



THE CITY OF WINNIPEG

REQUEST FOR PROPOSAL

RFP NO. 777-2011

**DEVELOPMENT AND IMPLEMENTATION OF A MULTIMEDIA PUBLIC
INFORMATION CAMPAIGN TO PROMOTE WINNIPEG TRANSIT'S SOUTHWEST
RAPID TRANSIT CORRIDOR AND THE ELECTRONIC FARE COLLECTION
SYSTEM**

Proposals shall be submitted to:

**The City of Winnipeg
Corporate Finance Department
Materials Management Division
185 King Street, Main Floor
Winnipeg MB R3B 1J1**

TABLE OF CONTENTS

PART A - PROPOSAL SUBMISSION

Form A: Proposal	1
Form B: Prices	4

PART B - BIDDING PROCEDURES

B1. Contract Title	1
B2. Purpose	1
B3. Submission Deadline	1
B4. Enquiries	1
B5. Background: SouthWest Rapid transit corridor (Phase 1)	1
B6. Background: Electronic Fare Collection System (EFC) (Phase 2)	2
B7. Confidentiality	2
B8. Addenda	2
B9. Substitutes	3
B10. Proposal Submission	4
B11. Proposal	4
B12. Prices	5
B13. Qualification	5
B14. approach to strategy and the creative process	6
B15. Portfolio Submissions	6
B16. Experience	6
B17. Detailed Prices	7
B18. Opening of Proposals and Release of Information	7
B19. Irrevocable Offer	7
B20. Withdrawal of Offers	7
B21. Interviews	8
B22. Negotiations	8
B23. Evaluation of Proposals	8
B24. Award of Contract	9

PART C - GENERAL CONDITIONS

C0. General Conditions	1
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PART D - SUPPLEMENTAL CONDITIONS

General

D1. General Conditions	1
D2. Scope of Work	1

Phase 1

Phase 2

D3. Schedule of Work	2
D4. Contract Administrator	2
D5. Confidentiality and Ownership of Information	2
D6. Intellectual Property Rights	3
D7. Notices	3

Submissions

D8. Authority to Carry on Business	3
D9. Insurance	3

Schedule of Work

D10. Commencement	3
D11. Total Performance	4

Control of Work

D12. Job Meetings	4
-------------------	---

Measurement and Payment

D13. Invoices	4
D14. Payment	5
Appendix A: Southwest rapid Transit Corridor Newsletter	1
Appendix B: SWRTC Service Map & Mailing Regions	2
Appendix C: RT Logo Guide	3

PART B - BIDDING PROCEDURES

B1. CONTRACT TITLE

- B1.1 DEVELOPMENT AND IMPLEMENTATION OF A MULTIMEDIA PUBLIC INFORMATION CAMPAIGN TO PROMOTE WINNIPEG TRANSIT'S SOUTHWEST RAPID TRANSIT CORRIDOR AND THE ELECTRONIC FARE COLLECTION SYSTEM

B2. PURPOSE

- B2.1 The City of Winnipeg Transit System requires the services of a full service advertising, communications, and public relations agency that can assist the department with strategic development and implementation of its Southwest Rapid Transit Corridor (SWRTC) public information plan. While the successful agency will initially be tasked with developing and implementing a multi-media public information campaign for the SWRTC, there may be a further opportunity to develop and implement a separate campaign for the new Electronic Fare Collection (EFC) system.

B3. SUBMISSION DEADLINE

- B3.1 The Submission Deadline is 4:00 p.m. October 25, 2011.
- B3.2 Proposals determined by the Manager of Materials to have been received later than the Submission Deadline will not be accepted and will be returned upon request.
- B3.3 The Contract Administrator or the Manager of Materials may extend the Submission Deadline by issuing an addendum at any time prior to the time and date specified in B3.1.

B4. ENQUIRIES

- B4.1 All enquiries shall be directed to the Contract Administrator identified in D4.1.
- B4.2 If the Bidder finds errors, discrepancies or omissions in the Request for Proposal, or is unsure of the meaning or intent of any provision therein, the Bidder shall promptly notify the Contract Administrator of the error, discrepancy or omission at least five (5) Business Days prior to the Submission Deadline.
- B4.3 If the Bidder is unsure of the meaning or intent of any provision therein, the Bidder should request clarification as to the meaning or intent prior to the Submission Deadline.
- B4.4 Responses to enquiries which, in the sole judgment of the Contract Administrator, require a correction to or a clarification of the Request for Proposal will be provided by the Contract Administrator to all Bidders by issuing an addendum.
- B4.5 Responses to enquiries which, in the sole judgment of the Contract Administrator, do not require a correction to or a clarification of the Request for Proposal will be provided by the Contract Administrator only to the Bidder who made the enquiry.
- B4.6 The Bidder shall not be entitled to rely on any response or interpretation received pursuant to B4 unless that response or interpretation is provided by the Contract Administrator in writing.

B5. BACKGROUND: SOUTHWEST RAPID TRANSIT CORRIDOR (PHASE 1)

- B5.1 The following Appendices have been provided for background information on the SWRTC:
- (a) **Appendix A:** Southwest Rapid Transit Newsletter;
 - (b) **Appendix B:** SWRTC Service Map & Mailing Regions;
 - (c) **Appendix C:** RT Logo Guide.

B6. BACKGROUND: ELECTRONIC FARE COLLECTION SYSTEM (EFC) (PHASE 2)

B6.1 The following have been provided for background information on the EFC:

- (a) Fare collection is a core element of Transit's business and has an impact on the operations of every division within the department. In 2010, over 45.2 million Transit customers paid a fare to access the service. The characteristics of the current fare collection equipment have dictated fare policies and fare collection processes for decades. The implementation of a new fare collection system will modernize and simplify the fare collection process, provide more convenience and options for passengers, and improve the security of fare collection. In particular, the project goals are to:
 - (i) Improve system convenience and appeal for customers;
 - (ii) Improve system flexibility to accommodate fare policy adjustments seamlessly;
 - (iii) Provide flexible marketing tools to promote ridership growth;
 - (iv) Reduce cash fare, transfer and pass fraud;
 - (v) Provide more detailed ridership and revenue data;
 - (vi) Increase the efficiency of fare collection and revenue management operations;
 - (vii) Provide modern fare collection equipment with readily available parts and service support.
- (b) The on-bus fare collection hardware proposed for this project is an automatic validating electronic farebox with an external electronic fare card reader. This type of farebox would be configured to accept coins only and would collect, secure, reliably count and report all fare payments. It would also be configured to print and validate transfers. The electronic fare card reader would be used to read and update contactless electronic fare cards.
- (c) All pre-purchased fare products, including passes and advance trip purchases, would be offered on reloadable electronic fare cards. These cards would contain a record of the payment, including the time of payment, and would constitute the "transfer" to permit that passenger to board another bus for free during the valid time period.
- (d) Retail outlets located throughout the city, telephone and on-line systems would be used by passengers to conveniently reload transit products or value on to reloadable electronic fare cards.

B7. CONFIDENTIALITY

B7.1 Information provided to a Bidder by the City or acquired by a Bidder by way of further enquiries or through investigation is confidential. Such information shall not be used or disclosed in any way without the prior written authorization of the Contract Administrator.

B7.2 The Bidder shall not make any statement of fact or opinion regarding any aspect of the Request for Proposals to the media or any member of the public without the prior written authorization of the Contract Administrator.

B8. ADDENDA

B8.1 The Contract Administrator may, at any time prior to the Submission Deadline, issue addenda correcting errors, discrepancies or omissions in the Request for Proposal, or clarifying the meaning or intent of any provision therein.

B8.2 The Contract Administrator will issue each addendum at least two (2) Business Days prior to the Submission Deadline, or provide at least two (2) Business Days by extending the Submission Deadline.

B8.2.1 Addenda will be available on the Bid Opportunities page at The City of Winnipeg, Corporate Finance, Materials Management Division website at <http://www.winnipeg.ca/matmgt/bidopp.asp>

B8.2.2 The Bidder is responsible for ensuring that he has received all addenda and is advised to check the Materials Management Division website for addenda regularly and shortly before the Submission Deadline, as may be amended by addendum.

B8.3 The Bidder shall acknowledge receipt of each addendum in Paragraph 9 of Form A: Proposal. Failure to acknowledge receipt of an addendum may render a Proposal non-responsive.

B9. SUBSTITUTES

B9.1 The Work is based on the Plant, Materials and methods specified in the Request for Proposal.

B9.2 Substitutions shall not be allowed unless application has been made to and prior approval has been granted by the Contract Administrator in writing.

B9.3 Requests for approval of a substitute will not be considered unless received in writing by the Contract Administrator at least five (5) Business Days prior to the Submission Deadline.

B9.4 The Bidder shall ensure that any and all requests for approval of a substitute:

- (a) provide sufficient information and details to enable the Contract Administrator to determine the acceptability of the Plant, Material or method as either an approved equal or alternative;
- (b) identify any and all changes required in the applicable Work, and all changes to any other Work, which would become necessary to accommodate the substitute;
- (c) identify any anticipated cost or time savings that may be associated with the substitute;
- (d) certify that, in the case of a request for approval as an approved equal, the substitute will fully perform the functions called for by the general design, be of equal or superior substance to that specified, is suited to the same use and capable of performing the same function as that specified and can be incorporated into the Work, strictly in accordance with the proposed work schedule and the dates specified in the Supplemental Conditions for Substantial Performance and Total Performance;
- (e) certify that, in the case of a request for approval as an approved alternative, the substitute will adequately perform the functions called for by the general design, be similar in substance to that specified, is suited to the same use and capable of performing the same function as that specified and can be incorporated into the Work, strictly in accordance with the proposed work schedule and the dates specified in the Supplemental Conditions for Substantial Performance and Total Performance.

B9.5 The Contract Administrator, after assessing the request for approval of a substitute, may in his sole discretion grant approval for the use of a substitute as an "approved equal" or as an "approved alternative", or may refuse to grant approval of the substitute.

B9.6 The Contract Administrator will provide a response in writing, at least two (2) Business Days prior to the Submission Deadline, only to the Bidder who requested approval of the substitute.

B9.6.1 The Bidder requesting and obtaining the approval of a substitute shall be entirely responsible for disseminating information regarding the approval to any person or persons he wishes to inform.

B9.7 If the Contract Administrator approves a substitute as an "approved equal", any Bidder may use the approved equal in place of the specified item.

B9.8 If the Contract Administrator approves a substitute as an "approved alternative", any Bidder bidding that approved alternative may base his Total Bid Price upon the specified item but may also indicate an alternative price based upon the approved alternative. Such alternatives will be evaluated in accordance with B22.1.

B9.9 No later claim by the Contractor for an addition to the Total Bid Price because of any other changes in the Work necessitated by the use of an approved equal or an approved alternative will be considered.

B9.10 Notwithstanding B9.2 to B9.9 and in accordance with B10.6, deviations inconsistent with the Request for Proposal document shall be evaluated in accordance with B23.1(a).

B10. PROPOSAL SUBMISSION

B10.1 The Proposal shall consist of the following components:

- (a) Form A: Proposal;
- (b) Form B: Prices;
- (c) Approach to Strategy Development and Creative Process;
- (d) Portfolio Submissions;
- (e) Experience;

B10.2 The Proposal should also consist of the following components:

- (a) Detailed Prices.

B10.3 Further to B10.1, the Bidder should include the written correspondence from the Contract Administrator approving a substitute in accordance with B9.

B10.4 All components of the Proposal shall be fully completed or provided, and submitted by the Bidder no later than the Submission Deadline, with all required entries made clearly and completely, to constitute a responsive Proposal.

B10.4.1 Bidders should submit one (1) unbound original (marked "original") and four (4) copies and one (1) PDF copy.

B10.5 Bidders are advised not to include any information/literature except as requested in accordance with B10.1.

B10.6 Bidders are advised that inclusion of terms and conditions inconsistent with the Request for Proposal, including the General Conditions, will be evaluated in accordance with B23.1(a).

B10.7 The Proposal should be submitted enclosed and sealed in an envelope clearly marked with the RFP number and the Bidder's name and address.

B10.7.1 Samples or other components of the Proposal which cannot reasonably be enclosed in the envelope may be packaged separately, but shall be clearly marked with the RFP number, the Bidder's name and address, and an indication that the contents are part of the Bidder's Proposal Submission.

B10.8 Proposals submitted by facsimile transmission (fax) or internet electronic mail (e-mail) will not be accepted.

B10.9 Proposals shall be submitted to:

The City of Winnipeg
Corporate Finance Department
Materials Management Division
185 King Street, Main Floor
Winnipeg MB R3B 1J1

B11. PROPOSAL

B11.1 The Bidder shall complete Form A: Proposal, making all required entries.

B11.2 Paragraph 2 of Form A: Proposal shall be completed in accordance with the following requirements:

- (a) if the Bidder is a sole proprietor carrying on business in his own name, his name shall be inserted;

- (b) if the Bidder is a partnership, the full name of the partnership shall be inserted;
- (c) if the Bidder is a corporation, the full name of the corporation shall be inserted;
- (d) if the Bidder is carrying on business under a name other than his own, the business name and the name of every partner or corporation who is the owner of such business name shall be inserted.

- B11.2.1 If a Proposal is submitted jointly by two or more persons, each and all such persons shall identify themselves in accordance with B11.2.
- B11.3 In Paragraph 3 of Form A: Proposal, the Bidder shall identify a contact person who is authorized to represent the Bidder for purposes of the Proposal.
- B11.4 Paragraph 11 of Form A: Proposal shall be signed in accordance with the following requirements:
- (a) if the Bidder is a sole proprietor carrying on business in his own name, it shall be signed by the Bidder;
 - (b) if the Bidder is a partnership, it shall be signed by the partner or partners who have authority to sign for the partnership;
 - (c) if the Bidder is a corporation, it shall be signed by its duly authorized officer or officers and the corporate seal, if the corporation has one, should be affixed;
 - (d) if the Bidder is carrying on business under a name other than his own, it shall be signed by the registered owner of the business name, or by the registered owner's authorized officials if the owner is a partnership or a corporation.
- B11.4.1 The name and official capacity of all individuals signing Form A: Proposal should be printed below such signatures.
- B11.5 If a Proposal is submitted jointly by two or more persons, the word "Bidder" shall mean each and all such persons, and the undertakings, covenants and obligations of such joint Bidders in the Proposal and the Contract, when awarded, shall be both joint and several.

B12. PRICES

- B12.1 The Bidder shall state the lump sum price in Canadian funds (GST extra) for the Work on Form B: Prices.
- B12.2 Payments to Non-Resident Contractors are subject to Non-Resident Withholding Tax pursuant to the Income Tax Act (Canada).

B13. QUALIFICATION

- B13.1 The Bidder shall:
- (a) undertake to be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Bidder does not carry on business in Manitoba, in the jurisdiction where the Bidder does carry on business; and
 - (b) be financially capable of carrying out the terms of the Contract; and
 - (c) have all the necessary experience, capital, organization, and equipment to perform the Work in strict accordance with the terms and provisions of the Contract.
 - (d) submit a complete list of capabilities, including those not specified in this RFP. Indicate which capabilities are performed internally and which are outsourced to sub-contractors and/or freelancers.
- B13.2 The Bidder and any proposed Subcontractor (for the portion of the Work proposed to be subcontracted to them) shall:

- (a) be responsible and not be suspended, debarred or in default of any obligations to the City. A list of suspended or debarred individuals and companies is available on the Information Connection page at The City of Winnipeg, Corporate Finance, Materials Management Division website at <http://www.winnipeg.ca/matmgt/debar.stm>

B13.3 The Bidder and/or any proposed Subcontractor (for the portion of the Work proposed to be subcontracted to them) shall:

- (a) have successfully carried out work similar in nature, scope and value to the Work; and
- (b) be fully capable of performing the Work required to be in strict accordance with the terms and provisions of the Contract; and
- (c) have a written workplace safety and health program, if required, pursuant to The Workplace Safety and Health Act (Manitoba);

B13.4 The Bidder shall submit, within three (3) Business Days of a request by the Contract Administrator, proof satisfactory to the Contract Administrator of the qualifications of the Bidder and of any proposed Subcontractor.

B13.5 The Bidder shall provide, on the request of the Contract Administrator, full access to any of the Bidder's equipment and facilities to confirm, to the Contract Administrator's satisfaction, that the Bidder's equipment and facilities are adequate to perform the Work.

B14. APPROACH TO STRATEGY AND THE CREATIVE PROCESS

B14.1 The Bidder shall submit a detailed outline of how their agency would execute the Scope of Work specified in this RFP. Bidders are expected to convey their recommended approach clearly and concisely, including processes followed in research, branding, advertising, direct marketing, collateral, public relations, social media and internal communications.

- (a) Bidders should provide examples.
- (b) Any Social Media developed for the City of Winnipeg must be done using City Social Media mechanisms and processes which can be viewed at the following link:
<http://www.winnipeg.ca/interhom/socialmedia/>

B14.2 Submission of creative concepts for SWRTC and/or EFC are not required as part of the bidding process,

B14.3 Submit policy regarding ownership of "art files" and other marketing materials.

B15. PORTFOLIO SUBMISSIONS

B15.1 Provide complete portfolio of work produced for three (3) existing clients.

B15.2 Provide pricing details of three (3) sample marketing or communications jobs including the type of services provided, duration of the job, and cost for the provision of the necessary services.

- (i) All information contained in the Portfolio Submissions shall remain confidential.

B15.3 Portfolios shall not be returned following award of contract.

B16. EXPERIENCE

B16.1 Bidders shall provide the following information:

- (a) Qualifications/Experience of the Bidder including a brief history and biographies of principals of the agency;
- (b) Identify and provide industry experience of key personnel who will be assigned to the Work;
- (c) Number of full-time employees who work for the agency.

B17. DETAILED PRICES

- B17.1 For each of the multi-media campaign for Phase 1 (SWRTC) and the multi-media campaign for Phase 2 (EFC), the Bidder should provide a detailed listing of all costs in the Lump Sum Price on Form B: Prices.
- B17.2 The Bidder should provide hourly rates for staff and for any proposed sub-consultant for the proposed activities outlined in D2 Scope of Work.

B18. OPENING OF PROPOSALS AND RELEASE OF INFORMATION

- B18.1 Proposals will not be opened publicly.
- B18.2 After award of Contract, the name(s) of the successful Bidder(s) and the Contract amount(s) will be available on the Closed Bid Opportunities (or Public/Posted Opening & Award Results) page at The City of Winnipeg, Corporate Finance, Materials Management Division website at <http://www.winnipeg.ca/matmgt>
- B18.3 To the extent permitted, the City shall treat all Proposal Submissions as confidential, however the Bidder is advised that any information contained in any Proposal may be released if required by City policy or procedures, by The Freedom of Information and Protection of Privacy Act (Manitoba), by other authorities having jurisdiction, or by law.
- B18.4 Following the award of Contract, a Bidder will be provided with information related to the evaluation of his submission upon written request to the Contract Administrator.

B19. IRREVOCABLE OFFER

- B19.1 The Proposal(s) submitted by the Bidder shall be irrevocable for the time period specified in Paragraph 10 of Form A: Proposal.
- B19.2 The acceptance by the City of any Proposal shall not release the Proposals of the other responsive Bidders and these Bidders shall be bound by their offers on such Work until a Contract for the Work has been duly executed and the performance security furnished as herein provided, but any offer shall be deemed to have lapsed unless accepted within the time period specified in Paragraph 10 of Form A: Proposal.

B20. WITHDRAWAL OF OFFERS

- B20.1 A Bidder may withdraw his Proposal without penalty by giving written notice to the Manager of Materials at any time prior to the Submission Deadline.
- B20.1.1 Notwithstanding C22.5, the time and date of receipt of any notice withdrawing a Proposal shall be the time and date of receipt as determined by the Manager of Materials.
- B20.1.2 The City will assume that any one of the contact persons named in Paragraph 3 of Form A: Proposal or the Bidder's authorized representatives named in Paragraph 11 of Form A: Proposal, and only such person, has authority to give notice of withdrawal.
- B20.1.3 If a Bidder gives notice of withdrawal prior to the Submission Deadline, the Manager of Materials will:
- (a) retain the Proposal until after the Submission Deadline has elapsed;
 - (b) open the Proposal to identify the contact person named in Paragraph 3 of Form A: Proposal and the Bidder's authorized representatives named in Paragraph 11 of Form A: Proposal; and
 - (c) if the notice has been given by any one of the persons specified in B20.1.3(b), declare the Proposal withdrawn.
- B20.2 A Bidder who withdraws his Proposal after the Submission Deadline but before his offer has been released or has lapsed as provided for in B19.2 shall be liable for such damages as are

imposed upon the Bidder by law and subject to such sanctions as the Chief Administrative Officer considers appropriate in the circumstances. The City, in such event, shall be entitled to all rights and remedies available to it at law.

B21. INTERVIEWS

B21.1 The Contract Administrator may, in his sole discretion, interview Bidders during the evaluation process.

B22. NEGOTIATIONS

B22.1 The City reserves the right to negotiate details of the Contract with any Bidder. Bidders are advised to present their best offer, not a starting point for negotiations in their Proposal Submission.

B22.2 The City may negotiate with the Bidders submitting, in the City's opinion, the most advantageous Proposals. The City may enter into negotiations with one or more Bidders without being obligated to offer the same opportunity to any other Bidders. Negotiations may be concurrent and will involve each Bidder individually. The City shall incur no liability to any Bidder as a result of such negotiations.

B22.3 If, in the course of negotiations pursuant to B22.2 or otherwise, the Bidder amends or modifies a Proposal after the Submission Deadline, the City may consider the amended Proposal as an alternative to the Proposal already submitted without releasing the Bidder from the Proposal as originally submitted.

B23. EVALUATION OF PROPOSALS

B23.1 Award of the Contract shall be based on the following evaluation criteria:

- (a) compliance by the Bidder with the requirements of the Request for Proposal or acceptable deviation therefrom:
 - (i) mandatory requirements (pass/fail);
- (b) qualifications of the Bidder and the Subcontractors, if any, pursuant to B13:
 - (i) mandatory qualifications (pass/fail);
- (c) Total Bid Price; 40%;
- (d) Approach to Strategy Development and Creative Process 40%
- (e) Portfolio Submissions 10%;
- (f) Experience 10%;

B23.2 Further to B23.1(a), the Award Authority may reject a Proposal as being non-responsive if the Proposal Submission is incomplete, obscure or conditional, or contains additions, deletions, alterations or other irregularities. The Award Authority may reject all or any part of any Proposal, or waive technical requirements or minor informalities or irregularities if the interests of the City so require.

B23.3 Further to B23.1(b), the Award Authority shall reject any Proposal submitted by a Bidder who does not demonstrate, in his Proposal or in other information required to be submitted, that he is responsible and qualified.

B23.4 Further to B23.1(c), the Total Bid Price shall be the lump sum price shown on Form B: Prices.

B23.4.1 Further to B23.1(c) Total Bid Price, the Award Authority may reject a Proposal as being non-responsive if it exceeds the budget as shown on Form B: Prices

B23.5 Further to B23.1(d), Approach to Strategy Development and Creative Process shall be evaluated considering the information submitted in response to B14.

B23.6 Further to B23.1(e), the Portfolio Submissions shall be evaluated considering the information submitted in response to B15.

B23.7 Further to B23.1(f), Experience shall be evaluated considering the information submitted in response to B16.

B23.8 The City of Winnipeg reserves the right to award the contract in Phases.

B23.9 If, in the sole opinion of the City, a Proposal does not achieve a pass rating for B23.1(a) and B23.1(b), the Proposal will be determined to be non-responsive and will not be further evaluated.

B24. AWARD OF CONTRACT

B24.1 The City intends to award this Contract by November 4, 2011.

B24.2 The City will give notice of the award of the Contract, or will give notice that no award will be made.

B24.3 The City will have no obligation to award a Contract to a Bidder, even though one or all of the Bidders are determined to be responsible and qualified, and the Proposals are determined to be responsive.

B24.3.1 Without limiting the generality of B24.3, the City will have no obligation to award a Contract where:

- (a) the prices exceed the available City funds for the Work;
- (b) the prices are materially in excess of the prices received for similar work in the past;
- (c) the prices are materially in excess of the City's cost to perform the Work, or a significant portion thereof, with its own forces;
- (d) only one Proposal is received; or
- (e) in the judgment of the Award Authority, the interests of the City would best be served by not awarding a Contract.

B24.4 Where an award of Contract is made by the City, the award shall be made to the responsible and qualified Bidder submitting the most advantageous offer.

B24.4.1 Following the award of contract, a Bidder will be provided with information related to the evaluation of his Proposal upon written request to the Contract Administrator.

B24.5 Notwithstanding C4 and Paragraph 6 of Form A: Proposal, the City will issue a purchase order to the successful Bidder in lieu of the execution of a Contract.

B24.6 The Contract Documents, as defined in C1.1(n)(ii), in their entirety shall be deemed to be incorporated in and to form a part of the purchase order notwithstanding that they are not necessarily attached to or accompany said purchase order.

PART C - GENERAL CONDITIONS

C0. GENERAL CONDITIONS

- C0.1 The *General Conditions for Supply of Services* (Revision 2007 04 12) are applicable to the Work of the Contract.
- C0.1.1 The *General Conditions for Supply of Services* are available on the Information Connection page at The City of Winnipeg, Corporate Finance, Materials Management Division website at http://www.winnipeg.ca/matmgt/gen_cond.stm
- C0.2 A reference in the proposal to a section, clause or subclause with the prefix “**C**” designates a section, clause or subclause in the *General Conditions for Supply of Services*.

PART D - SUPPLEMENTAL CONDITIONS

GENERAL

D1. GENERAL CONDITIONS

D1.1 In addition to the *General Conditions for Supply of Services*, these Supplemental Conditions are applicable to the Work of the Contract.

D2. SCOPE OF WORK

PHASE 1

D2.1 The Work to be done under the Contract shall consist of Development and Implementation of a Multimedia Public Information Campaign to promote The City of Winnipeg Transit System's new rapid transit (RT) service on the Southwest Rapid Transit Corridor. Budget: see Form B: Prices.

D2.2 The Work to be done under the contract shall consist of, but not be limited to:

- (a) Research;
- (b) Media negotiation;
- (c) Creative development and execution of all proposed/accepted media;
- (d) Social media campaign planning and execution;
 - (i) Note: Any Social Media developed for the City of Winnipeg must be done using City Social Media mechanisms and processes.
- (e) Website strategy and development, online marketing;
 - (i) Note: Any websites developed for the City of Winnipeg must comply with the City of Winnipeg Web Governance administrative standard and the Corporate Web Standards, Guidelines & Procedures.
- (f) Copywriting;
- (g) Webpage - strategy, design and content development;
- (h) Preparation of media/news release(s) regarding launch of campaign;
- (i) Budget management and reporting;

D2.3 Develop a creative strategy that will effectively communicate the key messages of the RT service on the Southwest Rapid Transit Corridor to the target audiences. Establish RT identity/image and position RT as a new, fast and premium level of transit service that offers increased speed, comfort, reliability and convenience at no additional cost to customers. **Note:** RT Graphic Identifiers have already been developed and must be included in this campaign – see **Appendix C** (RT Logo Guide).

- (a) RT Campaign Demographic:
 - (i) Primary: Adults 18-44
 - (ii) Secondary: 12-17, 65+
- (b) RT Geographic considerations:
 - (i) Primary: southwest Winnipeg area residents – see **Appendix B** (Service Map & Mailing Regions)
 - (ii) Secondary: all other city are residents.

PHASE 2

D2.4 Upon authorization by the Contract Administrator, develop a creative strategy that will effectively communicate the key messages of the Electronic Fare Collection System to the target audiences. Establish EFC identity/image and position the many benefits of the new fare

payment system, including convenience and versatility, as well as educate the public on how to use the new system.

- D2.5 The Contractor's authorized representative shall be identified and shall be available for project meetings throughout the life of the Contract.
- D2.6 All campaign strategies, advertising concepts, budgets, ad copy and scripts must be submitted for review and approval by The Contract Administrator or designate.
- D2.7 Work excluded from the contract shall consist of:
- (a) Media purchasing of approved media plan;
 - (b) French translation of all copy;
 - (c) Maintenance of, and updates to:
 - (i) Winnipeg Transit web pages and;
 - (ii) City of Winnipeg web pages
 - (d) Customer service information as identified by the Contract Administrator;
 - (e) Event planning;
 - (f) Promotional items including customer incentives and handouts;
 - (g) Photography, video production and illustrations.

D3. SCHEDULE OF WORK

- D3.1 Phase 1 - The RT service on the SWRTC officially begins operation on April 8, 2012. The launch of the RT public information campaign should begin on January 30, 2012. Following the initial launch, further promotion and public education about all aspects of the Southwest Rapid Transit Corridor will be required throughout the remainder of 2012.
- D3.2 Phase 2 – The launch of the EFC public information campaign is expected to begin on May 1, 2012, with ongoing work required until approximately April 30, 2013..
- D3.3 Contractor must commit the necessary resources to meet the timing requirements of each campaign authorized by the Contract Administrator.

D4. CONTRACT ADMINISTRATOR

- D4.1 The Contract Administrator is:
- Name: Morley Calahan
Title: Promotions & Contracts Supervisor
Telephone No. (204) 986-5741
Facsimile No. (204) 968-6863
Email: mcalahan@winnipeg.ca

- D4.2 Bids Submissions must be submitted to the address in B10.9

D5. CONFIDENTIALITY AND OWNERSHIP OF INFORMATION

- D5.1 Information provided to the Contractor by the City or acquired by the Contractor during the course of the Work is confidential. Such information shall not be used or disclosed in any way without the prior written authorization of the Contract Administrator.
- D5.2 The Contract, all deliverables produced or developed, and information provided to or acquired by the Contractor are the property of the City. The Contractor shall not disclose or appropriate to its own use, or to the use of any third party, all or any part thereof without the prior written consent of the Contract Administrator.

D5.3 The Contractor shall not make any statement of fact or opinion regarding any aspect of the Contract to the media or any member of the public without the prior written authorization of the Contract Administrator.

D6. INTELLECTUAL PROPERTY RIGHTS

D6.1 The rights to all developed source work and intellectual property (illustrations, artwork, branding, sound recordings, Actionscript or other programming) are the property of the City of Winnipeg.

D7. NOTICES

D7.1 Notwithstanding C22.3, all notices of appeal to the Chief Administrative Officer shall be sent to the attention of the Chief Financial Officer at the following facsimile number:

The City of Winnipeg
Chief Financial Officer

Facsimile No.: (204) 949-1174

SUBMISSIONS

D8. AUTHORITY TO CARRY ON BUSINESS

D8.1 The Contractor shall be in good standing under The Corporations Act (Manitoba), or properly registered under The Business Names Registration Act (Manitoba), or otherwise properly registered, licensed or permitted by law to carry on business in Manitoba, or if the Contractor does not carry on business in Manitoba, in the jurisdiction where the Contractor does carry on business, throughout the term of the Contract, and shall provide the Contract Administrator with evidence thereof upon request.

D9. INSURANCE

D9.1 The Contractor shall provide and maintain the following insurance coverage:

- (a) commercial general liability insurance, in the amount of at least two million dollars (\$2,000,000.00) inclusive, with The City of Winnipeg added as an additional insured; such liability policy to also contain a cross-liability clause, non-owned automobile liability and products and completed operations cover, to remain in place at all times during the performance of the Work;
- (b) if required, automobile liability insurance for owned automobiles used for or in connection with the Work in the amount of at least two million dollars (\$2,000,000.00), to remain in place at all times during the performance of the Work;

D9.2 Deductibles shall be borne by the Contractor.

D9.3 The Contractor shall provide the Contract Administrator with a certificate(s) of insurance, in a form satisfactory to the City Solicitor, at least two (2) Business Days prior to the commencement of any Work on the Site but in no event later than the date specified in C4.1 for the return of the executed Contract.

D9.4 The Contractor shall not cancel, materially alter, or cause the policy to lapse without providing at least thirty (30) Calendar Days prior written notice to the Contract Administrator.

SCHEDULE OF WORK

D10. COMMENCEMENT

D10.1 The Contractor shall not commence any Work until he is in receipt of a notice of award from the City authorizing the commencement of the Work.

- D10.2 The Contractor shall not commence any Work on the Site until:
- (a) the Contract Administrator has confirmed receipt and approval of:
 - (i) evidence of authority to carry on business specified in D8;
 - (ii) evidence of the workers compensation coverage specified in C6.14;
 - (iii) evidence of the insurance specified in D9;
 - (b) the Contractor has attended a meeting with the Contract Administrator, or the Contract Administrator has waived the requirement for a meeting.
- D10.3 The Contractor shall commence the Work within seven (7) Working Days of receipt of the notice of award.

D11. TOTAL PERFORMANCE

- D11.1 The Contractor shall achieve Total Performance by December 31, 2012 for Phase 1
- D11.2 The Contractor shall achieve Total Performance by April 30, 2013 for Phase 2.
- D11.3 The date on which the Work has been certified by the Contract Administrator as being totally performed to the requirements of the Contract through the issue of a certificate of Total Performance is the date on which Total Performance has been achieved.

CONTROL OF WORK

D12. JOB MEETINGS

- D12.1 Regular meetings may be held with the Contract Administrator and key stakeholders, as required, throughout the development and implementation of the campaign(s).
- D12.2 The Contract Administrator reserves the right to cancel any job meeting or call additional job meetings whenever he deems it necessary.

MEASUREMENT AND PAYMENT

D13. INVOICES

- D13.1 Further to C11, the Contractor shall submit an invoice for each order delivered to:
- The City of Winnipeg
Corporate Finance - Accounts Payable
4th Floor, Administration Building, 510 Main Street
Winnipeg MB R3B 1B9
- Facsimile No.: (204) 949-0864
Email: CityWpgAP@winnipeg.ca
- D13.2 Invoices must clearly indicate, as a minimum:
- (a) the City's purchase order number;
 - (b) date of delivery;
 - (c) delivery address;
 - (d) type and quantity of goods delivered;
 - (e) the amount payable with GST and MRST shown as separate amounts; and
 - (f) the Contractor's GST registration number.
- D13.3 The City will bear no responsibility for delays in approval of invoices which are improperly submitted.

D13.4 Bids Submissions must be submitted to the address in B10.9

D14. PAYMENT

D14.1 Further to C11, the City may at its option pay the Contractor by direct deposit to the Contractor's banking institution.

D14.1 Further to C11, payment shall be in Canadian funds net thirty (30) Calendar Days after receipt and approval of the Contractor's invoice.



Project Summary

On October 22, 2008, City Council approved implementation of the initial project of Winnipeg's rapid transit system, Stage 1 of the Southwest Rapid Transit Corridor. The project includes:

- Construction of a new Transitway (a high-speed right-of-way for buses, physically separated from the regular street system) from Queen Elizabeth Way & Stradbrook to Pembina & Jubilee. The Transitway includes a new overpass of Osborne Street immediately south of the Osborne/Corydon/Pembina intersection and a new tunnel beneath the CN main line near the east end of Warsaw Avenue.
- New rapid transit stations near Stradbrook & Harkness (Harkness Station), on top of the new overpass of Osborne Street (Osborne Station), and in the Fort Rouge Yards (Fort Rouge Station).
- New bus-only road links between the Transitway and the regular street system at Queen Elizabeth Way & Stradbrook, at Stradbrook near Harkness, at the east end of Warsaw Avenue, and at the Jubilee Overpass near Pembina Highway.
- New Active Transportation Paths along the corridor that are fully integrated with the rapid transit stations.

Construction of this Stage 1 project began in May 2009 and is scheduled for completion by the end of 2011. The location and timing of further rapid transit investments will be determined following consideration by City Council of the City's Transportation Master Plan.

Osborne Station (looking southwest)



Station Features:

- Prominent signage
- Heated waiting areas
- Benches
- Posted route and schedule information
- BUSwatch electronic signs that provide real-time bus departure information
- Bicycle parking
- High levels of lighting
- Easy pedestrian access from adjacent streets
- Safety features

New Rapid Transit Service

Starting April 8, 2012, a network of 13 new and existing transit routes will use the new Transitway and existing transit priority measures to provide fast, frequent transit service between the downtown and the southwest part of the city (including the University of Manitoba, and residential, commercial, and industrial areas).

Rapid transit routes will operate from the new Balmoral Station (the former Greyhound Terminal adjacent to the University of Winnipeg) via the Graham Transit Mall and Main Street Diamond Lanes, then will access the new Transitway at Queen Elizabeth Way & Stradbrook and travel on the Transitway to Pembina & Jubilee, where they will rejoin the street system via the Jubilee Overpass. Once rejoining the street system, the rapid transit routes will operate via Pembina Highway and branch off at different locations to serve various destinations and neighbourhoods in southwest Winnipeg.

A bus-only access point to the Transitway has been built at the east end of Warsaw Avenue so that buses operating on Grant Avenue can use the Transitway to bypass on-street traffic congestion at the Osborne/Pembina/Corydon intersection and on the approaches to the Osborne Street Bridge and the Donald Street Bridge.

Modern, state-of-the-art buses with air-conditioning will be operated on the rapid transit routes. These vehicles will include new technology recently introduced on the transit fleet (GPS tracking, on-board "next stop" displays/announcements, automated route destination announcements when the bus doors open, and on-board security cameras).

Project Plan



- TRANSIT ROUTES USING QUEEN ELIZABETH WAY - JIBILEE**
- 160 (Windsor & Esplanade Parkways)
 - 170 (Windsor & Selwyn Parkways, Sunday)
- UNIVERSITY OF MANITOBA EXPRESS ROUTES:**
- 161 UNIVERSITY SUPER EXPRESS
 - 162 OSBORNE VILLAGE EXPRESS
- WEDGWAY PEAK PERIOD EXPRESS ROUTES:**
- 137 REGINA RD SUPER EXPRESS
 - 163 WINDYBUSH EXPRESS
 - 164 INDUSTRIAL EXPRESS
 - 165 WHITE BRIDGE EXPRESS
 - 166 MIDLAND WEST EXPRESS

- TRANSIT ROUTES USING QUEEN ELIZABETH WAY - WARSAW**
- 64 LINENWOODS EXPRESS
 - 65 GRANT EXPRESS
 - 66 GRANT
- LOCAL ON-STREET ROUTES:**
- 99 OSBORNE VILLAGE - DOWNTOWN
 - 72 BRIDGEMAN WEST - U of M
 - 84 (WHITE BRIDGE - UNDERWOODS)
 - 91 (ST. NORBERT)
 - 94 (MIDLAND - EXHIBITION)
 - 95 (DOWLETT)

- TRANSIT ROUTES USING QUEEN ELIZABETH WAY - WARSAW**
- 64 LINENWOODS EXPRESS
 - 65 GRANT EXPRESS
 - 66 GRANT

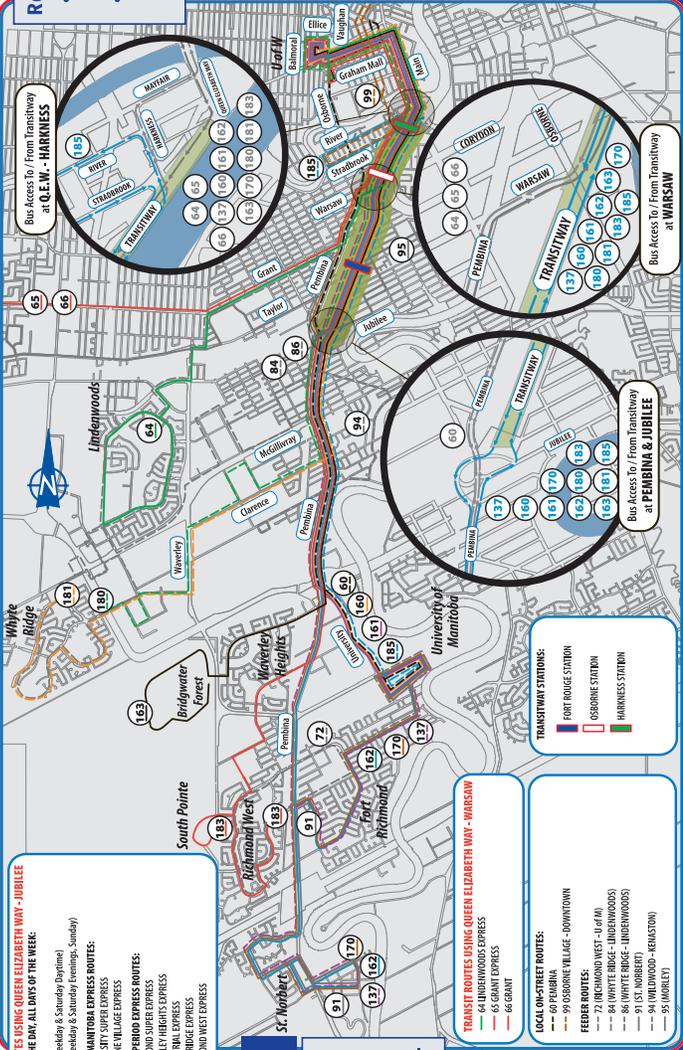
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 - 65 GRANT EXPRESS
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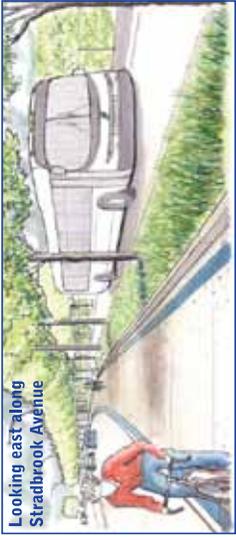
- TRANSIT ROUTES USING QUEEN ELIZABETH WAY - WARSAW**
- 64 LINENWOODS EXPRESS
 - 65 GRANT EXPRESS
 - 66 GRANT

Route Network Plan

A network of several routes will use all or a portion of the Transitway, entering/exiting at either end or at certain points along the way.



- Routes to/from Downtown:**
- Southbound buses enter the Transitway at Queen Elizabeth Way & Stradbrook.
 - Northbound buses exit Transitway at Harkness, Mayfair, Queen Elizabeth Way, and Main to Downtown.



Active Transportation (AT)

The Active Transportation (AT) part of this project includes a significant investment for new and improved cycle and walking pathways.





Aerial photo of new transitway alignment adjacent to Donald Street (looking southwest)



Transitway Tunnel under construction (looking south)

What about public consultation?

Public consultations for this project have taken place since 2004, when it was confirmed that there was substantial public support for the construction of a Rapid Transit system in Winnipeg. Winnipeg Transit has met with a number of stakeholder groups, including the Winnipeg Active Transportation Advisory Committee, the Winnipeg Access Advisory Committee, the Winnipeg Rapid Transit Coalition, and various building and property owners adjacent to the Rapid Transit Corridor.

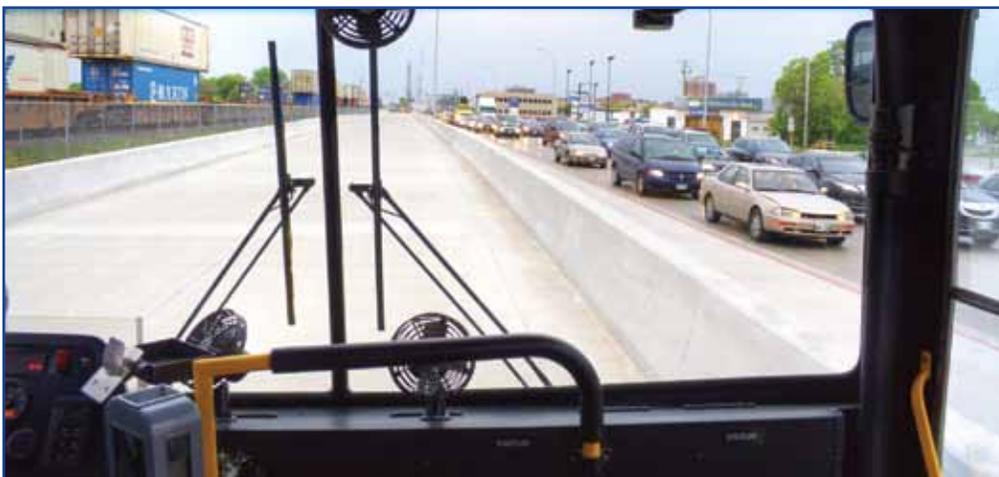
A Public Open House was also held on two evenings in May 2009 and on one evening in April 2010. Nearly 400 people attended each event, with many providing written feedback. Respondents were supportive of the Rapid Transit project and offered many suggestions for consideration. A consultation summary can be found at winnipegtransit.com, click on the "Rapid Transit" link.

Construction Status

Construction began in May 2009 and will be completed by the end of 2011. Major works include the installation of a land drainage sewer system through the Fort Rouge Yards, the relocation of portions of Donald Street and Stradbroke Avenue to accommodate the north part of the Transitway, the Osborne Overpass, the Transitway Tunnel under the CN Rail Line, and the Transitway through the Fort Rouge Yards. The stations, the active transportation paths, and the Transitway connections to the street system are the final works to be constructed.

For more information about the Southwest Rapid Transit Corridor, please visit the project website at:

<http://www.winnipegtransit.com/en/rapid-transit/>

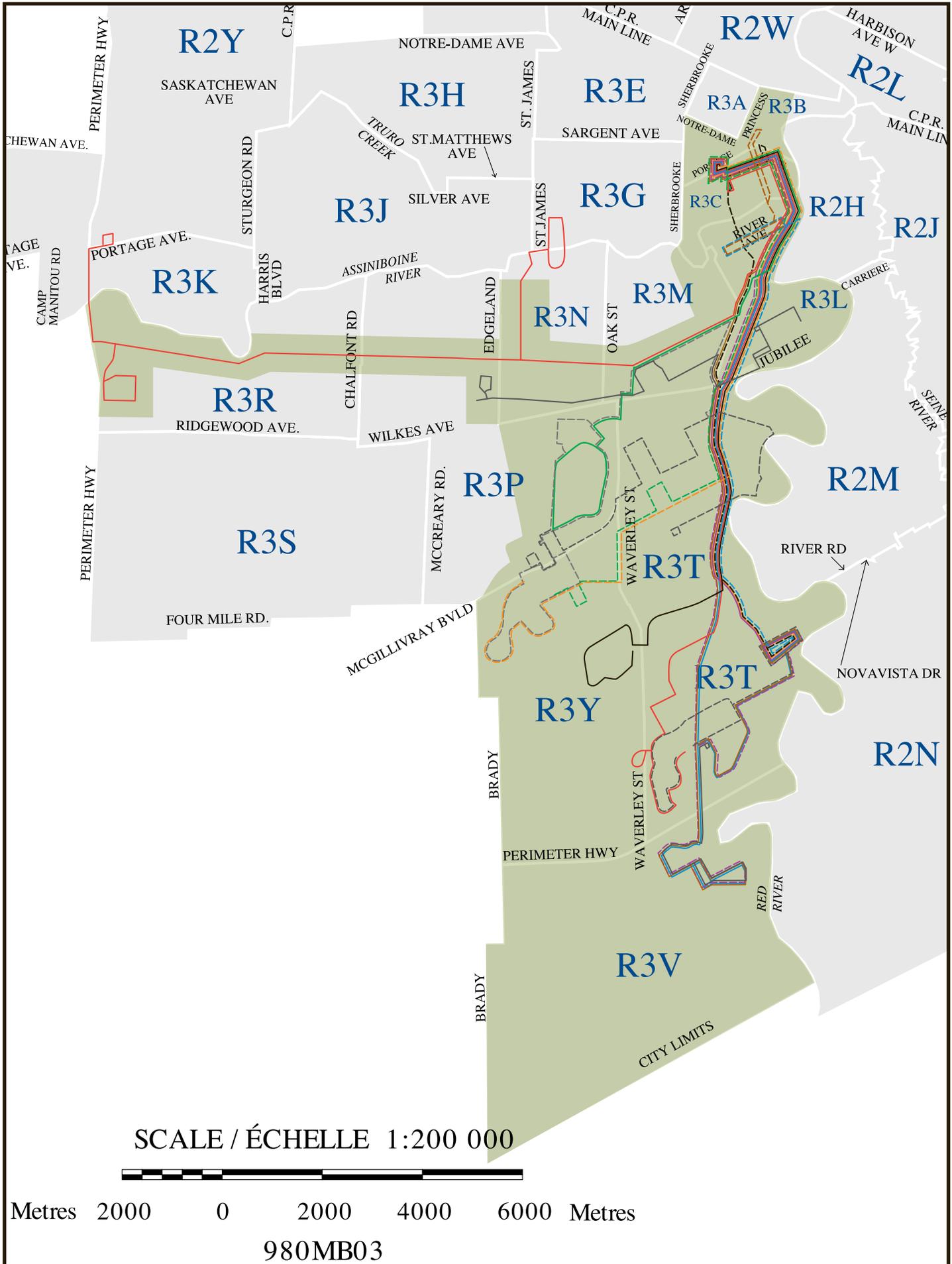


View from a rapid transit bus travelling south on new Transitway (Donald Street)

Benefits of Rapid Transit

- Provides faster, more reliable transit service
- Reduces traffic congestion on regional streets
- Reduces greenhouse gas emissions from urban transportation
- Provides opportunities for Transit-Oriented Development (TOD)
- Strengthens the Downtown and adjacent neighbourhoods
- Provides economic spin-off benefits for local companies

APPENDIX B: SWRTC SERVICE MAP & MAILING REGIONS



APPENDIX C: RT LOGO GUIDE

The Rapid Transit Signature

The Rapid Transit signature is comprised of two elements the “rt symbol” and the “rapid transit” logotype. This “signature” may be used in two ways as shown — with the symbol centred over the logotype in its vertical orientation, or with the symbol situated to the left of the logotype in its horizontal orientation.

