

Request for Proposal

RFP 2017 – 021

Clarifications, Questions and Answers

For

Toronto Realty Agency

September 6, 2017

RESPONSE TO QUESTIONS ON RFP 2017-021

Please find below answers from BUILD TORONTO to the questions received from RFP proponents. This document is being distributed to all the firms invited to provide a response for this RFP, and is being posted at Build Toronto's web site.

Response to RFP Questions		
	Question	Answer
1	Will Phase 2 (visual identity) and Phase 3 (online assets) be awarded based on their own respective RFP processes?	Yes, Phase 2 and 3 will be awarded through an additional RFP process in 2018. Being selected as the firm to provide Phase 1 services does not guarantee being selected for future phases of professional Services work. In addition, Phase 2 and Phase 3 may become one RFP however this is still to be determined.
2	Could you clarify your expectations regarding "High-level thoughts on vision, ideas, & narrative for this project"?	We are looking for potential firms to provide their initial thoughts and ideas on the brand strategy, including the narrative for and vision for the new agency. It's an opportunity to demonstrate sound strategy and understand potential, coupled with opportunities for more creative messaging or approaches.
3	Do all interviews need to be in-person? Or, could some be conducted via telephone?	In terms of firm evaluation and selection, we are asking all potential firms to be available for an in-person/team interview. If referring to the stakeholder engagement component, it is expected the chosen firm will undertake in-person engagement and dialogue to draw out key insights.
4	On page 9, it says that 'existing mandate and strategy materials developed up until this point' would be provided. Can you please clarify in more detail what that strategy material includes?	In May 2017, City Council approved a new city-wide real estate service delivery model that will centralize real estate and facilities management activities across the City. The staff report, which includes the approved recommendations also details a high-level overview on the agency's mandate and vision. The staff report is available at: http://app.toronto.ca/tmmis/viewAgendaItemHistory.do?item=2017.EX25.9 . Further information is also available at: https://www1.toronto.ca/wps/portal/contentonly?vgnextoid=c7ec004534c67510VgnVCM10000071d60f89RCRD

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		<p>Further materials that will be shared include any other City of Toronto Council decision reports, Toronto Realty Agency presentations and materials, internal documents speaking to the new agency's mandate, structure, etc.</p> <p>In addition, the new Agency includes the merger of Build Toronto and the Toronto Port Lands Company that have their own respective mandates and history. It would be important to understand this context, the evolution of real estate service delivery at the City, and the new vision focusing on City building.</p>
5	<p>On page 11, it says the proposal should be less than 12 pages "excluding necessary attachment". Can you please clarify what that may include? For example, would a project case story be considered a "necessary attachment?"</p>	<p>Yes, the respondent may attach necessary attachments (which are not counted in 12 pages limit). For example, the attachment could cover more detailed project experiences related to this RFP requirements, and detailed project case story, etc.</p>