



Christina Iacovino
Director
Client & Business Services

Parks, Forestry & Recreation Division
City Hall, 4th Floor, West Tower
100 Queen Street West
Toronto, Ontario M5H 2N2

Alex Deighan
Manager
Partnership and Business
Services

March 25, 2024

Addendum No. 1
Request for Proposals (RFP) for
Non- Motorized Watercrafts Rental Service for Multiple City-Owned Waterfront
Locations

Request for Proposals Number: **2024-PFR RFP-01**

Closing Date: April 5, 2024

This Addendum is posted online at [Business Opportunities for Parks, Forestry & Recreation – City of Toronto](#) webpage. The Request for Proposals document can also be found on this page. Please refer to the Request for Proposals (RFP) document and be advised of the following:

1. A copy of the presentation from the March 15, 2024 Virtual Information Session is now posted on the Business Opportunities for Parks, Forestry & Recreation – City of Toronto webpage. Proponents were reminded in the meeting to thoroughly read the RFP document and to complete both Medallia Agile Research Tool links for their submission. Financial proposal information should only appear in Form D: Financial Proposal and not be included in the Technical proposal or in Forms A, B, C. If financial proposal information is included in other sections, the submission may be disqualified for evaluation. In addition to the presentation PowerPoint slides, during the information meeting, Proponents were also reminded to be specific and provide examples, drawings, and details in your Technical Proposal to demonstrate to the Evaluator that your Proposal meets each mandatory requirement.

Questions and answers discussed at this Virtual Information Session and received by the Procurement Contact via PFRRFP@toronto.ca are available in the Questions and Answers section of this Addendum.

2. For Section 2.13, on pages 18 – 21 for the RFP document, the evaluation criteria is updated to reflect an updated total score of 50 points for Stage 2b.

The original evaluation criteria chart,

Evaluation Stage	Total Points per Stage	Achievable Points per Subsection	Minimum Threshold
-------------------------	-------------------------------	---	--------------------------

<p>Service Provision</p> <ul style="list-style-type: none"> • Craft Type and Size of Fleet, Operating Concept and Hours of Operation <ul style="list-style-type: none"> - Proponent to provide description of type of craft and numbers. Outline an operating concept demonstrating the proposed operation, the style and the physical nature of its construction, and how it will aesthetically fit within a park setting • Plan for Storage Service <ul style="list-style-type: none"> - Should include location, and back-up plan should there be an issue with the location. Must also be aesthetically pleasing with the surrounding park lands • Rental Fee Structure <ul style="list-style-type: none"> - Consistent with industry standards, fair market value, sustainable for the proponent and future users • Service Standards <ul style="list-style-type: none"> - Standards must be clearly identified and practiced by staff and equipment must adhere to satisfactory technical and industry standards 	60	30	N/A
<p>Customer Service</p> <ul style="list-style-type: none"> • Staff Training <ul style="list-style-type: none"> - Must demonstrate how staff are fully capable in providing excellent customer service • Complaint Handling <ul style="list-style-type: none"> - Experience in customer-facing roles. A clear avenue for complaints will be made available to the public • Communication <ul style="list-style-type: none"> - Proponent must provide an easy and customer friendly way on how to relay messages from the users to the business owner • Booking Structure <ul style="list-style-type: none"> - Clearly outlined in the Proponent's website or social media account including the hours of operation and fee structure. 		5	N/A

<p>Safety</p> <ul style="list-style-type: none"> • Safety Mechanisms <ul style="list-style-type: none"> - Proponent must identify safety mechanisms in place during hours of operation • Inspection and Maintenance <ul style="list-style-type: none"> - Schedule of daily inspection and maintenance must be provided that clearly demonstrates safety protocols • Policies and Procedures <ul style="list-style-type: none"> - Safety procedures will be posted in conspicuous places, translated in the official languages and employees' languages, and be available in accessible formats. • Safety Standards for watercraft <ul style="list-style-type: none"> - Proponent must provide certified safety standards for the type of watercraft they will be using for their business. 		5	N/A
<p>Business Strategy</p> <ul style="list-style-type: none"> • Risk and Mitigation <ul style="list-style-type: none"> - Clearly provide a risk management control procedure • Sustainability <ul style="list-style-type: none"> - Business must adhere to current environmental standards • Innovation <ul style="list-style-type: none"> - The proposal shall demonstrate continuous improvement in providing the service through innovation. • Performance Measurement Tools <ul style="list-style-type: none"> - The performance measurement tools must clearly indicate the parameters which performance is measured against. 		4	N/A

Evaluation Stage	Total Points per Stage	Achievable Points per Subsection	Minimum Threshold
<p>Marketing and Sales Strategy</p> <ul style="list-style-type: none"> • Website <ul style="list-style-type: none"> - User friendly website that clearly provides information regarding the business to ensure the business' profitability and long-term viability • Social Media <ul style="list-style-type: none"> - Social media accounts are encouraged in order to provide easy communication to the public • Marketing Plan <ul style="list-style-type: none"> - Business proposal shall provide a marketing plan that provides best opportunity to be successful (includes methods of publicity) 		3	N/A
<p>Site Restoration</p> <ul style="list-style-type: none"> • Site Setup and Wrap up plan <ul style="list-style-type: none"> - Proponent shall provide a clear site setup plan which includes a wrap up procedure at end of every season both of which shall be satisfactory to the City 		3	N/A
Total Technical Score	60	60	30

is replaced with:

Evaluation Stage	Total Points per Stage	Achievable Points per Subsection	Minimum Threshold
<p>Service Provision</p> <ul style="list-style-type: none"> • Craft Type and Size of Fleet, Operating Concept and Hours of Operation <ul style="list-style-type: none"> - Proponent to provide description of type of craft and numbers. Outline an operating concept demonstrating the proposed operation, the style and the physical nature of its construction, and how it will aesthetically fit within a park setting • Plan for Storage Service <ul style="list-style-type: none"> - Should include location, and back-up plan should there be an issue with the location. Must also be aesthetically pleasing with the surrounding park lands • Rental Fee Structure <ul style="list-style-type: none"> - Consistent with industry standards, fair market value, sustainable for the proponent and future users • Service Standards <ul style="list-style-type: none"> - Standards must be clearly identified and practiced by staff and equipment must adhere to satisfactory technical and industry standards 	50	30	N/A
<p>Customer Service</p> <ul style="list-style-type: none"> • Staff Training <ul style="list-style-type: none"> - Must demonstrate how staff are fully capable in providing excellent customer service • Complaint Handling <ul style="list-style-type: none"> - Experience in customer-facing roles. A clear avenue for complaints will be made available to the public • Communication 		5	N/A

<ul style="list-style-type: none"> - Proponent must provide an easy and customer friendly way on how to relay messages from the users to the business owner • Booking Structure <ul style="list-style-type: none"> - Clearly outlined in the Proponent's website or social media account including the hours of operation and fee structure. 			
<p>Safety</p> <ul style="list-style-type: none"> • Safety Mechanisms <ul style="list-style-type: none"> - Proponent must identify safety mechanisms in place during hours of operation • Inspection and Maintenance <ul style="list-style-type: none"> - Schedule of daily inspection and maintenance must be provided that clearly demonstrates safety protocols • Policies and Procedures <ul style="list-style-type: none"> - Safety procedures will be posted in conspicuous places, translated in the official languages and employees' languages, and be available in accessible formats. • Safety Standards for watercraft <ul style="list-style-type: none"> - Proponent must provide certified safety standards for the type of watercraft they will be using for their business. 		5	N/A
<p>Business Strategy</p> <ul style="list-style-type: none"> • Risk and Mitigation <ul style="list-style-type: none"> - Clearly provide a risk management control procedure • Sustainability <ul style="list-style-type: none"> - Business must adhere to current environmental standards • Innovation <ul style="list-style-type: none"> - The proposal shall demonstrate continuous improvement in providing the service through innovation. • Performance Measurement Tools <ul style="list-style-type: none"> - The performance measurement tools must clearly indicate the parameters which performance is measured against. 		4	N/A

Evaluation Stage	Total Points per Stage	Achievable Points per Subsection	Minimum Threshold
<p>Marketing and Sales Strategy</p> <ul style="list-style-type: none"> • Website <ul style="list-style-type: none"> - User friendly website that clearly provides information regarding the business to ensure the business' profitability and long-term viability • Social Media <ul style="list-style-type: none"> - Social media accounts are encouraged in order to provide easy communication to the public • Marketing Plan <ul style="list-style-type: none"> - Business proposal shall provide a marketing plan that provides best opportunity to be successful (includes methods of publicity) 		3	N/A
<p>Site Restoration</p> <ul style="list-style-type: none"> • Site Setup and Wrap up plan <ul style="list-style-type: none"> - Proponent shall provide a clear site setup plan which includes a wrap up procedure at end of every season both of which shall be satisfactory to the City 		3	N/A
<p>Total Technical Score</p>	50	50	25

3. For Appendix B, on page 54,

The original paragraph,

(b) Weather permitting, the Operating Season shall run June 1st to September 30th in each year of the Agreement. At a minimum, each individual Proponent shall remain open between the hours of 10 AM and 6 PM seven days per week, including holidays, during the operating season (weather permitting).

is replaced with the following paragraph, reflective of updated hours:

(b) Weather permitting, the Operating Season shall run June 1st to September 30th in each year of the Agreement. At a minimum, each individual Proponent shall remain open for 8 hours a day between the hours of 9 AM and 8 PM seven days per week, including holidays, during the operating season (weather permitting).

4. For Section 2.1, on page 8 for the RFP document, the RFP Process Schedule is updated to reflect an updated total score of 50 points for Stage 2b.

The original RFP Process Schedule,

Date	Event
March 5, 2024	Issue date of RFP
March 14, 2024 at 11:00 am EST	Pre-Proposal Virtual Information Meeting - Optional
7 Business Days before Submission Deadline	Deadline for questions to be sent to procurement contact
5 Business Days before Submission Deadline	Deadline for issuing final Addenda
April 5, 2024 at 12:00 Noon Eastern Time (ET)	Submission Deadline
3 Business Days from receipt of Rectification Notice	Rectification Period
April 24, 2024	Anticipated Evaluation Period Completion
Within 120 days of Submission Deadline	Proposal Validity Period
May 1, 2024	Anticipated Contract Award
June 1, 2024	Service/Contract Start Date

is replaced with:

Date	Event
March 5, 2024	Issue date of RFP
March 14, 2024 at 11:00 am EST	Pre-Proposal Virtual Information Meeting - Optional
7 Business Days before Submission Deadline	Deadline for questions to be sent to procurement contact
5 Business Days before Submission Deadline	Deadline for issuing final Addenda
April 5, 2024 at 12:00 Noon Eastern Time (ET)	Submission Deadline
3 Business Days from receipt of Rectification Notice	Rectification Period
May 2024	Anticipated Evaluation Period Completion
Within 120 days of Submission Deadline	Proposal Validity Period
May to June 2024	Anticipated Contract Award
June 2024	Service/Contract Start Date

5. For Section 1.4, on page 8 for the RFP document, the phrase Appendix “E” is replaced with Appendix “D”. Also, for Appendix A, Section A.1.2 under “Licensed Area” the phrase Appendix E is replaced with Appendix D.

6. For Section 1.4, on page 8, additional information is provided.

The original paragraph,

*As part of their proposals under Section 2b Technical Proposal, each Proponent will rank their preferred locations from one (1) to (8). Proponents should indicate N/A if they are uninterested in operating out of a location. Locations will be offered to the Proponents based on their ranking in the evaluation process. Only Proponent's first preferred location must have the site

plans/any renderings of the business operation. Should a Proponent be offered a site which is not their top choice, a detailed site plan will need to be submitted to the City for review and approval before license execution.

is replaced with the following paragraph:

*As part of their proposals under Section 2b Technical Proposal, each Proponent will rank their preferred locations from one (1) to (8). Proponents should indicate N/A if they are uninterested in operating out of a location. Locations will be offered to the Proponents based on their ranking in the evaluation process. Only Proponent's first preferred location must have the site plans/any renderings of the business operation. Should a Proponent be offered a site which is not their top choice, a detailed site plan will need to be submitted to the City for review and approval before license execution. In an event where there is surplus location/s due to unsuccessful proposal/s after the evaluation process, the City reserves the right to utilize or reward the surplus location/s at the discretion of the General Manager.

7. For Section 1.5, on page 8, additional information is provided.

The original paragraph,

The City expects to receive a reasonable value, which is a minimum of \$8,000 in license fees plus HST per season for the services provided. As part of the financial evaluation as described in Section 2 and Section 5 of this RFP, the Proponent shall propose a License Fee.

is replaced with the following paragraph:

The City expects to receive a reasonable value, which is a minimum of \$8,000 in license fees plus HST per season for the services provided. As part of the financial evaluation as described in Section 2 and Section 5 of this RFP, the Proponent shall propose a License Fee. Any Financial Proposal that has less than the minimum fee will not be considered.

8. For Appendix B, on page 60,

The original paragraph,

(c) Business operations may be in the form of a suitably modified for retail use shipping containers or trailers that have been preapproved by the General Manager or any appointed official of the City. Each proponent will store their equipment and watercrafts in a shipping container or similar structure to be approved by City Staff no bigger than 20 ft. x 8 ft x 8 ft (height). At the end of each operating season, proponents will remove all of their business components from the Park location. Twenty-five (25%) percent of total storage space should be dedicated for public rental for storage of similar watercrafts.

is replaced with the following paragraph:

(c) Business operations may be in the form of a suitably modified for retail use shipping containers or trailers that have been preapproved by the General Manager or any appointed official of the City. Each proponent will store their equipment and watercrafts in shipping containers (numbers of container will vary on each site and will be subject to approval by City Staff once selected as a successful proponent) or similar structure to be approved by City Staff no bigger than 25 ft. x 10 ft x 8 ft (height). At the end of each operating season, proponents will remove all of their business components from the Park location. Twenty (20%) percent of total storage space should be dedicated for public rental for storage of similar watercrafts.

Questions and Answers Section from Emails and Virtual Information Sessions

General Questions

1. Will Questions and Answers from this session be made available on a publicly accessible forum?
 - Yes, any questions and answers will be issued as an addendum, which will be posted on the City of Toronto website.
2. How is the City helping emerging companies to establish opportunities in this market?
 - We welcome new proponents and well as existing vendors. Our expectation is for companies to be ready to operate. The City cannot bear any costs for Proponents who must take appropriate steps to participate in the RFP or be prepared for operation. The City will be willing to work with the proponent for any reasonable transition period required prior to the operation.
3. Where can reference forms be found?
 - For both the Appendix C forms and the reference forms for references, please go to our webpage: [Business Opportunities for Parks, Forestry & Recreation – City of Toronto](#)
4. What steps can the city take to minimize non-licensed operators which have been a continuous problem during previous licensed periods. They have often offered sunrise and nighttime rentals.
 - Any non-licensed operators will be subject to applicable by-laws including prohibitions for non-sanctioned activity in parkland. PFR refers enforcement matters to by-law or police if applicable.
5. What happens when a proponent fails to remove a container or restore a site after an operating season?
 - City expects proponents to adhere to all terms and conditions of their contract and will enforce the terms and conditions of the contract.
6. What was the impetus behind offering a broader offering of non-motorized watercraft?

- We want to make sure we include all types, there is a lot of innovation. It will be more fun for the public to have different options. We are expanding the types of watercraft.
7. Are proponents expected to provide a more diverse range of offerings beyond SUP and Kayak because of this (broader scope)?
- No, if the main business is SUP or Kayak, you don't have to expand/procure other watercrafts. You do not need to have different kinds of fleet.
8. Are we allowed to facilitate our own rescue operations (and this will include the ability to utilize a dinghy or jetski)?
- Please specify within the safety portion of the technical proposal. If it is a life-threatening situation, any method to save a life is permitted.
9. What are the specifications for park closures due to the water quality?
- Toronto Public Health (TPH) measures E.coli levels to determine the beach water quality (and lifeguards monitor the safety conditions) for public swimming. When E.coli levels are unsafe, TPH posts warning signs against swimming. When water quality is being tested, results can be found here: [Beach Water Quality - Water Quality for Toronto Beaches - City of Toronto](#)
- Swimming beaches with E.coli levels that exceed the City of Toronto's established beach water quality standard of 100 E.coli per 100ml of water will be posted unsafe to swim. During beach supervision hours, if Toronto Public Health indicates E.coli levels are unsafe, Toronto Waterfront Lifeguards will fly a red flag to indicate: High hazard conditions; high waves, strong currents and off-shore winds, heavy fog and/or unsafe beach water quality. All swimmers are discouraged from entering the water.
10. What steps are the City taking (if anything) regarding the Jet Ski rentals at Kew beach?
- PFR refers enforcement matters to by-law or police if applicable.
11. How will you deal with proponents that are not conforming to specific hours of operation?
- City expects proponents to adhere to all terms and conditions of their contract and will enforce the terms and conditions of the contract.

Location Questions

12. Is Budapest Park a new location?
- No. Budapest Park is not a new location.

License Fee Locations Questions

13. Can you clarify the minimum licence fee?

- Yes, at minimum, \$8000 is required for your proposal to be considered. However, Proponents may propose a higher licence fee to be competitive.
14. To get 40 points, do we offer the city \$8000?
- No, the proponent with the highest offer will be awarded 40 points, and the points awarded will be in relation to the top score, as a proportion. More details are in Section 5.
15. Are the fees due all at once or 50% at the beginning and 50% in the middle of the season?
- For this RFP, the full License fee is payable every June 1st of each operating season, starting on the Agreement commencement date. More information under Appendix B Section B4.

License Agreement Questions

16. Do we need additional permits for banners and / or signage?
- No, they are allowable as outlined within Appendix B. Banners and signage are within the licence agreement. If it is within the licence areas, then no additional permits are required, and as long as they are appropriate.
17. Would the City support proposals from the same proponent for multiple sites with clear preferences stated e.g., first choice, second choice, etc. This was accepted in the 2021 submissions.
- Yes. As stated on Section 1.4 of the RFP, as part of their proposals under Section 2b Technical Proposal, each Proponent will rank their preferred locations from one (1) to (8). Proponents should indicate N/A if they are uninterested in operating out of a location. Locations will be offered to the Proponents based on their ranking in the evaluation process. Only Proponent's first preferred location must have the site plans/any renderings of the business operation.
18. Can a proponent be awarded two locations?
- Proponents may be awarded with two locations if and only if there is a surplus of location due to unsuccessful proposals.
19. Based on PFR's previous assessments of each location when choosing them for this RFP, which locations have already had access to electricity?
- Previous locations such as Kew Beach, Cherry Beach, Toronto Island and Budapest Park have access to electricity. The City will work with successful proponents to secure power for new locations.
20. Are temporary structures required for the operation such floating dock, temporary boardwalk for AODA be allowable at our expense? Can they be left at the end of the operating day and be removed at end of each operating season?

- Yes. Temporary docking or boardwalks can be used if they meet approval from a design perspective and could be installed at the Licensee's expense. These can be left at end of day if secured and shall be removed at the end of the operating season.
21. Are any launch docks provided?
- There are no launch docks provided as per previous operators.
22. What about equipment such as acrylic made kayaks that do not conform to Canadian watercraft standards?
- Any non-motorized watercrafts that do not meet Canadian industry standards are not permitted to be used in the operation.
23. Can you provide more information about what our fee structure surrounding the public storage rental would be?
- Proponents shall propose a fee structure consistent with standard public storage rates for similar types of watercrafts.
24. Can you elaborate on the complaint handling as a requirement in the RFP?
- The City asks that the Proposal include how would the business handle complaints and suggestions. It should be clear in the Proposal what avenues the public have as a communication tool with the company regarding operational issues.
25. Can we provide water for free?
- Yes, as a form of customer safety, water can be provided for free.

RFP Process Questions

26. Can you elaborate on the letter from the bank?
- The letter from the bank is an official letter, on their letterhead, stating that your company is in good financial standing, with staff contact information.
27. The RFP states that Standards must be clearly identified and practised by staff and equipment must adhere to satisfactory technical and industry standards - What exact standards are our equipment supposed to meet? (ISO, CSA etc.)
- Proponents should have knowledge of all applicable laws, regulations and standards including but not limited to, Canadian Standards Association, applicable municipal by-laws and, Toronto Port Authority Practices and Procedures, Transport Canada Regulations, Canada Marine Act, Employment Standards Act, Occupational Health and Safety Act, and the Accessibility for Ontarians with Disabilities Act.
28. RFP mentions that Proponents are not allowed to sell goods, clothing, gear, etc. We normally charge an extra fee for customers to rent out "waterproof pouches or dry bags"

to keep items they want to bring with them safe. Would we be able to keep this as an additional rental item or would we have to get rid of it?

- If it is part of the operation and is reasonable, this would be allowable. However other merchandise not specifically related to the business operation such as clothing, gear, or memorabilia, are not permitted. Please include this in your proposal.

29. How will you manage proponents that operate with secondary business names?

- We ask for official records of the company name. Proponents are advised to use the official business name in the proposal.

30. The RFP states “The colour and graphic design displayed on the exterior of any temporary structures within the Licensed Area, and the manner of application of same, are subject to the prior approval of the General Manager”.

Are you able to advise what the approved colours for the shipping or storage containers (cream, black, fully wrapped with our company logo?)

- No specific colour restriction. However, it should be appropriate, aesthetically pleasing and not offensive. City would ask proponents to remove or change if deemed inappropriate. The colour choices can be confirmed and finalized once successfully selected.

31. Can technical proposals exceed beyond 20 pages?

- As part of the RFP requirement, the technical proposal should not exceed 20 pages. However, if graphs and images are to be included, these would have to go in an Appendix which can have unlimited pages.

32. Are all other PDF files needed for upload outside of the 20-page limit?

- Yes. Only the technical proposal should not exceed 20 pages.

33. Can you confirm that decisions will be made before June 1?

- The City is working diligently on this RFP. The City cannot confirm when the contracts will be executed but the amended RFP Schedule Process at the beginning of this addendum will be followed as closely as possible.

34. Are we allowed to operate on off site events on private land such as neighbouring marinas, yacht clubs etc.

- If the operation is not held within any City of Toronto property.

35. What does the selection committee look like? How many members and how will we be assessed?

- An evaluation panel from the Parks, Forestry & Recreation Division and relevant City Divisional staff will go through and score each proposal based on the Evaluation Criteria of the RFP. The successful proponents are selected solely through their overall proposal score.

36. Regarding Appendix C Form B: Component D This section and individuals that can fulfill the roles and responsibilities for any unforeseen events requiring the replacement of key team members. If the key team members identified are the two company owners, for examples, can the replacement personnel be the future site manager?
- Yes.

Should you have any questions regarding this addendum contact Glenn Zeta at PFRRFP@toronto.ca.

Proponents must acknowledge receipt of all addenda on the space provided on the Proposal Submission Form as per the Process Terms and Conditions, Addenda, of the RFP document. All other aspects of the RFP remain the same.

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Deighan", with a horizontal line underneath.

Alex Deighan
Manager, Partnership and Business Services
Client & Business Services
Parks, Forestry and Recreation