

2022-02-15

**REQUEST FOR PROPOSAL**  
**SITE WIDE INTERPRETIVE COMMUNICATIONS MASTER PLAN**  
**RFP 06 (2022-02)**  
**ADDENDUM #1**

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This addendum shall be incorporated into, and form part of RFP 06 (2022-02) 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 two (2) pages.

1. **QUESTION:** Are you able to quantify a number or range of how many consultation sessions and interviews you foresee for this project? This would help us to estimate our time and provide an accurate fee.

**RESPONSE:** As defined in the RFP, stakeholder consultation is extremely important to us and must be a key driver in determining the final product. Ample stakeholder consultation is expected and can be done in multiple ways including but not limited to online surveys, virtual and in-person meetings. An approximate estimate is 10 – 14 however more or less may be required once we get into the process. Range of stakeholder groups will include; Zoo staff and Volunteers, Zoo Members, Board of Management, key partner institutions, general public, and community groups.

2. **QUESTION:** Will the Zoo be responsible for identifying and inviting external stakeholders for consultations, as well as providing meeting space and equipment if needed for in person consultations? Our team would prepare materials, facilitate the consultations, and analyse the results.

**RESPONSE:** The Zoo has a number of key contacts/stakeholder groups that we would want to consult with as part of this process and given we have established the relationship with these groups we would be the ones to send out invites for consultation sessions.

Yes, for in person sessions Toronto Zoo could provide meeting space on-site as needed and projectors/equipment.

Yes, expectation is the successful proponent would plan for, prepare materials, and facilitate/lead these consultation sessions to gather input and analyse results to incorporate into development of the overall interpretive communications plan.

3. **QUESTION:** Can you provide further details on what you are expecting in terms of “Guest flow analysis”?

**RESPONSE:** This is no longer one of the expected deliverables. In terms of guest flow, as outlined in the scope, the plan should investigate and consider the various types of Zoo guests, how they flow through the site, and how messaging will be connected as different audiences experience different elements of the Zoo (exhibits, keeper talks, Waterside Theatre shows), explore different routes, and/or whether they visit several different areas of

the Zoo or only a small portion. Proponent does not need to conduct an analysis. Data collected on guest flow from development of Master Plan and other previous research/studies will be provided to successful proponent to review and incorporate as appropriate.

4. **QUESTION:** Does the Zoo have any inventory of existing themes/messages and modes of delivery in each region? Or would the consultant team need to physically go through each region and conduct this inventory?

**RESPONSE:** There are some documents that outline themes/messaging for certain areas that would be provided. Beyond this there is no comprehensive inventory of themes/messages and modes of delivery in each region, this is something the consulting team would need to complete.

5. **QUESTION:** What have you budgeted for this scope of work?

**RESPONSE:** The Zoo is seeking Proponents that will scope the deliverables required by the RFP and provide the best value and price.

6. **QUESTION:** With pandemic-related uncertainty regarding travel and meeting in person, would you consider an entirely remote process? E.g. Workshops and presentations via video-conference.

**RESPONSE:** Virtual meetings are certainly an option, however physical visits to the site will be needed to complete components required for development of the plan and to best understand our site.

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 Tenders 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](mailto: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:

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END OF ADDENDUM 1