for 2014 is also available.

4. **Question:**

Has any research been conducted with prospective guests or non-visitors? If so, how recently was this done?

**Answer:**

Yes, an online panel of non-visitors was completed in 2014.

5. **Question:**

Does the Zoo have any demographic data on its current visitors and members? If so, what type?

**Answer:**

Yes, we have extensive information from our onsite visitor survey and information specific to our members and this will be provided. Such information includes: Gender, ethnicity, age, income, size of party visiting Zoo, number of children in party, household income, Zoo visitation pattern, travel distance to Zoo, other attractions plan on visiting, what prompted visit and considerable information on visitor preferences and ratings of our programs and services.

6. **Question:**

Under Consultation in the RFP – are you able to provide direction as to how many stakeholder interviews, project team member meetings, and staff meetings you are expecting? In other words, do each of the groups listed represent an individual meeting, or could some of the groups be combined. And do you expect the master plan team to meet with people only once (to gain input), or more than once (once to gain input, once to report back on interim findings for instance).

**Answer:**

Each proponent should allow for a total of 4 Consultation meetings. This is in addition to the regularly scheduled Steering Committee meetings.

7. **Question:**

Under Research – you refer to the Toronto Zoo’s 2010 Economic Analysis – but I don’t see that report listed a part of Appendix E under relevant documents

**Answer:**

The report was omitted in error, but it will be made available.

8. **Question:**

In section 3.4.3 you note that the initial report should show a schedule. Is the schedule to provide more detail on delivery of the master plan report, or an implementation plan for the phasing of the design concepts over the 10 to 15 year Master Plan period?

**Answer:**

For section 3.4.3, the initial report is to include a high level schedule for implementation of the design concepts over the 10 – 15 year Master Plan period. The level of detail included with this schedule will increase with each report submission. Section 3.6.3 requests you to provide a detailed proposed project schedule identifying appropriate milestones as set out in Article 5.0.

9. **Question:**

‘Initial report’, ‘interim report’ and ‘final report’ terminology is used. ‘Preliminary Findings report’ is a term that is used. Is ‘initial report’ and ‘Preliminary Findings report’ the same? They seem to imply the same thing however they have 25% and 75% percentages of completion tied to the submission of those two terms respectively. Please provide a clarification in terminology.

**Answer:**

The following reports are to be provided:

Initial Report (also referred to as Preliminary Findings Report) at 25%

Interim Report at 75%  
Draft Final Report at 98%  
Final Report at 100%

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 Quotations or to accept any quotation, should it deem such action to be in its interests.

If you have any queries regarding this matter, please contact Mr. Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916.

Yours truly,

Peter Vasilopoulos  
Supervisor, Purchasing & Supply

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

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Signed (Must be Signing Officer of Firm)

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Name of Firm

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Date: