



**RETURN BIDS TO:
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**Parks Canada Agency
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Halifax, NS B3J 1S9**

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Cornwall.Quote-Soumissions@pc.gc.ca**

**SOLICITATION AMENDMENT
MODIFICATION DE L'INVITATION**

The referenced document is hereby revised; unless otherwise indicated, all other terms and conditions of the Solicitation remain the same

Ce document est par la présente revise; sauf indication contraire, les modalités de l'invitation demeurent les mêmes.

Comments - Commentaries

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**Parks Canada Agency
Contracting Operations
1869 Upper Water St. Suite AH201
Halifax, Nova Scotia B3J 1S9**

Title-Sujet		Date
Youth Outreach and Partnership in Support of Inspiring a New Generation		26 September, 2013
Solicitation No. - No. de l'invitation 5P420-13-5106/A	Amendment No. - No modif. 002	
GETS Reference No. - No de reference de SEAG PW-13-00464878		
Solicitation Closes L'invitation prend fin -	Time Zone Fuseau horaire -	
at - á 02:00 PM on - le 2013-10-08	Atlantic Daylight Time (ADT) / heure avancée l'Atlantique (HAA)	
F.O.B. - F.A.B.		
Address Inquiries to: - Adresser toute demande de renseignements à :		
E. Ryan Baker		
Telephone No. - No de téléphone	Fax No. - No de FAX:	
(902) 426-3420	(902) 426-7012	
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Name / Nom		Title / Titre
_____		_____
Signature		Date

This solicitation amendment number two (002) is issued to provide answers to questions from potential Bidders as follows

A:

Scope of work 1: Partnership with youth organizations, Pg. 12

1. Will the agency designing the program (outside this RFP) provide materials to engage with youth partners as part of the campaign collateral, or is the expectation that materials are developed as part of this SOW?

Answer: The Agency will provide foundational materials. The contractor will be responsible for developing the materials needed to reach out to the identified audiences.

2. Is there a preference/criteria in rating/evaluating youth groups (location, size, relevance) etc?

Answer: Yes, guidance will be given in terms of the types, mandate and relevance of these youth groups.

Scope of work 2 – Participation in three international conferences, Pg. 13

1. Will the winning agency of this RFP be provided with supporting materials/booth/promotional items as part of the “Inspiring a New Generation” stream?

Answer: Yes, they will be provided with some materials

2. Are there pre-existing partnerships between WPC organizations and the organizers/organizations tied to the targeted conferences?

Answer: Varying partnership arrangements are in place for some of the targeted conferences

3. Are the WPC organizations planning to book booth space at these conferences in addition to the outreach identified in this SOW?

Answer: No

Scope of work 3 – Use of New Media to Build Support, Pg. 13

1. “Parks Canada will be responsible for the media used to communicate” – can you confirm that these will be on Parks Canada channels vs. campaign channels?

Answer: It has not been decided what channels will be used.

2. Is content development included in this SOW?

Answer: Yes.

3. Will Parks Canada staff be acting as community manager, or is this a role that the agency is required to take on?

Answer: The agency will be expected to follow-up with inquiries and discussions generated from their use of new and social media.

4. What measurement tools does Parks Canada have in place to monitor social traction?

Answer: This has not been determined.

Scope of work 4 – Support organization of youth programs at World Parks Conference, Pg. 13

1. Is this scope of work for a full week of programming (5 days) or programming for one day in the week leading up to WPC?

Answer: A full week of programming, likely seven days. Several partners can / will be brought in to deliver content.

2. Are hard costs for this scope of work above and beyond budget set in this SOW?

Answer: The contractor is not responsible for costs associated with the hosting of this gathering, such as accommodations, facility, and meals.

3. How many attendees are expected for this activity?

Answer: 30 to 50

B: Hi Ryan,

I'm writing my proposal and have a few additional questions:

1. Should the information proving experience in youth related subjects be presented in these 2-3 pages, or can they be included as additional annexes? Can we send additional files (e.g. photos, certificates, etc.) ?

Answer: Relevant content should be provided separately for each of the eight evaluation criteria. The 2-3 pages proposals will address one of the eight criteria (R1).

2. Should the international conferences to participate in be specified in the proposal? Or can this be discussed later on?

Answer: The final list of conferences to participate in will be decided through discussions between Parks Canada and the contractor.

3. When will the successful applicant be notified? It would be helpful to know this to detail our timeline.

Answer: As soon as possible, ideally early November.

4. As for the first objective, when you mention "The emphasis of this work will be in reaching out to new audiences by focussing on building partnerships with a range of networks and youth groups that do not have as core to their mandate nature appreciation and conservation and youth groups that are reaching out to new audiences in innovative ways". I just want to confirm... out of the 15 - 20 youth organization partners, should these include environmental groups as well as groups working on completely different topics (e.g. disabilities, peace, etc.), am I correct?

Answer: Yes, however the focus should predominantly be on organizations that don't have nature appreciation and conservation as core to their mandate.

D:

1. Are attachments allowed in addition to the 2-3 page bid, ie: samples of work or letters of support?

Answer: The 2-3 page proposal addresses review criterion R1. Samples of work and letters of support can be submitted related to the other 7 review criteria.

2. Is there existing funding for the youth summit including transportation costs or should travel to the conference be a consideration in recruitment of youth participants?

Answer: Funding is being sought for the youth summit, including for transportation. Travel to the conference however, will still likely be a consideration in recruitment of youth participants.

All other Terms and Conditions remain unchanged