



SOLICITATION AMENDMENT

RETURN BIDS TO:

Parks Canada Agency
Suite 1300, 635 – 8 Avenue S.W.
Calgary, Alberta T2P 3M3
Bid Fax No.: (403) 292-4475

The referenced document is hereby amended: unless otherwise indicated, all other terms and conditions of the contract remain the same.

Issuing Office:

Parks Canada Agency
Suite 1300, 635 – 8 Avenue S.W.
Calgary, AB T2P 3M3

Comments:

Signed copy of this amendment is to accompany each tender.

Title: Research, Design & Development of Audio Tours for Fort Langley National Historic Site of Canada, and Fort Rodd Hill and Fisgard Lighthouse National Historic Sites of Canada, BC		
Solicitation No.: 5P420-13-5049/A	Amendment No.: 03	Date: October 10, 2013
GETS Reference No.: PW-13-00495320		
Solicitation Closes:		
At: 02:00 PM	On: October 22, 2013	Time Zone: Mountain Daylight Time (MDT)
Address Inquiries to: Adam Krisch		
Telephone No.: (403) 292-4560	Fax No.: (403) 292-4475	Email Address: adam.krisch@pc.gc.ca

TO BE COMPLETED BY THE BIDDER (type or print)	
We hereby acknowledge receipt of the amended instructions and confirm that provisions therefore have been made in our bid.	

Vendor/Firm Name	

Address	

Name of person authorized to sign on behalf of the Vendor/Firm	

Title	

Signature	Date
_____	_____



This amendment number three (03) is raised to respond to bidder questions received:

1. Questions and Answers

1.1. Question:

During the busiest periods at each location how many visitors (approximately) are on site at one time?

Answer:

At Fort Langley a peak summer day could see 750 visitors, but typically a busy summer day is more like 400 visitors. At Fort Rodd Hill a peak summer day could bring in 650 visitors, but typically a busy summer day is more like 350 visitors. Our busiest times are between 11:00 am and 3:00 pm.

1.2. Question:

What is the average cycling time of visitors (i.e. how long does the average visit take)?

Answer:

An average visit is approximately 75 minutes, but this does have a high variability. Parks Canada's desire is to extend the length of the visit with the audio tours.

1.3. Question:

Will the dispensing and collection points for audio wands be the same, nearby, or far away from each other?

Answer:

The audio wands will be dispensed and collected from the same location for each of the sites. This will be at or near the entry point to the sites.

1.4. Question:

In order to determine the optimum amount of hardware for each site, will the audio tour be an included part of the visitor entrance fee (all visitors receive a wand), or will the audio tour be rented out as an optional visitor extra for a fee?

Answer:

At present Parks Canada intends this to be an optional visitor extra. It is by no means intended to replace the existing site offer, only to augment, enhance, and extend the visitor experience.

1.5. Question:

Is it the preference of Parks Canada to purchase the audio wands, or would Parks Canada prefer to lease the equipment?

Answer:

Parks Canada intends to purchase the audio wands.

1.6. Question:

The Request for Proposal states that "The Contractor must also provide Parks Canada with means of evaluation to measure the success of the audio tour". Is this measurement tool intended to serve as an internal measurement of success (i.e. Parks Canada's and the associated Historic Sites happiness with the process and outcome of the project), or is it intended to serve as a visitor facing measurement of success (i.e. the public visitor view of the audio tours perceived value and accuracy)?

Depending on the answer to the questions above, could Parks Canada please supply further information on the elements of the outcome meant to measure the success of the project? The supply of any key performance indicators that Parks Canada considers essential to this measurement would be appreciated.

Answer:

The intent is to provide Parks Canada with a simple evaluation process focussing on the user perspective. Perhaps a short satisfaction questionnaire to help Parks Canada monitor for example visitor satisfaction, pricing points, value for money, content, engagement, etc.



1.7. Question:

The Request for Proposal mentions that an ideal length of audio tour is 60-90 minutes. Is this the ideal time of a visitor's experience including experiencing the site along with the audio tour, or should the audio tour contain 60-90 minutes worth of playable content if listened to non-stop?

Answer:

With the audio tour it is expected that a visitor could tour the site within 60 to 90 minutes. It is expected that the visitor could have the option to take in special interpretive programs, read panels, etc. should they choose to pause the audio tour presentation, or proceed in a non-linear fashion. Parks Canada hopes this audio tour would serve to extend their visit to the sites. At present an average visit is approximately 75 minutes to either Fort Langley, or Fort Rodd Hill/Fisgard Lighthouse.

At Fort Langley and Fort Rodd Hill /Fisgard Lighthouse Parks Canada has approximately 30 interpretive nodes. Parks Canada is planning for a maximum of 60 seconds content for the first layer of content at each node.

1.8. Question:

The Request for Proposal mentions that coordination with First Nations communities in the area is an essential part of the process. Will preferred First Nations community contacts be provided to the successful bidder by Parks Canada, or will these contacts be found and submitted for scrutiny by the successful bidder?

Answer:

The First Nations community contacts will be provided by Parks Canada.

1.9. Question:

The Request for Proposal mentions that the final product be made available in both English and French. Does Parks Canada prefer Quebecois or Parisian French for translation?

Answer:

International/Standard French should be used. International/Standard French means that the listeners shouldn't be able to know if content was translated by a Quebecois, a French person, or a Francophone from a nation other than France. If some slang needs to be incorporated, Quebec French would usually be favoured. For the audio tours, please give priority to Canadian Francophones.

1.10. Question:

Does the Contractor have to be onsite at any point during the project and if yes, will the crown incur travel costs?

Answer:

To understand the sites enough to provide a quality audio tour Parks Canada would expect the Contractor would visit the site. Travel costs would be incurred by the Contractor and are to be included in the all-inclusive firm lump sum price at the Basis of Payment at Annex B.

1.11. Question:

Do project examples have to reference Canadian projects, or will Parks Canada accept examples of projects completed in other countries?

Answer:

Projects of similar scope will be accepted as examples of previous work regardless of location.

1.12. Question:

Would Parks Canada consider accepting the audio tour in the form of an interactive mobile application?

Answer:

No. At present Parks Canada is looking for an audio tour with audio wands.



1.13. Question:

Could more detail be provided in respect to the request for an 'interactive' tour? The Request for Proposal seems to indicate that Parks Canada would like to create content for both a general audience as well as kids; is this the case?

Answer:

By 'interactive' Parks Canada is inferring that the audio tour will serve to engage the visitor and develop a deeper sense of connection to the place. Parks Canada is looking for content that might serve to increase the visitor's interaction with the site, props, staff or activities, and extend their visit. Parks Canada is planning this tour to be appropriate for a general audience, which will include families, both adults and children.

1.14. Question:

How much existing content does Parks Canada have (i.e. number of hours) and is there any engaging scenarios and dialogue leveraging rich media, including interviews, music, voice-overs, video, audio, etc.?

Answer:

Parks Canada has some limited audio content in some displays. This tour is not intended to replace current displays, only to augment them. There is a 25 minute introductory video to Fort Langley, and there are several audio stations on site at Fort Rodd Hill/Fisgard Lighthouse. Parks Canada has an audio tour from about 15 years ago that was never used. This audio tour is about 25 minutes and from Fort Langley.

1.15. Question:

What is the projected number of audio guides in use at any given time?

Answer:

The projected number of audio guides in use at any given time is unknown.

1.16. Question:

Is any of the commentary for points of interest automatically triggered? If so, how many points are to be triggered?

Answer:

There are approximately 30 interpretive nodes for each site. It is up for discussion once the contract is awarded, what the best approach will be, as to how to address content for each.

1.17. Question:

Will teleloops for hearing aid users be required for this project, if so, how many?

Answer:

No, not at present.

1.18. Question:

In amendment number two (02) to this Request for Proposal, it is mentioned that one (1) audio guide per 1200 visitors would be required. Please confirm. This is a disproportionately small number for the total visitation and peak months.

Answer:

Initial estimates are based on the upper visit numbers, and on the ratio of one (1) wand for every 1200 visitors from the yearly totals. This works out to approximately 70 wands for Fort Langley and 50 for Fort Rodd Hill/Fisgard. As previously stated, if proponents have reason to suggest otherwise Parks Canada would welcome the suggestion, and associated rationale in the proponent's proposal. The bid price should reflect the proposed number of audio guides.

All other terms and conditions remain the same.