

2017-08-04

**REQUEST FOR PROPOSAL
RFP 12 (2017-07)
WAYFINDING – CONSULTING SERVICES**

You are invited to submit a written proposal to provide professional consulting services for Wayfinding design at the Toronto Zoo. To prepare your submission you must complete a thorough review of the existing Wayfinding signage system and existing layout, attractions, exhibits and amenities at the Zoo. In addition you must consider the future development of the Toronto Zoo based on the Strategic Plan and the Capital Master Plan considering the long term goals and objectives. Our present objective is to better assist our visitors to navigate our site with ease and allow them the option to create their desired route as they go. All proponents are expected to review the content of the RFP carefully to ensure all costs, resources and services are included to deliver the proposed project.

The Proposal package includes Instructions, Background, Project Description, Proposal requirements, and Forms. Quoted prices shall remain in effect for a period of ninety (90) days from the Proposal due date.

Site Visit: A self guided site visit will take place on **Monday 2017-08-21 at 9:00 a.m.** at the Toronto Zoo, Administrative Support Centre, 361A Old Finch Ave., Toronto, Ontario, M1B 5K7. Sign in at the Reception office.

Due Date: Provide **four (4)** copies of your proposal, **one (1)** unbound signed and clearly marked as ORIGINAL and **three (3)** copies of the original proposal clearly marked as COPY and one (1) electronic copy (Microsoft Word or PDF) on a CD or flash drive in a sealed package or envelope. The original and all copies should be identical (excluding any obvious differences in labelling as noted above). Proposal to be delivered to the office of **Purchasing & Supply, Toronto Zoo, Administrative Support Centre, 361A Old Finch Ave., Toronto, Ontario, M1B 5K7** by:

Date: Friday, 2017-09-01**Time: 1200 hours (noon) local time**

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

For any questions concerning the contract terms and conditions of this RFP, please contact, Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916, pvasilopoulos@torontozoo.ca.

Yours truly,

Robin D. Hale
Chief Operating Officer

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INSTRUCTIONS

1. Review and complete the RFP requirements and enclosed FORMS and return by due date and time, **Friday, 2017-09-01, 1200 hours (noon) local time**
2. Proposals must not be submitted by facsimile or email.
3. The person(s) authorized to sign on behalf of the Proponent and to bind the Proponent to statements made in response to this Request for Proposal must sign the proposal.
4. Provide four (4) copies of your proposal, one (1) unbound original signed and three (3) copies of the original proposal in a sealed package or envelope. The package containing the Proposal must be labelled with the submission label provided within.
5. All copies of all pages of the Proposal should be printed in duplex (i.e. on both sides of the pages) where possible and 11 point font.
6. All proposals will be irrevocable for a period of ninety (90) days from the date of the proposal deadline.
7. The duration of the assignment is expected to be approximately four (4) months. The contract may be extended by the Zoo on mutually acceptable terms.
8. Pricing should be in Canadian dollars.
9. Quote discounts or quantity price breaks separately on FORMS.
10. Provide references of at least three (3) clients for whom your company has performed similar work. References must include client company name, contact name, address and e-mail address

Toronto Zoo, in its sole discretion, may confirm the Proponent's experience and or ability described in its Proposal by checking the Proponent's references. The provision of the references by the Proponent is deemed to be consent to such confirmation/contact with the references.

Toronto Zoo reserves the right to revisit the Proponent's scores in the rated requirements based on information learned during reference checks, should they reveal that there is inconsistency between the Proponent's answers to the rated requirements and the results of the reference checks.

11. For any questions concerning the contract terms and conditions of this RFP, please contact, Peter Vasilopoulos, Supervisor, Purchasing & Supply, at 416-392-5916, pvasilopoulos@torontozoo.ca.

For any technical questions concerning the requirements of this RFP, please contact, Leona Mitchell, Director of Facilities & Services at (416) 392-5985, lmitchell@torontozoo.ca.

Deadline for written questions is Wednesday, 2017-08-24 at 1200 hours (noon) local time.

1.0 DEFINITIONS

1.1 The following definitions will apply to this Request for Proposal and to any subsequent Contract:

1.1.1 “**Board**” means the Board of Management of the Toronto Zoo;

1.1.2 “**COO**” means the Chief Operating Officer of the Toronto Zoo;

1.1.3 “**Consultant**” means the person, partnership or corporation contracting with the Board to provide the required Services;

1.1.4 “**Contract**” means acceptance by the Toronto Zoo (by way of written acknowledgement, Agreement, Contract or Purchase Order) to furnish Services for money or other considerations;

1.1.5 “**Contract Price**” means the price payable under the contract to the Consultant, being the Proposal Price eventually accepted by the Board of Management of the Toronto Zoo subject to any changes pursuant to the Contract Requirements;

1.1.6 “**Proponent**” means an individual or company that submits or intends to submit, a proposal in response to this Request for Proposal;

1.1.7 “**Proposal Price**”, “**Contract**” and “**Contract Documents**” have the meanings set out therefore in clauses contained in these documents;

1.1.8 “**Request for Proposal (RFP)**” means the RFP document in its entirety, inclusive of any addenda that may be issued by the Toronto Zoo;

1.1.9 “**Services**” or “**Work**” means everything that is necessary to be performed, furnished delivered by the Consultant to meet the Consultant’s obligation under this Contract;

1.1.10 “**Steering Committee**” means a committee of designated Toronto Zoo staff created to oversee the project.

2.0 BACKGROUND AND PROJECT SCOPE

BACKGROUND

The Toronto Zoo opened August 15, 1974. Home to more than 5,000 animals and 300 exhibits representing the world's biomes, the Zoo is situated on 710 acres of land in the picturesque Rouge Valley. The Zoo attracts an average of 1.3 million visitors annually.

In 2011, the Federal government announced the creation of the Rouge National Urban Park (RNUP) as part of the national parks system. The Toronto Zoo is located in the heart of the RNUP and although the Zoo lands will be adjacent to the Park, there is tremendous potential for synergies between the Zoo and the new park. A RNUP concept and management plan is being developed and over the last year the Toronto Zoo has been meeting with Parks Canada to explore areas of collaboration.

In 2013, the Toronto Zoo received a pair of giant pandas from China on loan for a five year period as part of an international conservation program.

The Toronto Zoo is a multi-faceted organization, with core specialized responsibilities in animal management and exhibits programming, while committed to the higher purpose of wildlife, research, education and conservation. The Zoo is also one of the most highly visited destinations in the Toronto cityscape and is included as one of Toronto's most iconic tourist attractions, both locally and globally. There are the administrative functions, customer-facing services, marketing, public relations and facility maintenance functions.

Over the years, many Operating and Capital projects have been undertaken to improve the Zoo's facilities, exhibits and infrastructure however, wayfinding signage has not been consistently updated to reflect these changes. In some cases original wayfinding signage is still in place and numerous new systems have been installed which has created some confusion, occasionally making it difficult for guests to easily navigate our site.

PROJECT SCOPE

The Toronto Zoo is seeking a qualified consultant or consultant team experienced in wayfinding, environmental design, graphic design, map design, dynamic digital content management systems, engineering, specifications and cost estimating to design a new Toronto Zoo wayfinding system. The proponents are required to review the existing wayfinding system and facilitate and develop a new wayfinding system with a forward-thinking analysis considering the Zoo's Mission and Vision, goals and objectives, existing structures and site conditions, financial sustainability, conservation, education and visitor experience, and future plans. The new system should be of contemporary design with suitable materials.

A well planned and designed wayfinding system consisting of directional and informational signage is critical for guest orientation and their ability to navigate our site and facilities easily. It is imperative that the wayfinding system be consistent throughout the Zoo and that the graphic design be coordinated with other branding efforts such as website, print materials (including map) and advertising for continuity. The successful proponent will provide a complete wayfinding package that will be used as part of a separate tender package to award fabrication and installation of the wayfinding system components.

The terms of this engagement are outlined in a deliverable of set objectives over approximately four months, to commence immediately upon award and issuance of a purchase order

Toronto Zoo is seeking proposals from qualified firms to perform the following services and to deliver the product described:

Consultant to assess current condition and concepts to work with Zoo staff to create a comprehensive Zoo-wide system that allows visitors to easily navigate the Zoo, plan their route, and provide direction to zoo exhibits, amenities, scheduled events, and exiting the Zoo. The new system should help visitors:

- Easily identify their current location
- Gain a sense of the Zoo's size and location of major components – identifying key features as indicated by the Zoo
- Provide means of accessing these features – either the shortest distance or more interesting route
- Plan different routes (pending their interest or time available), (animal paw prints or similar)

A first step in the process would be to define a new wayfinding system and to translate this into a simple visual representation on a map to be used for printed handouts, on the website, and at wayfinding points, such as the main entrance and Volunteer stations. Moving forward, the phased implementation of capital projects will necessitate regular updating of the Zoo Map to reflect changes being made on site. Making changes to this map will be simplified so that the changes can be made easily and cost effectively by Zoo staff.

Features on the Zoo Map may include:

- Location of all key animal species (shown as features along specific trails)
- Visitor services and amenities such as retail shops, food services, restrooms, vending, ATM, etc.
- Visitor hubs (plazas) including Volunteer stations
- Buildings such as the Education Centre, Pavilions, Zoomobile Stations and public accessible buildings as well as those that might serve as landmarks for visitors will be shown as a footprint and/or by name
- Other key features such as the entry/exit, parking lots, and attractions (such as Splash Island, Gorilla Climb, Tundra Air, Carousel)

Design requirements for the wayfinding system components include:

- Distinct design to make it easily identifiable and separate it from other site signage (e.g exhibit and warning signage)
- Simple and easy to understand
- Consistency in system component design so that visitors are immediately aware where to look for wayfinding information
- Provision for different user requirements; a) visitors looking for a quick reference to their current location and directions for a specific Zoo feature, b) visitors looking for more detailed information to help in trip planning
- Flexibility to accommodate future changes in Zoo layout and features
- Cost effectiveness, especially in light of the need for flexibility
- Durability and resilience to weather and visitor usage
- Low maintenance
- Accommodates visitors with disabilities

Some specific wayfinding system components include but are not limited to:

Trip-planning. Orientation kiosks

Located in the entry plaza and five visitor hubs (plazas) around the zoo

- Weather-protection structure
- Map, general Zoo information
- Programs/events and information monitor as part of networked dynamic digital content system
- Connected to power and network

Networked dynamic digital content signage system

- In addition to managing content at kiosk monitors, the system will accommodate expansion to include new displays at the ticket booths/zoo reception and menu displays in the restaurants.
- A priority task on this front will be to design specifications for larger, full colour LED displays at front entry to replace LED displays at ticket booths.

Directional elements (nearby animals, amenities, exit, etc.)

- Easy to understand directional system located at decision points away from the hub kiosk
- Secondary directional elements, as required
- Trail Markers (potentially – consultant to validate)
- Shorter posts that identify trailheads and “validation points” along the trail

Redesigned Zoo MapAODA-compliant building signage system

- For use on-grounds and in staff areas
- Restroom signage, exterior building & gate signage, office identification system, etc.

Temporary Wayfinding

- The phased implementation of capital projects at the Zoo over the next few years will necessitate some temporary wayfinding – matching the new system – until permanent structures are complete
- Temporary wayfinding may be an adaptation of system components using alternative materials, mountings and/or locations, as required

Some specific consultant services and products include but are not limited to:

Cost Estimating

The successful proponent is to provide the following:

- Cost estimate for required wayfinding system components based on the recommendations contained in their proposal
- Base cost estimates on current year pricing (2017)
- Provide individual cost estimates for each type of sign (if applicable)
- Include fabrication costs for each type of sign (if applicable)
- Installation and permit fees for each type of sign (if applicable)
- Consultant shall develop and maintain Cost Estimates for fabrication and installation through all phases of its Services. Consultant shall base all Cost Estimates on the most current wayfinding system design submittal as approved by Zoo and shall prepare updated Cost Estimates at each phase of the Project
- Base all costs on current price information appropriate to the level of design detail with escalation rate and duration clearly identified as a separate line item. Cost escalation rates and projected bid and installation dates shall be as approved by Zoo
- Include contingencies for design, bidding, fabrication and installation as individual line items, with the percentage and base of calculations clearly identified
- Reconcile each Cost Estimate with Zoo’s budget allocation. If estimate exceeds the approved budget, the Consultant shall, at the Consultant’s expense, redraw, revise, and/or value engineer the system, if so directed by Zoo, so that said estimate does not exceed the approved budget. Consultant shall be responsible for the accuracy of each Construction Cost Estimate

Construction Documents

The Construction Documents prepared under this RFP are to form part of a separate RFQ for printing, fabrication and installation of all signage/wayfinding components. They shall include:

- 1) Electronic print ready set of Zoo-approved graphics
- 2) Detailed drawings for fabrication and installation of the signs
- 3) Specifications providing all necessary information to fabricate the signage including but not limited to; material, colour, installation techniques, handling, etc.

Unless otherwise provided in the Contract, all documents, instruments and media of any nature produced by the Contractor pursuant to this agreement are Work Products and are the property of the Toronto Zoo, including but not limited to: drawings, specifications, reports, scientific or theoretical modeling, electronic media, computer software created or altered specifically for the purpose of completing the Scope of Work, works of art and photographs.

The direction of the Zoo and its mission, vision, goals and objectives as set out in the 2015-2020 Strategic Plan have to be considered in prioritizing work of the wayfinding system and allocating resources for such work. As well the proposed changes reflected in the 2016 Capital Master Plan have to be considered in the new design.

<http://www.torontozoo.com/ExploreTheZoo/Vision/?pg=Strategic>

<http://www.torontozoo.com/ExploreTheZoo/Vision/?pg=Master>

3.0 PROJECT DESCRIPTION AND DELIVERABLES

Reporting to the Director of Facilities & Services and working with the Steering Committee, the Consultant will undertake the following:

3.1 Review Related Documents

- 3.1.1 Review existing background information to understand the Toronto Zoo's history, purpose, operating environment and future plans. A comprehensive list of relevant documents is outlined in Appendix C.
- 3.1.2 Review relevant documentation from other Zoos and Aquariums.

3.2 Research

- 3.2.1 Review the process for attending (how to get there from here) the Zoo through social media, advertising, Toronto Zoo website, etc.
- 3.2.2 Complete a thorough review of the existing site including accessing parking, the main entrance, exhibits, Pavilions, public spaces, food services, retail spaces, rental spaces, circulation, etc., to fully understand the condition of the Wayfinding in these existing spaces.
- 3.2.3 Review key areas of interest and special functions on site.
- 3.2.4 Review Wayfinding systems from other major zoos.
- 3.2.5 Review modern technology, means and methods for Wayfinding Systems.
- 3.2.6 Understand current visitor traffic patterns and usage as well as most and least visited destinations/exhibits/areas on site during peak season and peak hours.

3.3 Consultation

- 3.3.1 Conduct user and stakeholder interviews with selected management staff.
- 3.3.2 Facilitate meetings with project team members to collect information and discuss the content of the Wayfinding.
- 3.3.3 Facilitate meetings with staff from the following areas: Operations & Administration; Conservation, Education & Wildlife Care; Member & Guest Services; and, Marketing, Communications & Partnerships.

3.4 Consolidation, Review and Final Documents

- 3.4.1 After your site review, research, and data collection, define the Wayfinding system in its current condition.
- 3.4.2 Provide a report outlining recommendations for improvements and detailed drawings and specifications for new wayfinding system and components.
- 3.4.3 Prepare a cost analysis for removal of existing signage and proposed Wayfinding solution.
- 3.4.4 Based on the findings from your research and consultation phases provide an initial report at the completion of the research phase (that will show approximately 25% of your work). Your initial report should describe the overall conceptual approach as well as including a high level outline of the plan identifying the key areas of focus of the Wayfinding. Your initial report should show numerous components (drawings, sketches, cost estimates, project descriptions, schedule, etc.) of your overall plan for complete review and comment by the Zoo. Your initial report is to be presented to the Steering Committee.
- 3.4.5 The Toronto Zoo will review your initial report and provide comment within approximately two weeks of receipt.
- 3.4.6 Submit your Preliminary Findings report (at approximately 75% of your work) showing revisions from the initial report and additional information on your preparation of the Wayfinding to assure the Zoo that you are providing a viable document. Your initial report is to be presented to the Steering Committee.
- 3.4.7 The Toronto Zoo will review and provide comment on your Preliminary Findings report within two weeks of receipt.
- 3.4.8 Submit your Draft final report (at 98%) showing revisions from the Preliminary Findings report and additional information included for a complete and final Toronto Zoo Wayfinding system. Your draft final report is to be presented to the Steering Committee.
- 3.4.9 Submit your final report to the Steering Committee and present (as required) to the Board of Management.

3.5 Deliverables

3.5.1 Development Plan

The consultant is to complete a thorough review of the existing site conditions and provide a recommendation for work to be completed within the timeline of the Wayfinding RFP. All factors outlined in the RFP and documents referenced must be considered when providing the deliverables.

3.6 Submittal Requirements

- 3.6.1 Provide initial, preliminary and a final Wayfinding System report.
- 3.6.2 Provide a detailed proposed project schedule indentifying appropriate milestones as set out in Article 5.0.
- 3.6.3 Provide one (1) 36" x 24" a detailed colour rendering of your proposed Wayfinding System for each type of proposed sign as well as a high resolution digital copy for each.
- 3.6.4 A set of proposed signs complete with a plan, layouts and views.
- 3.6.5 Present your draft and final Wayfinding package to the project team for review and comments, and subsequently be prepared to make a presentation.
- 3.6.6 Provide five (5) colour versions of the complete set of documentation.
- 3.6.7 Provide one (1) digital copy of the complete set of documentation.

4.0 AWARD NOTIFICATION

- 4.1 The successful Proponent shall be retained through the issuance of a Purchase Order, which shall include the terms and conditions of this Request for Proposal.

5.0 SCHEDULE OF EVENTS

The following is a tentative schedule for the Wayfinding process. The final schedule will be developed jointly with the successful proponent in the first week of project execution:

Pre-Award	
Release of RFP	2017-08-04
Site Meeting	2017-08-21
Proponents' Question Deadline	2017-08-24
Submission Due	2017-09-01
Interviews, if necessary	Week of 2017-09-04
Notification of Award By the Toronto Zoo	2017-09-15
Post-Award	
Commencement of Work	2017-09-18
Initial Report (25%)	2017-10-13
Findings & Proposed System (75%)	2017-11-20
Draft Final Report	2017-12-08
Final Report / Presentation Due	2017-12-22

The RFP process and project will be governed according to the above schedule or other schedule provided by the Consultant and approved by the COO of the Toronto Zoo. Although every attempt will be made to meet all dates listed, the Toronto Zoo reserves the right to modify any or all dates at its sole discretion. Appropriate notice of change will be provided, in writing, as soon as is feasible so that each Proponent will be given the same non-preferential treatment.

6.0 FEE PROPOSAL

- 6.1 The proposal shall specify and state a firm not to exceed price using the attached form, Appendix A, including total fees and expenses (excluding taxes) in order to complete the assignment.
- 6.2 The Consultant shall not perform any Services or Work that would result in an increase in fee payable by the Toronto Zoo without the prior written approval of the Toronto Zoo.
- 6.3 The Consultant shall, even if the rate of payment set forth in the Proposal is based on an hourly rate, daily or other time based rate, perform all of the Services required to complete the deliverables, regardless of the fact that the time spent by the Consultant in performance may exceed the maximum specified therein, and that neither the rate nor any provision of the Proposal shall relieve the Consultant from performing all the Services or reduce its obligations to one of performing only some proportionate or other part of the Services.
- 6.4 The Toronto Zoo is a registered charitable organization (registration #BN 119216398RR0001) and accordingly may be eligible for preferred pricing which should be reflected in the Bid as submitted.

7.0 PROPOSAL SUBMISSION FORMAT

7.1 Evaluation of Proposals is facilitated when proponents respond in a similar manner. The following page format and sequence should be followed to provide consistency in the Proponent response and ensure each Proposal receives full consideration.

- 7.1.1 Title page, showing Request for Proposal number, Proponent’s name, telephone number, authorized signature and contact name.
- 7.1.2 The page letter of introduction, signed by the person or persons authorized to sign on behalf of and bind the Proponent to the statements made on the Proposal.
- 7.1.3 Table of Contents.
- 7.1.4 Executive summary.
- 7.1.5 Duly executed Proposal Form.
- 7.1.6 Corporate Information.
- 7.1.7 Detailed experience, background and other similar project opportunities completed within the past five (5) years.
- 7.1.8 Detailed biographies of team lead and key members and their roles.
- 7.1.1 Estimated time frame to complete the project deliverables and work plan or schedule with key dates and milestones for immediate implementation and the accompanying identification of staff and resources that will be assigned to this project.
- 7.1.2 A breakdown of proposal cost by element; total fixed price for the project, including consulting fees, sub-contractors (if required), key milestones for earning of proposed fee and disbursements.
- 7.1.3 A separate schedule of hours and costs by activity and assigned consultant;
- 7.1.4 Identified conflict of interests in the event if the Proponent’s representation of any of its clients could create a conflict of interest should the Proponent provide services to the Toronto Zoo.
- 7.1.5 Provide three (3) references including name, address contact person and telephone number from clients with similar projects as outlined in this RFP, do not list the Toronto Zoo as a reference.

8.0 PROPOSAL EVALUATION CRITERIA

<u>Evaluation Criteria</u>	<u>Points Awarded</u>
Stage One	
• Understanding of the assignment/objectives	25
• Demonstrated understanding of similar projects and previous experience	20
• Suitability & acceptability of proponent’s detailed proposed services, methodology and approach to prepare the Wayfinding.	35
• Proposal fee	
The lowest cost proposal that is qualified to stage two will receive 20 points. The remaining proposals will be assigned points based upon the following formulas: (lowest cost proposal divided by proponent’s proposal cost x 20)	<u>20</u>
Total	100

Stage Two – Interview (if required)

Based on the paper submission proposal scoring, high-scoring Proponents may be asked to attend an interview.

Proponent’s presentation of proposal and performance, including ability to answer questions	50
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The proposals submitted will be evaluated using the evaluation criteria and will be comprehensively reviewed by the Selection Team. It is the sole discretion of the Toronto Zoo to select its Selection Team and to retain additional members and advisors as deemed necessary.

The Selection Team will select one or more proposals which in its sole opinion:

- a) Meets or exceeds the evaluation criteria, including but not limited, as outlined above;
- b) Has a demonstrated track record of success with similar projects, and
- c) Provides the best value, but may not necessarily be the one(s) offering the lowest fees.

All proposal scores and rankings shall be the property of the Toronto Zoo and will not disclose any of the same during or after the evaluation process. Due to budget and time constraints, the Selection Team will not be able to provide debriefs for unsuccessful proponents. By responding to this RFP, the proponents will be deemed to have agreed that the decision of the Selection Team will be final and binding.

9.0 PROPOSAL TERMS AND PROVISIONS

The successful Proponent shall be retained through a contractual agreement and/or a purchase order, which includes the terms and conditions of this Request for Proposal.

9.1 Consultant's Liability and Indemnity

The Consultant will from time to time at all times hereafter well and truly save, defend and keep harmless and fully indemnify the Board, the City of Toronto, and the Toronto and Region Conservation Authority and each of their officers, employees and agents (hereinafter called the "Toronto Indemnities") of, from and against all manner of action, suits, claims, executions and demands which may be brought against or made upon the Toronto Indemnities or any of them and of, from and against all loss, costs, charges, damages, liens and expenses which may be sustained, incurred or paid by the Toronto Indemnities, their officers, employees and agents or any of them by reason of or on account of or in consequence of the execution of this agreement or provision of the business or any other work or matter to be carried out or performed by the Proponent with respect to the Request for Proposal or any agreement that may result from the request for proposal process, and/or the non-execution or imperfect or improper execution thereof and will pay to the Toronto Indemnities on demand any loss, costs, damages and expenses which may be sustained, incurred or paid by the Toronto Indemnities or any of them in consequence of any such action, suit, claim, lien, execution or demand and any monies paid or payable by the Toronto Indemnities or any of them in settlement or discharge on account thereof.

The Consultant shall be responsible for any and all damages, or claims for damages for injuries or accidents done or caused by his or her employees, or resulting from the prosecution of the Work, or any of their operations, or caused by reason of the existence of location or condition of the works, or of any materials, plant or machinery used thereon or therein, or which may happen by reason thereof, or arising from any failure, neglect or omission on their part, or on the part of any of their employees to do or perform any or all of the several acts or things required to be done by him or them under and by these General Conditions, and covenants and agrees to hold the Board, the Toronto and Region Conservation Authority and the City of Toronto, their officers, agents, employees, Consultants and invitees harmless and indemnified for all such damages and claims for damage; and in case of the Consultant's failure, neglect or omission to observe and perform faithfully and strictly, all the provisions of the Work, the COO may, either with or without notice (except where in these Contract Requirements, notice is specially provided for, and then upon giving the notice therein provided for), take such steps, procure such material, plant trucks and men, and do such work or things as he/she may deem advisable toward carrying out and enforcing the same and any such action by the COO as he is herein empowered to take, shall not in any way relieve the Consultant or his/her surety from any liability under the Contract.

9.2 Insurance Requirements (at the discretion of the Toronto Zoo)

9.2.1 The Consultant shall effect, maintain and keep in force, at its sole cost and expense and satisfactory to the COO as to form and substance the insurance described below:

9.2.2 The Consultant shall be required to arrange, pay for and maintain in force at all times at the Consultant's expense such comprehensive policies of insurance as applicable to persons undertaking the Work, including liability and professional liability (errors and omissions) coverage which are to be written in amounts, with deductible limits and terms that shall be subject to the approval of the Toronto Zoo at all times.

The Consultant shall provide certified copies of such insurance or a certificate(s) of insurance as determined by, and upon request of, the Toronto Zoo. Without limiting the generality of the foregoing, the comprehensive general liability policy coverage required under the Contract will be Two Million (\$2,000,000) Dollars minimum and the policy shall name the Toronto Zoo and the City of Toronto as insured as if a separate policy had been issued to each and shall include a cross/liability-severability of interest clause.

Standard automobile liability insurance for all owned vehicles with limits of not less than Two Million Dollars (\$2,000,000.00) per occurrence.

9.2.3 All policies of insurance required to be taken out by the Consultant shall be placed with insurers licensed to conduct business in the Province of Ontario and shall be subject to the approval of the COO, acting reasonably.

9.2.4 The Consultant shall deliver to the Board evidence of the insurance required prior to the commencement of the agreement, in form and detail satisfactory to the COO acting reasonably.

9.2.5 All insurance policies shall be endorsed to provide a minimum advance written notice of not less than thirty (30) days, in the event of cancellation, termination or reduction in coverage or limits, such notice to be made to the COO.

9.2.6 The provisions of this section shall no way limit the requirements and obligations imposed on the Consultant elsewhere in the Contract, nor relieve the Consultant from compliance therewith and fulfillment thereof.

9.2.7 The parties agree that insurance policies may be subject to deductible amounts, which deductible amounts shall be borne by the Contract.

9.3 Incurred costs

The Proponent shall bear all costs and expenses with respect to the preparation and submission of its Proposal and the Proponent's participation in the proposal process (the "Proposal Costs"), including but not limited to: all information gathering processes, interviews, preparing responses to questions or requests for clarification from the Board and contract discussions and negotiations.

The Toronto Zoo shall not be responsible for or liable to pay any Proposal Costs of any Proponent regardless of the conduct or outcome of the Proposal Request, Purchase Order process, or Contract process.

- 9.4 The RFP does not constitute an offer or tender by the Toronto Zoo. Receipt of Proposals by the Toronto Zoo pursuant to this RFP or selection or notification confers no rights under any Proposal nor obligates the Toronto Zoo in any manner whatsoever.

9.5 Liability of Errors

While the Toronto Zoo has used considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the Toronto Zoo, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposal.

9.6 Toronto Zoo Rights and Options Reserved:

The Toronto Zoo reserves the right to award the contract to any proponent who will best serve the interest of the Toronto Zoo. The Toronto Zoo reserves the right, in its sole discretion, to exercise the following rights and options with respect to the proposal submission, evaluation and selection process under this RFP:

- (a) To reject any or all proposals.
- (b) To re-issue this RFP at any time prior to award of work.
- (c) To cancel this RFP with or without issuing another RFP.
- (d) To supplement, amend, substitute or otherwise modify this RFP at any time prior to the selection of one or more proponents for negotiation.
- (e) To accept or reject any or all of the items in any proposal and award the work in whole or in part.
- (f) To waive any informality, defect, non-responsiveness and/or deviation from this RFP and its requirements.
- (g) To permit or reject at the Toronto Zoo's sole discretion, amendments (including information inadvertently omitted), modifications, alterations and/or corrections of proposals by some or all of the proponents following proposal submission.
- (h) To request that some or all of the proponents modify proposals based upon the Toronto Zoo's review and evaluation.
- (i) To request additional or clarifying information or more detailed information from any Proponent at any time, before or after proposal submission, including information inadvertently omitted by the proponent.

9.7 Cancellation

Nothing herein shall be construed as giving the Proponent the right to perform the services contemplated under this agreement beyond the time when such services become unsatisfactory to the Toronto Zoo; and in the event that the Proponent shall be discharged before all the services contemplated hereunder have been completed or the services are for any reason terminated, stopped or discontinued because of the inability of the Proponent to serve under this agreement, the Proponent shall be paid only for the portion of the work which shall have been satisfactorily completed at the time of termination.

9.8 Ownership and Confidentiality of Board-Provided Data

All correspondence, documentation and information provided by the Toronto Zoo staff to any bidder or prospective Bidder in connection with, or arising out of this RFP, the services or acceptance of the RFP:

- 9.8.1 is and shall remain the property of the Board;
- 9.8.2 must be treated by Proponents and Prospective Proponents as confidential;
- 9.8.3 must not be used for any purpose other than for replying to this RFP, and for fulfillment of any related subsequent agreement.

9.9 Copyright:

The final product and related materials from the work is to be for the exclusive use of the Toronto Zoo. The Toronto Zoo shall be the only and sole owner of the product and related materials for the sole and unfettered use by the Toronto Zoo. Upon payment of the said product and related materials by the Toronto Zoo, the successful bidder shall have no hold, proprietary claim, ownership, use of any kind, intellectual or otherwise nor shall there be any restrictions placed on the final product and related products by the successful bidder. By submitting a Proposal in this response to this RFP, the Bidder shall thereby acknowledge and agrees that the Toronto Zoo has exclusive ownership and sole and unfettered use of this final product and related products.

9.10 Ownership and Disclosure of Proposal Documentation

The documentation composing any Proposal submitted in response to this RFP, along with all correspondence, documentation and information provided to the Toronto Zoo by any Bidder in connection with, or arising of this RFP, once received by the Toronto Zoo:

- 9.10.1 Shall become property of the Toronto Zoo and may be appended to purchase order issued to the successful Bidder;
- 9.10.2 Shall be come subject to the Municipal *Freedom of Information and Protection of Privacy Act* (“*MFIPPA*”) and may be released pursuant to that Act

Because of *MFIPPA*, prospective Bidders are advised to identify in their Proposal material any scientific, technical, commercial, proprietary or similar confidential information, the disclosure of which could cause them injury.

Each Bidder’s name shall be made public. Proposals will be made available to member of the Board on a confidential basis and may be released to members of the public pursuant to *MFIPPA*.

9.11 Conflict of Interest Statement

In its Proposal, the Proponent must disclose to the Toronto Zoo any potential conflict of interest that might comprise the performance of the Work. If such a conflict of interest does exist, the Toronto Zoo may, at its discretion, refuse to consider the Proposal.

The Proponent must also disclose whether it is aware of any Toronto Zoo employee, member of board, agency or commission or employee thereof having a financial interest in the Proponent and the nature of that interest. If such an interest exists or arises during the evaluation process or the negotiation of the Agreement, the Toronto Zoo may, at its discretion, refuse to consider the Proposal or withhold the awarding of any agreement to the Proponent until the matter is resolved to the Toronto Zoo’s sole satisfaction.

Proponents are cautioned that the acceptance of their Proposal may preclude them from participating as a Proponent in subsequent projects where a conflict of interest may arise. The Consultant(s) for this project may participate in subsequent/other Toronto Zoo projects provided the Consultant(s) has (have) satisfied pre-qualification requirement of the Toronto Zoo, if any and in the opinion of the Toronto Zoo, no conflict of interest would adversely affect the performance and successful completion of an Agreement by the Consultant(s).

If, during the Proposal evaluation process or the negotiation of the Agreement, the Proponent is retained by another client giving rise to potential conflict of interest, then the Proponent will so inform the Toronto Zoo. If the Toronto Zoo requests, then the Proponent will refuse the new assignment or will take steps as are necessary to remove the conflict of interest concerned.

9.12 No Collusion

A proponent shall not discuss or communicate, directly or indirectly, with any other Proponent or their agent or representative about the preparation of the Proposals, Each proponent shall attest by virtue of signing the Proposal Submission Form that its participation in the RFP process is conducted without any collusion or fraud. If the Toronto Zoo discovers there has been a breach of this requirement at any time, the Toronto Zoo reserves the right to disqualify the Proposal or terminate any ensuing Agreement.

9.13 Governing Law

This RFP and any quotation submitted in response to it and the process contemplated by this RFP including any ensuing Agreement shall be governed by the laws of the Province of Ontario. Any dispute arising out of this RFP or this RFP process will be determined by a court of competent jurisdiction in the Province of Ontario

10.0 PROPOSAL FORM

The undersigned Proponent having reviewed and fully understood the RFP and all terms and requirements of the RFP and all terms and conditions of the RFP and information provided, hereby submits the attached Proposal and supporting materials (“the Proposal”) in accordance.

I/We, hereby, have received, allowed for and included as part of our submission all issued Addendum numbered _____.

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

By submitting a Proposal the Proponent agrees to all of the terms and conditions of this Request for Proposal.

By signing and submitting this proposal, you are agreeing to the release of your proposal information, as deemed necessary by the Board, in order to conduct business associated with this proposal or project.

COMPANY INFORMATION	
Company Name:	
Name of authorized Signing Officer	Title:
Signature:	Date:
Contact Name:	Title:
Address:	
Telephone #:	Fax #:
Email:	Web Site:
HST #:	

DISCOUNT	Discount	Days
Discount allowed for prompt payment and period within which invoice must be paid to qualify.	%	

Name of Firm:	
Signature of Signing Officer(s)	

NOTICE OF NO BID

INSTRUCTIONS:

It is important to the Toronto Zoo to receive a reply from all invited bidders. If you are unable, or do not wish to submit a bid, please complete the following portions of this form. State your reason for not bidding by checking the applicable box(es) or by explaining briefly in the space provided. It is not necessary to return any other Request for Proposal/Quotation/Tender documents or forms. Please just return this completed form by fax or by mail prior to the official closing date. Purchasing and Supply Fax Number: (416) 392-6711.

A Proposal/Quotation/Tender is not submitted for the following reason(s):	
<input type="checkbox"/> Project/quantity too large.	<input type="checkbox"/> Project/quantity too small.
<input type="checkbox"/> We do not offer services or commodities to these requirements	<input type="checkbox"/> Cannot meet delivery or completion requirement
<input type="checkbox"/> We do not offer this service or commodity.	<input type="checkbox"/> Agreements with other company do not permit us to sell directly.
<input type="checkbox"/> Cannot handle due to present commitments.	<input type="checkbox"/> Licensing restrictions
<input type="checkbox"/> Unable to bid competitively.	<input type="checkbox"/> We do not wish to bid on this service or commodity in the future.
<input type="checkbox"/> Insufficient information to prepare quote/proposal/tender	<input type="checkbox"/> Specifications are not sufficiently defined
<input type="checkbox"/> We are unable to meet bonding or insurance requirements.	

<u>Other reasons or additional comments (please explain):</u>

Company Name:	
Address	
Contact Person:	
Signature of Company Representative:	
Date:	
Phone Number:	
Email address	
Fax Number:	

SUBMISSION LABEL

This address label should be affixed to the front of your sealed tender, quotation and proposal envelope/package submission. Toronto Zoo will not be held responsible for envelopes and packages that are not properly labelled or submitted to an address other than the one listed on this label.

Vendor Name _____

RFP 12 (2017-07) WAYFINDING – CONSULTING SERVICES

Closing: Friday, 2017-09-01, 12:00 hours (noon) local time

**TO BE RETURNED TO
Toronto Zoo
Supervisor, Purchasing & Supply
ADMINISTRATIVE SUPPORT CENTRE
361A OLD FINCH AVE.
TORONTO, ONTARIO
M1B 5K7**

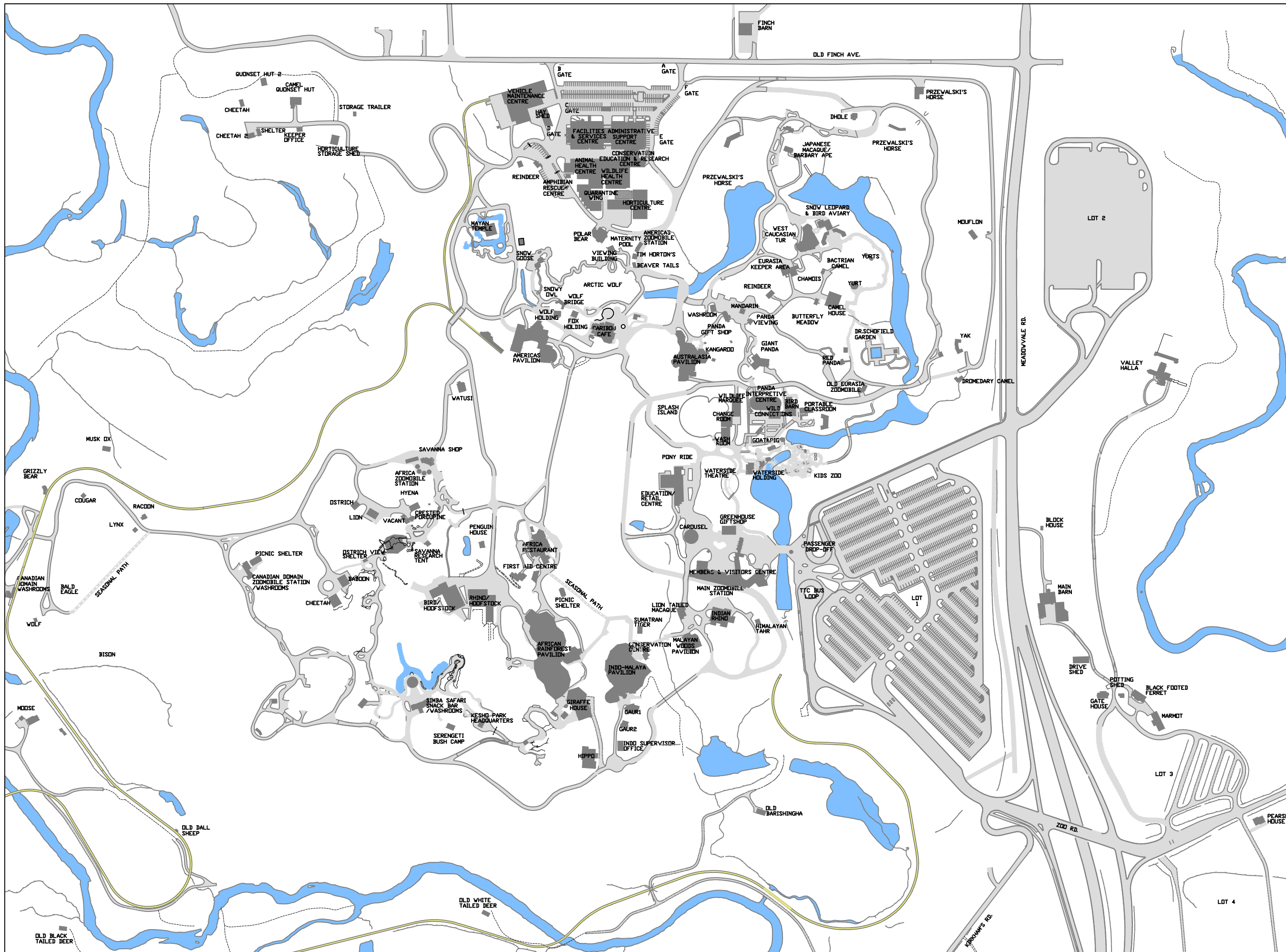
APPENDIX B – LIST OF SUB-CONTRACTOR

The Bidder proposes to sublet the following portions of the Work to the persons firms or corporations indicated. The Bidder (contractor) is responsible for all pricing with all subcontractors.

The Bidder submits that in proposing the under mentioned subcontractors, the Bidder has consulted each and have ascertained to our completed satisfaction that those names are fully acquainted with the extent and nature of the work and that they will execute their work with the requirements of the contract documents.

Work or services to be provided	Name and address of sub-contractor or person	Telephone

Name of Bidder:	
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361A OLD FINCH AVE.
TORONTO, ON
M1B 5K7

NO.	DESCRIPTION	DATE
1	FOR REVIEW BY PM	2015.11.24

NO.	REVISIONS	DATE
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SITE PLAN

APPROVED BY
NAME:

DATE:

NAMES ONLY

PROJECT #:	SITE SERVICES
DRAWN BY:	D.G.
CHECKED BY:	LEONA MITCHELL
DATE:	2015.11.23
SCALE:	1:5000
DRAWING #:	A1.02