



**REQUEST FOR SUPPLIER QUALIFICATION DC-2017-SY-03 RESEARCH SERVICES ADDENDUM #2**

**DC-2017-SY-03-Research Services**

**Close Date/Time:**

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**From:** DC Procurement

**To:** All Vendors

**E-mail:** procurement@destinationcanada.com

**Below are answers to question(s) submitted in regards to the above noted DC-2017-SY-03-Research Services as of January 30, 2017.**

Q1. *The back page provides incidence rates and notes that in China, Mexico, Brazil and India – sampling will be from specific cities. Can you please clarify which cities will be sampled?*

**Answer:**

- a. In China, the sample is to be restricted to the cities where Canada is permitted to market to travellers under their Approved Destination Status (ADS) – Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Shenyang, Hangzhou, Suzhou, Xian, Qingdao, Nanjing.
- b. In Mexico, the sample is to be restricted to the three largest cities where most long-haul travellers reside – Mexico City, Guadalajara, Monterrey.
- c. In India, the sample is to be restricted to the following cities where most long-haul travellers reside – Mumbai, Delhi, Chennai, Kolkata, Hyderabad, Bangalore.
- d. In Brazil, the sample is to be restricted to the following cities where most long-haul travellers reside – Salvador, Brasilia/ Distrito Federal, Recife, Fortaleza, Sao Paulo, Rio de Janeiro, B. Horizonte, Curitiba, and P. Alegre.

Q2. *For the response to E3.1 – Capabilities and Innovation. This requests that we list out in the grid below our capabilities. Do you require detailed descriptions of the capabilities or do you simply want a list?*

**Answer:**

Please limit to one page for current and future capabilities grid; we can allow for an additional page to briefly highlight descriptions of future capabilities.

Q3. *Is DC only seeking solicitation from private businesses, not universities?*

Answer:

DC will take submissions from academia/universities.

Q4. *For the Focus Groups – DC has indicated “arrange for audio/visual connection” – does this mean DC wants Proponents to include the cost of live video streaming of the groups?*

Answer:

To Clarify, “arrange for audio/visual connection” encompasses audio/video recording and web streaming for remote viewing.

Q5. *Does ‘DC’ expect to have a local person on ground? – weekly – specific hours?*

Answer:

There is no expectation to have a local presence to be considered in this competition.

Q6. *What is the total expected investment volume for the entire project?*

Answer:

Over the life of the standing offer agreement (3 years with the option to extend annually for an additional 2 years), the total investment for each roster is at Destination Canada’s discretion. DC does not guarantee the value or volume of work that may be assigned to each roster nor the value or volume of work for individual projects undertaken.

Q7. *How many ‘Sub’ – projects are expected?*

Answer:

See response above, the number of sub-projects will be at DC’s discretion

Q8. *Will the companies, accepted on the Roster, need to re-negotiate each of the ‘Sub’ contracts?*

Answer:

If the structure of a project is straightforward and falls into the pricing framework set out in “Section F – Pricing”, then projects may proceed without re-negotiation of pricing. However, DC reserves the right to negotiate pricing for all individual projects, either with a single roster Contractor or extend a Negotiated Roster Proposal (NRP) to solicit pricing and proposals from multiple roster Contractors.

Q9. *If a proponent wishes to bid only on the Qualitative & Quantitative elements and not on the creative elements, is that okay? Or should the proponent partner with a creative firm in order to bid on this RFP? Which would give the better chance of success?*

Answer:

We encourage your firm to put forward a proposal that encompasses your core strengths. Section E.3 & E.6 indicate that Capabilities & Innovation are scored as 20% of the total overall score. While it may be beneficial to have a wide range of capabilities to obtain a stronger score in this section, it is not necessary to have capabilities in ALL areas listed out in the “Scope of Work”(Sections C2.2 & C3.2) to be considered in this competition.

Q10. *D.1 and D.2 both require a minimum of 5 years as a legally incorporated company and as an established operating business. In setting the minimum number of years so high, Destination Canada is losing out on the potential that new and innovative, yet proven, research methods can provide. Through this RFSQ, Destination Canada requires details that demonstrate firms have the proven ability to undertake research projects (E.1.3 and E.4.3) and bidders who can satisfy and score well on these criteria should not be disqualified solely on the basis of the number of years they have been in business. As such, we respectfully suggest that Destination Canada remove the requirement for a minimum number of years in business, or, if that's not possible, to reduce it to a minimum of one year in business to give it the most flexibility in understanding the range of services in the marketplace, particularly the availability of recent innovations in research tools and methods.*

Answer:

Addendum # 1 has been issued to revise the D.1 and D.2 mandatory requirement to read as follows: "The proponent must be a legally incorporated company and/or an academic institution. Are you able to comply with this requirement?"

Q11. *Under Section F.1, for the survey, are you looking for a pricing quote for a total sample size of 1500? As you mentioned 125 from each country listed in appendix 6?*

Answer:

The pricing quote in Section F.1.1 is n=1500 sample size within each country; this is a sample size that has historically been sufficient for DC to conduct subgroup analysis in each country. If your company is able to provide quotes for more than one country, please replicate the pricing grid for all countries your company has capabilities for. Note that there is no requirement to be able to conduct research in all countries.

Q12. *Under section E.1.3. you request for us to "include a research output/report for one of the above mentioned projects, highlighting your capabilities, analysis techniques and summarizing your findings"- Our research is proprietary and requires permission from our clients to share. Would you accept a report where all references to the client have been removed to fulfill this request?*

Answer:

Yes, we will accept research reports/outputs that anonymize the client it was written for. The intent is to understand reporting, writing, analysis and interpretation styles from all of our proponents.

Q13. *Could you please share what your expected budget is for this scope of work? If you cannot share your current anticipated budget, can you share previous year's pricing as a benchmark?*

Answer:

Over the five year life of the roster (3 years + option to extend annually for a total of 5 years) there is a potential budget of up to \$5 million for each of the quantitative and qualitative rosters. However, DC does not make any guarantee of the value or volume of work that may be assigned during this time.

Q14. *For both the qualitative and quantitative sections, we are asked to provide the output from a previous study. In event we can't provide an example report due to client confidentiality, what is a suitable alternative? We could anonymize a previous report, but in our experience this frequently dilutes the impact of the findings and potentially limits Destination's Canada's understanding of our true capabilities.*

Answer:

Per the response from question 12, the intent is to understand reporting, writing, analysis and interpretation styles from all of our proponents. The content itself is not as important as the ability to present a clear and concise document that moves a reader from data to insight and actionability. We prefer that all proponents submit an output from a previous study; if a proponent strongly prefers to submit an alternative, they may do so at their discretion by describing their reporting, writing analysis and interpretation style within a one page response.

Q15. *On page 17, we are asked to quote on online focus groups, but the RFSQ doesn't specify what type of online focus group. We do these various ways, webcam, online chat, multi-day (asynchronous) bulletin board style. What should be the basis for our cost estimate?*

Answer:

For the pricing detail in Section F1.2. Online Focus Groups, our intent was to understand pricing for the most basic type of online focus groups, either real-time or bulletin board, with moderator and respondents interacting in a secure environment. We understand that different proponents may prefer to conduct online focus groups in different ways; if your company's approach does not conform to the above description, please highlight this in your pricing proposal.

Q16. *On page 11 we are asked to limit responses to no more than one page per question – please define what a question is. For example, if E.1.2. is a question, are we limited to one question per key person, or one page for all people we intend to put on the account? This question would apply to many other areas of the RFSQ.*

Answer:

- Section E.1.1 & E.4.1 – please limit to one page for overview and history of company
- Section E.1.2 & E.4.2 – please limit to one page for each person within key personnel
- Section E.1.3 & E.4.3 – please limit to one page for each project description; the output/report for one project may be of any length
- Section E.2.1 & E.5.1 – please limit to one page for issues facing tourism industry
- Section E.2.2 & E.5.2 – please limit to one page for areas of research to help stay ahead of changes
- Section E.3.1 & E.6.1 – please limit to one page for current and future capabilities grid; we can allow for an additional page to briefly highlight descriptions of future capabilities

Q17. *On page 16 are we asked to quote on a quantitative study with n=1,500 interviews, but it is not clear what the geographic scope is for this study. Should we assume one study (same design) conducted across 12 markets in total at the same time? If so, are we to assume that it would be n=1,500 per market? Alternatively, should we provide a cost to conduct one study in one country with n=1,500 and show how those costs would change by country?*

Answer:

We are unlikely to conduct a single study across all 12 markets at the same time. Please show the costs to conduct one study in one county at a time with n=1,500 and show how the costs would differ by country.

Q18. *We intend on bidding for the qualitative research section as well as the quantitative section. As such E.2.1 is asking for the same information as E.5.1. Is it acceptable to complete only one of these two sections, since the questions are not methodology-specific?*

Answer:

If bidding on both qualitative and quantitative, it is acceptable to use the same answer in both sections. However, please ensure that the answer is fully replicated in both proposals – the evaluation committee for qualitative and quantitative proposals may be different so it will be necessary to ensure you have a completed response for all sections.

Q19. *What is the scoring methodology for the RFSQ? For example 35% of the decision for qualitative research is the case studies we provide, but how is DC planning on evaluating this? Should we focus our narrative/response on our relevant destination marketing experience, our methodologies, etc.? Having an idea of how responses will be scored will help us keep our submission succinct.*

Answer:

The relevant characteristics (in order of importance) are:

- a) Relevancy of the approach and methodology;
- b) Relevancy of the subject matter;
- c) The role of the Key Personnel.

Q20. *In the financial proposal, is the category “senior researcher” the only one that should appear in Table 1?*

Answer:

Please list out pricing rates of all the senior level researchers that you have identified as Key Personnel in section E.1.2 & E.4.2. You may replace “Senior Researcher” in the table with the name of the Key Personnel.

Q21. *How is the overall 30% pricing evaluation score going to be conducted if responding to Scope of work Section C.2 – Quantitative Research using Table1 and Table2 (not Table3)?*

Answer:

Table 3 & Table 4 in section Section F.1.1 (and Section F.1.2) will be the main comparative pricing grids used in the 30% pricing evaluation.

Table 1 in Section F.1.1 (and Section F.1.2) will be used to understand hourly pricing for additional analysis or work.

Table 2 in Section F.1.1 (and Section F.1.2) will be used to understand hourly pricing for any unique personnel that proponents may utilize to fulfil their proposed capabilities.

It is at DC's discretion to use Table 1 & Table 2 as additional criteria should the evaluation from Table 3 & Table 4 yield comparable pricing across proponents.

Q22. *I have been in business for 4 years and am in the process of becoming incorporated. My question is, do the mandatory criteria refer to right now, or can they be interpreted for the lifespan of the agreement? For example, we would be eligible one year from now (both for the experience and incorporation requirement).*

Answer:

Per the response from question 10, Addendum # 1 has been issued to remove the minimum number of years incorporated and the the D.1 and D.2 mandatory requirement now read as follows: "The proponent must be a legally incorporated company and/or an academic institution. Are you able to comply with this requirement?"

Q23. *What are the language requirements for each of the countries indicated in Appendix 6?*

Answer:

<b>UK</b>	English
<b>Australia</b>	English
<b>US</b>	English
<b>Canada</b>	English & French (Canadian)
<b>France</b>	French
<b>India</b>	English
<b>Germany</b>	German
<b>Japan</b>	Japanese
<b>South Korea</b>	Korean
<b>China</b>	Simplified Chinese
<b>Mexico</b>	Spanish
<b>Brazil</b>	Portuguese

Q24. *Would DC consider extending the deadline for submissions by one week to account for the Family Day holiday in Ontario?*

Answer:

Unfortunately, we cannot extend for an additional week.

Q25. *Personnel & Experience (E.1 and E.4): are each project example allowed one page, or must we fit all three examples on one page?*

Answer:

Per the answer to question 16:

- Section E.1.3 & E.4.3 – please limit to one page for each project description; the output/report for one project may be of any length

Q26. *Personnel & Experience (E.1 and E.4): do we need to fit the dedicated team AND the contingency team on one page?*

Answer:

Per the answer to question 16:

- Section E.1.2 & E.4.2 – please limit to one page for each person within key personnel

The contingency can be a brief paragraph outlining your plan for continuation of the same level of service. If there are certain people identified as part of the contingency team, please simply state their name and title.

Q27. *Personnel & Experience (E.1 and E.4): is the report example limited to one page as well, or can we provide it in a separate document? Can you please provide more clarification on what you are looking for?*

Answer:

Per the answer to question 16:

- Section E.1.3 & E.4.3 – please limit to one page for each project description; the output/report for one project may be of any length

Please see response for question 14 regarding clarification of the report example.

Q28. *Capabilities & Innovation (E.3 and E.6): please confirm that we only have one page to detail all our current and future capabilities. With a one-page restriction, we won't be able to give much of a description of those capabilities.*

Answer:

Per the answer to question 16:

- Section E.3.1 & E.6.1 – please limit to one page for current and future capabilities grid; we can allow for an additional page to briefly highlight descriptions of future capabilities.

Q29. *Personnel & Experience (E.1 and E.4): if we are bidding on both sections, can we reference E.1.2 for E.4.2?*

Answer:

Per the answer to question 18:

If bidding on both qualitative and quantitative, it is acceptable to use the same answer in both sections. However, please ensure that the answer is fully replicated in both proposals – the evaluation committee for qualitative and quantitative proposals may be different so it will be necessary to ensure you have a completed response for all sections.

Q30. *Travel & Tourism Knowledge (E.2): if we are bidding on both sections, can we reference E.2.1 for E.5.1?*

Answer:

Per the answer to question 18:

If bidding on both qualitative and quantitative, it is acceptable to use the same answer in both sections. However, please ensure that the answer is fully replicated in both proposals – the evaluation committee for qualitative and quantitative proposals may be different so it will be necessary to ensure you have a completed response for all sections.

Q31. *Focus group locations (F.1.2): Since the location of the focus groups has a significant impact on the price, could DC provide a city for each market to streamline the pricing?*

Answer:

For comparability purposes, please include pricing to conduct an offline focus group in the following cities. Note that your company does not need to submit pricing for all cities to be considered in this competition.

<b>UK</b>	London
<b>Australia</b>	Sydney
<b>US</b>	Boston
<b>Canada</b>	Vancouver
<b>France</b>	Paris
<b>India</b>	Mumbai
<b>Germany</b>	Frankfurt
<b>Japan</b>	Tokyo
<b>South Korea</b>	Seoul
<b>China</b>	Beijing
<b>Mexico</b>	Mexico City
<b>Brazil</b>	Sao Paolo

Q32. *Online survey (F.1.1): can DC confirm the cities in China, Mexico, Brazil and India?*

Answer:

Per the answer to question 1:

- a. In China, the sample is to be restricted to the cities where Canada is permitted to market to travellers under their Approved Destination Status (ADS) – Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Shenyang, Hangzhou, Suzhou, Xian, Qingdao, Nanjing.
- b. In Mexico, the sample is to be restricted to the three largest cities where most long-haul travellers reside – Mexico City, Guadalajara, Monterrey.
- c. In India, the sample is to be restricted to the following cities where most long-haul travellers reside – Mumbai, Delhi, Chennai, Kolkata, Hyderabad, Bangalore.
- d. In Brazil, the sample is to be restricted to the following cities where most long-haul travellers reside – Salvador, Brasilia/ Distrito Federal, Recife, Fortaleza, Sao Paulo, Rio de Janeiro, B. Horizonte, Curitiba, and P. Alegre.

Q33. *Online survey (F.1.1): for the purposes of this project example, could DC suggest the number of open ended questions we should account for in our price?*

Answer:

Please restrict the pricing for F.1.1 Table 4 to one full open ended question.

Q34. *Are American public (non-profit) universities are considered “a legally incorporated company and an established business.”*

Answer:

Per the response from question 3:

- DC will take submissions from academia/universities.

Per the response from question 10:

- Addendum # 1 has been issued to revise the D.1 and D.2 mandatory requirement to read as follows: “The proponent must be a legally incorporated company and/or an academic institution. Are you able to comply with this requirement?”