

2021-05-19

**REQUEST FOR PROPOSAL
TORONTO ZOO MEDIA MONITORING SERVICE
RFQ 13 (2021-05)
ADDENDUM #1**

This addendum shall be incorporated into, and form part of RFP 13 (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 one (1) page.

1. Closing date

Original closing date - **Tuesday, 2021-05-25, 12:00 (noon) local time**
Revised closing date - **Friday, 2021-05-28, 12:00 (noon) local time**

2. Question - Please can you confirm the number of readers/individuals who will require access to, or be forwarded, the monitored copyright content (typically, this would be higher than the number of platform users who actually need to log in to the platform)?

Answer - 5 people will require login abilities/platform management and 7 people max would require access/information

3. Question - Please can you confirm whether preference will be given to vendors who are able to provide access to licensed scans and full-text content from Canadian magazine publications?

Answer - All elements/offers will be considered and weigh into decision making for successful proponent.

4. Question 3 - Please can you confirm whether you will give preference to providers who are able to give written guarantees of their ability to provide access to licensed, full-text content from the Globe and Mail and Toronto Star, and in full compliance with Canadian copyright law? ?

Answer - All elements/offers will be considered and weigh into decision making for successful proponent.

5. Question 4 - Please can you confirm the start date for the implementation of services?

Answer - Aiming for July 1st start.

6. Question 5 - While the RFP Instructions outlined on page 3 indicate that "submissions for this Request for Proposal can be submitted electronically by email in a PDF file," there are other instructions that state otherwise (e.g. All copies of all pages of the Proposal should be printed in duplex and 11 point font on page 3). Please can you confirm that electronic submissions by email are sufficient and that hard copy submissions are not required?

Answer – Submissions should be submitted by email as instructed in Instructions item 2.

7. Question - 5.4 under Section 5.0 Response to the Request for Proposal asks vendors to "provide references of three (3) or more filming projects that you have coordinated." Please

can you confirm that references provided should be from clients that utilize media monitoring services?

Delete - Provide references of three (3) or more filming projects that you have coordinated.

Replace - Provide names, addresses, phone numbers and email addresses of at least 3 clients of similar industry and scope of operations as the Toronto Zoo that can be contacted as references.

8. Question - Is there a budget threshold we need to be aware of as we put together our bundled quote?

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

9. Question - Is it OK to present optional line item costs in the pricing proposal (ie: If you would like to include X it would add X to the total annual cost)?

Answer - Yes.

10. Page 7 section 3.3 ii - indicates the requirement for human curated reports and we will need to know the following (or a rough estimate) to quote accurately:

- a. Question - What media types will be expected in the reports (online only? will social media be included? Broadcast? etc.

Answer - Online, Broadcast, Print and Radio – this RFP does not include social media coverage)

- b. Question - What main KPIs to include?

Answer - sentiment, reach, volume and earned media dollars etc.

- c. Question - Will the reports include competitive analysis

Answer - Yes

- d. Question - Will qualitative analysis be expected alongside the metrics?

Answer - Yes

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.

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:

END OF ADDENDUM 1