



**NEGOTIATED REQUEST FOR PROPOSAL ADDENDUM #1**

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**NRFP #DC-2020-CD-08 Learning Management System and Services**

**Close Date/Time:**

December 4, 2020  
14:00 hours  
Pacific Time

|                           |                   |                       |                                   |
|---------------------------|-------------------|-----------------------|-----------------------------------|
| <b><u>Issue Date:</u></b> | November 23, 2020 | <b><u>From:</u></b>   | CTC Procurement                   |
| <b><u>To:</u></b>         | All Vendors       | <b><u>E-mail:</u></b> | procurement@destinationcanada.com |

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**Below are answers to question(s) submitted in regards to the above noted NRFP as of November 13, 2020.**

- Q1. We would like to know if our Company qualifies for this Negotiated Request for Proposal (NRFP).  
Answer: It is the proponent's responsibility to review the requirements of the NRFP and to determine whether their proposed solution will meet those requirements.
- Q2. We would like to know if the implementation of an Open Source Learning System can be considered for this project.  
Answer: Open Source Learning is not a fit for the initial course chapters that make up the core of the learning system. It could be considered as an additional aspect of the tool.
- Q3. Will DC consider a vendor who does not have our servers in Canada?  
Answer: Destination Canada's (DC's) preference is to have data storage in Canada, United Kingdom, or the European Union. Proponents should indicate the data storage location as part of their response to Section E.2 Business/Technical Requirements, Criteria E.2.2. Proponents with data storage in other locations would not be disqualified.
- Q4. What level of integration are you looking for? The NRFP indicates you require Cloud Hosting (C.2) and Single Sign On "with a larger website that contains the LMS experience" (C.4.2.A) my reading of these sections are that they are mutually exclusive implementations.  
Answer: They are mutually exclusive implementations. The single sign-on is for the LMS and CMS website. The cloud hosting is for the back end infrastructure.
- Q5. The NRFP includes Mid-lesson quizzes, interactive elements, and games (separate from the tier systems 'Gamification'). There are no other references to implementation of scoring lessons other than in section that section (C.4.1.C). Will a full scoring system be required or do you want to monitor progress through course material?  
Answer: A scoring system is desired. However, if a supplier feels this is not aligned to market reality, we would consider other recommendations to monitor progress.
- Q6. "Learner account numbers will never reduce, only grow" (F.1) can I take this statement to mean that user accounts will be deactivated rather than deleted? Will you want a way to differentiate between the statistics of active and deactivated user accounts?

Answer: Learner accounts may be deleted at the account holder's request. The intention of this statement is that the program will grow in the total number of active users rather than decrease over time as it is adopted by our markets.

- Q7. The proposal validity period of 120 days (H.7) intercedes with the deadline for proposals (H.1) and the launch deadline (C.10). Will the launch deadline be adjusted to allow for the development schedule?

Answer: DC may be flexible with the launch deadline. Proponents should indicate in their proposal the proposed timeline for the launch should it differ from the date indicated in the NRFP.

- Q8. What form do you see "redundancy for data access to the hosting infrastructure" (C.4.3)?

Answer: We expect the proponent solution to describe the overall controls and configurations in place to minimize Information Technology (IT) infrastructure outage risk.

- Q9. Regarding C.4.2 Future Release Functional Requirements, could you describe in more detail the features in F, G, and H?

Answer: Both items F&G are intended to improve the user experience. Item F: relates to a content library in which content could be downloaded (or an external link created); the ability for a learner to access content, such as a photo, video or other asset, after course completion in order to share with their customers. Item G: relates to a content library in which provides the ability for learners to search for content using keywords, tags and filters. Item H: the ability to use the system for internal DC staff learning unrelated to the CSP program and accessible by various DC departments.

- Q10. F.1 c) could you provide an estimated number of concurrent users / minutes?

Answer: DC does not have this information. .

- Q11. Are you currently using an HRIS, if so, what HRIS are you using?

Answer: Yes, this information will be shared with the successful proponent.

- Q12. Are you able to provide the number of Current Courses that will need to be created in the LMS?

Answer: For the launch requirement, DC will have 15 courses (10 provinces, 3 territories and 2 national partners) in order to go live with the program. DC's plan is to build out content in stages and have the ability to add to the number of courses over time as the program expands.

- Q13. Section A2 states that it is expected to be a five (5) year period with option to extend, however, for pricing you ask for a two (2) year term – please clarify the minimum # of years of the initial period.

Answer: The total term of the agreement is anticipated to be for ten (10) years and DC is flexible on the length of the initial term. Proponents are expected to submit responses in accordance with Section F.

- Q14. In Section C1 Background, you state that the current CSP Program has roughly 15,000 certified specialists – does these mean that all 15,000 CSP will need to log in or is this more for historical records (Inactive Users)?

Answer: DC estimates that 15,000 learners will join the program once launched and expects the number of users will grow.

- Q15. In Section C 4.1 item B - Drupal – What are you trying to connect to, simply a website or to launch something hosted there?

Answer: A website.

- Q16. In Section C4.1 item C - Games – Can you please elaborate on this – Do you mean the system should have Gamification Capabilities or something else? – are you able to provide an example?

Answer: Gamification capabilities would be ideal. We are open to the supplier making recommendations based on market realities.

Q17. In Section C4.2 item F - Content Library – are you looking for the LMS to be leveraged to house and supply content that does not need to be tracked at the user level, or are you looking to be able to access the content by non LMS users, or if other, please advise.

Answer: The intent is a content library in which the LMS user could either download, or access an external link to share content; the ability for a learner to access content, such as a photo, video or other asset, after course completion in order to share with their customers. For example the learner could send an email to a customer with a photo of the northern lights attached to say this is what it will be like on their trip.

Q18. In Section F.1 Pricing, Section B:

- a) Will there be a need for more than 2,000 Users to be active each month? If so please provide a Maximum amount of user using the system at any given time?
- b) Will Users that were active months ago need to log back in again in the future?
- c) Will any Employee of DC be using the LMS for training purposes or will all of these users (Canadian Specialists) be considered external users?

Answer: a) There may be a need for more than 2000 active users per month. We are unable to provide an estimate on what the maximum could grow to. Proponents should indicate in their response to Section E.2 Business/Technical Requirements, Criteria E.2.3, what the tiers are if the licensing is user based and provide the pricing with their response to Section F.

b) Yes, that is possible.

c) All the users will be considered external users. DC may, at a future date, wish to use the tool internally for DC staff learning unrelated to the CSP program and accessible by various DC departments.

Q19. We would like to request an extension, we are currently responding to many requests for proposal and would appreciate more time to provide our answer.

Answer: DC has amended the proposal submission deadline to December 11, 2020, 14:00 Pacific Time.

Q20. We store everything on the Cloud via AWS so there is no physical location for storage. Will this meet your preference regarding data storage location?

Answer: Yes, if the AWS Datacenter is in Canada, the United Kingdom, or the European Union as the primary repository that would meet our preference requirements. Proponents should indicate the data storage location as part of the response to Section E.2 Business/Technical Requirements, Criteria E.2.2. Proponents with data storage in other locations would not be disqualified.

Q21. As SOC audits relate to protecting user financial and PPI, and our platform has no payment processing, financial or PPI data, we don't capture the level of information typically included in either SOC audit. We only capture self-supplied demo and behavioral information. Assuming this is for compliance is there any other methodologies which might be better aligned with this particular project? Can you elaborate to add some context?

Answer: No, at minimum DC requires the SOC2. Your cloud provider or data center hosting vendor may be able to provide these reports.

Q22. Single sign on – Please clarify if we need to act as an SSO provider, or plug into an existing SSO used by DC. If the latter, please share which SSO provider is currently in use.

Answer: The single sign-on is for the LMS and CMS website.

Q23. Data integration –As API calls are different from system to system, can you either name systems you want this for, and if possible, share API documentation for these systems so we can scope them properly as it relates to cost?

Answer: For the initial release of the LMS, Section C.4.1 Initial Release Functional Requirements, the only integration required is the ability to integrate the learning platform with DC's CSP website that will be built in Drupal. For Section C.4.2 Future Release Functional Requirements, API requirements will be determined between DC & the successful proponent. Proponents should indicate in their proposal if additional costs apply for APIs.

Q24. Process schedule indicates DC will endeavor to notify all proponents of its selection by March 30, 2021. Please clarify if the chosen proponent will be notified sooner, and/or further define what will be included in the initial release of the system by April 26.

Answer: Proponents will be notified throughout the process, as required, with any final notifications completed by March 30, 2021. The schedule is subject to change at DC's discretion. Please refer to the NRFP Section C.4.1 Initial Release Functional Requirements.

Q25. The amount of content delivered through the LMS will factor into our pricing model. Are you able to provide how many total chapters DC is looking to deliver in Phase 1? Either by total time to consume the content, or length of text/ video?

Answer: For the launch requirement, DC will have 15 courses (10 provinces, 3 territories and 2 national partners) in order to go live with the program. The length and format of the content in each of the chapters is not defined at this time and will vary by course. DC can also be flexible with the content size resulting from system constraints. We estimate chapters will vary in length as a smaller province will have less content than a larger province. We estimate learners will take 15 -30 minutes to complete each chapter.

Q26. We specialize in partner integration as a building block for a richer library of content for our client's learning paths. How do you currently or envision incorporating partners of DC into the CSP? For example, specializations by providence, supplier, operator and/or even attractions.

Answer: DC is still determining this aspect of the program. Please indicate/describe the specialization in the response to Section E.2 Business / Technical Requirements Criteria E.2.1.

Q27. Our organization has "Additional Capabilities" we would like to position this capability within our RFP response. Please let us know if this is relevant, and how best to explore this topic.

Answer: Please refer to Section E.2 Business / Technical Requirements, Criteria E.2.1 d) Additional features your platform provides that are not part of our current requirements.

Q28. Does Destination Canada have a broad definition of the functionality to be exposed via the API, or is it something to be determined later?

Answer: Something to be determined later.

Q29. Does Destination Canada have a preferred API protocol (e.g., SOAP vs. REST etc.), is it safe to assume REST API?

Answer: DC has no preferred API protocol.

Q30. Does Destination Canada have a range of users and target audience in mind and any statistics on how these users may scale (e.g., 15000 users with a user base growth of average 2000 per year)?

Answer: The anticipated user base of 15,000 with a growth of 10 - 20% annually is a reasonable estimate. Proponents should indicate in their response to Section E.2 Business/Technical Requirements, Criteria E.2.3, what the tiers are if the licensing is user based and provide the pricing with their response to Section F.

Q31. Does Destination Canada have a clear scope of the MailChimp and Drupal integration at this time?

Answer: Not at this time. This is for future development.

Q32. Does Destination Canada expect a proposal document separately and in addition to the appendixes? If yes, can you please confirm the appendixes and sections are the only response expected, as described in B.4.1, page 5 of the proposal?

Answer: Proponents are expected to respond to and include in their proposal all items listed in Section B.4.1. Please submit the Pricing as a separate file as indicated.

Q33. Can you please explain in detail the weighting scoring scheme at page 16, especially the percentages?

Answer: Evaluators use a scoring matrix of zero (0) to five (5). Please refer to the Section below in this addendum; The following are four (4) amendments to the above noted NRFP, for further clarity.

Q34. Does definition of mobile-first website entail a web application supported by mobile browsers or a mobile application (e.g., native app, to be downloaded from App Store or Google Play)?

Answer: The requirement is a system that can be used on various devices (desktop, laptop, cellular phone, tablet etc.) without the loss of functionality. A mobile-first approach is a website design that starts with mobile version which is then scaled for desktop use.

Q35. Does Destination Canada have a clear and detailed scope of browsers and devices that constitute the target platforms (e.g., support for Chrome, Firefox on Android devices of 6.5-inch screen resolution with a minimum RAM of 8 GB, etc.) or is the supplier in charge of making such recommendations based on market reality and the expectations in the SOW?

Answer: The supplier should be making recommendations based on market reality.

Q36. Page 17, Section F.1, Proposed Pricing Detail – Question: Do you want the fee for one licence allowing for 7,500 registrations per year? Or the fee for a licence allowing the learning management of 2000 active learners per month, so 24,000 learners per year? Or both?

Answer: The proponent should submit their best proposed pricing model to DC, either of the above would be acceptable.

Q37. Page 2, Section A.1, Purpose and Intent – Question: Since this is a Negotiated Request for Proposal (NRFP), could you clarify which part of the financial proposal you wish to negotiate? (Do we understand correctly here the meaning of NRFP as the Canadian Tourism Commission defines it?)

Answer: Multiple aspects of the NRFP may be negotiated including the proposed pricing. The intent of this NRFP is to identify those vendors capable of meeting DC's requirements and with whom a final agreement may be negotiated. DC is constrained by a limited budget; therefore proponents are encouraged to present a best value for cost when submitting all pricing requests, while taking into consideration all of the requirements in this NRFP and as demonstrated through their response.

Q38. Other than Section D, Section E, Section F, and, if we are selected, Section G – Question: Does the Canadian Tourism Commission need us to respond to other criteria or requirements in order for our proposal to be compliant for this Negotiated Request for Proposal?

Answer: Proponents are expected to respond to and include in their proposal all items listed in Section B.4.1. Please submit the Pricing as a separate file as indicated.

**The following are four (4) amendments to the above noted NRFP.**

1) Cover page the below is deleted:

|                        |   |
|------------------------|---|
| Name of Competition:   | Learning Management System and Services   |
| Competition Number:    | DC-2020-CD-08   |
| Closing Date and Time: | December 4, 2020, 14:00 Pacific Time (PT)   |
| Contracting Authority: | Christine Duguay<br>Procurement Advisor<br>604-638-8345<br><a href="mailto:procurement@destinationcanada.com">procurement@destinationcanada.com</a> |

and is replaced with the following:

|                        |   |
|------------------------|---|
| Name of Competition:   | Learning Management System and Services   |
| Competition Number:    | DC-2020-CD-08   |
| Closing Date and Time: | <b>December 11, 2020, 14:00 Pacific Time (PT)</b>   |
| Contracting Authority: | Christine Duguay<br>Procurement Advisor<br>604-638-8345<br><a href="mailto:procurement@destinationcanada.com">procurement@destinationcanada.com</a> |

2) Section B.3.1 Submissions below is deleted:

**B.3.1 Submissions**

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, December 4, 2020.**

and is replaced with the following:

**B.3.1 Submissions**

Proponents should submit their entire proposal via e-mail to the Contracting Authority by the closing date and time (“Closing Time”) of **14:00 hours PT, December 11, 2020.**

3) Section E.3 Weighting Table for Reference below is deleted:

| Desirable Criteria Question | Weighting   | Example Score | Example Weighted Score |
|-----------------------------|-------------|---------------|------------------------|
| E.1.1                       | 20%         | 5/5           | 5.56%                  |
| E.1.2                       | 30%         | 3/5           | 5.00%                  |
| E.1.3                       | 30%         | 4/5           | 6.67%                  |
| E.2.1                       | 60%         | 3/5           | 10.00%                 |
| E.2.2                       | 20%         | 2/5           | 2.22%                  |
| E.2.3                       | 10%         | 4/5           | 2.22%                  |
| E.2.4                       | 20%         | 5/5           | 5.56%                  |
| E.2.5                       | 10%         | 3/5           | 1.67%                  |
| <b>Example Total</b>        | <b>180%</b> |               | <b>38.89%</b>          |

and is replaced with the following:

| Desirable Criteria Question | Desirable Criteria Weighting | Desirable Criteria Weighting | Example Proponent Score | Example Proponent Weighted Score |
|-----------------------------|------------------------------|------------------------------|-------------------------|----------------------------------|
| E.1.1                       | 20%                          | 5.56%                        | 5/5                     | 5.56%                            |
| E.1.2                       | 30%                          | 8.33%                        | 3/5                     | 5.00%                            |
| E.1.3                       | 30%                          | 8.33%                        | 4/5                     | 6.67%                            |
| E.2.1                       | 60%                          | 16.67%                       | 3/5                     | 10.00%                           |
| E.2.2                       | 20%                          | 5.56%                        | 2/5                     | 2.22%                            |
| E.2.3                       | 10%                          | 2.78%                        | 4/5                     | 2.22%                            |
| E.2.4                       | 20%                          | 5.56%                        | 5/5                     | 5.56%                            |
| E.2.5                       | 10%                          | 2.78%                        | 3/5                     | 1.67%                            |
| <b>Example Total</b>        | <b>200%</b>                  | <b>50.00%</b>                | <b>29/40</b>            | <b>38.89%</b>                    |

4) Section H.1 NRFP Process Schedule below is deleted:

The schedule for the proponent selection process is as follows:

|   |   |
|---|---|
| Deadline for Questions  | November 13, 2020, 14:00 hours PT       |
| Intent to Submit (*)  | November 30, 2020, 14:00 hours PT       |
| <b>Closing Date and Time</b>                                    | <b>December 4, 2020, 14:00 hours PT</b> |
| Presentations of Shortlisted Proponents                         | week of January 4, 2021                 |
| DC will endeavour to notify all proponents of its selection by: | March 30, 2021                          |
| Timeframe for Negotiations                                      | 10 days following notification by DC    |

Note: The schedule is subject to change at DC's sole discretion.

and is replaced with the following:

The schedule for the proponent selection process is as follows:

|   |  |
|---|--|
| Deadline for Questions  | November 13, 2020, 14:00 hours PT        |
| Intent to Submit (*)  | November 30, 2020, 14:00 hours PT        |
| <b>Closing Date and Time</b>                                    | <b>December 11, 2020, 14:00 hours PT</b> |
| Presentations of Shortlisted Proponents                         | <b>week of January 11, 2021</b>          |
| DC will endeavour to notify all proponents of its selection by: | March 30, 2021                           |
| Timeframe for Negotiations                                      | 10 days following notification by DC     |

Note: The schedule is subject to change at DC's sole discretion.