

2021-06-24

REQUEST FOR PROPOSAL
RFP 16 (2021-06)
CONSULTING SERVICES FOR MEMBERSHIP STRATEGY
ADDENDUM #1

This addendum shall be incorporated into, and form part of **RFP 16 (2021-06)** 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.

- 1) Question: Is the Zoo open to a joint submission for these proposal between partner organizations? I see at the end there is an opportunity for subcontractors, so are we able to assume that this is acceptable? Should this not be an option, is the Zoo open to receiving proposal for the scope that we feel we can best address?

Answer: A Supplier may be a private legal entity or any combination of such entities in the form of a joint venture (**Joint Venture**) under and existing agreement or with the intent to enter into such an agreement as supported by a letter of intent. In the case of a Joint Venture, all members shall be jointly and severally liable for the execution of the entire contract if selected by the Toronto Zoo. The Joint Venture shall nominate a representative who shall have the authority to conduct all business on behalf of all members of the Joint Venture during the procurement process and for the execution and performance of any resulting contract.

- 2) Question: Are you able to give some information on what the Zoo would provide (or give access) to the proponents to conduct the activities in exercise A (General Review and Assessment of Current Membership Program)

Answer: Toronto Zoo can provide the following

- a. current and past membership data household information
- b. lapsed membership information, tracking information on past membership promotion
- c. past membership lapsed survey information
- d. survey information
- e. information as requested and able

- 3) Question: Are you able to provide us with a budget range for this project?

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

- 4) Question: Can you provide sizing of your membership base and the average transactions per member per year? This will help us understand the level of complexity associated with data analysis.

Answer: Current active households at 23K. Has been as low as 18K households (covid) and high as 30K households (pandas)

- 5) Question: How much demographic, psychographic and behavior data do you have for your membership? Do you have third party data that enriches member understanding?

Answer: This is part of the scope of this RFP. We are looking to gain this information as listed in the RFP.

We do have some data that has been collected pre-covid that can be shared. This may require updates and new metrics.

- 6) Question: Can you provide an overview of membership benefits by level? Do you envision creating a more robust benefits package?

Answer: Current benefits are listed on the Toronto Zoo website. RFP to address potential changes in benefits offered.

- 7) Question: Is the scope focused specifically on the membership programs, and not the parking programs and other ancillary revenue offerings?

Answer: Specifically, membership

- 8) Question: The scope requested comparisons to comparable and other non-profit organizations. Who do you consider to be your competitors or most comparable organizations?

Answer: GTA tourist organizations, other AZA accredited Zoos/Aquariums in North American.

- 9) Question: Do you have a research team/partner that will conduct the member research No , or should the research component be fully managed by the selected agency?

Answer: This is part of the RFP scope

- 10) Question: Do you have a research platform/tool that can be used for panel selection, survey deployment, and recording of 1:1 interviews?

Answer: This should be provided by the proponent

- 11) Question: Would a proposal that integrates some amount of analysis/recommendations on the admissions program (in addition to the membership program) be well received—especially in light of the Zoo's plans to make the change to dynamic pricing in the future—or would you prefer a proposal that stays narrowly within the confines of the RFP as written?

Answer: Yes, this was outlined in the Deliverables - Membership Benefit Assessment, item (iii).

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.

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