



369-2013 ADDENDUM 1

REQUEST FOR PROPOSALS FOR DEVELOPMENT AND IMPLEMENTATION OF A PUBLIC INFORMATION AND COMMUNICATIONS CAMPAIGN

URGENT

PLEASE FORWARD THIS DOCUMENT TO WHOEVER IS IN POSSESSION OF THE REQUEST FOR PROPOSAL

ISSUED: November 15, 2013
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THIS ADDENDUM SHALL BE INCORPORATED INTO THE REQUEST FOR PROPOSAL AND SHALL FORM A PART OF THE CONTRACT DOCUMENTS

Template Version: Ar20130301

Please note the following and attached changes, corrections, additions, deletions, information and/or instructions in connection with the Request for Proposal, and be governed accordingly. Failure to acknowledge receipt of this Addendum in Paragraph 9 of Form A: Proposal may render your Proposal non-responsive.

PART B – BIDDING PROCEDURES

Revise: B2.1 to read:

B2.1 The Submission Deadline is 4:00 p.m. Winnipeg time **December 2, 2013**.

Revise: B4.6 to read:

B4.6 All correspondence or contact by **Bidders** with the City in respect of this RFP must be directly and only with the Contract Administrator. Failure to restrict correspondence and contact to the Contract Administrator may result in the rejection of the **Bidder's** Proposal Submission.

Revise: B4.7 to read:

B4.7 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.

Revise: B19.1 to read:

B19.1 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: (pass/fail);
- (b) qualifications of the Bidder and the Subcontractors, if any, pursuant to B10: (pass/fail);
- (c) A Public Information and Communications Campaign & Media Strategy **55%**;
- (d) Portfolio Submissions and Experience **25%**;
- (e) Detailed Prices **20%**;
- (f) economic analysis of any approved alternative pursuant to B7.

Questions and Answers

The following are answers to questions that have been raised:

- Q1 The RFP refers to 2 to 3 minute segments in section B3.1. Would these be considered television and radio (and web) commercial segments?
- A1 The City is seeking to develop multi-platform media segments which will communicate key messages on television, radio, and social media.
- Q2 Is there a budget for the overall initiative?
- A2 The overall funding available for the initiative is approximately \$500,000. That being said, it is important to note that the City is seeking the bid that is best for its needs in terms of creative scope, technical merit, and cost. All bids will be evaluated on these bases.
- Q3 B.11 Detailed Prices indicates Bidders shall provide detailed prices for all of the work outlined in D2. Further, section B20.2.1(a) states that the City will have no obligation to award a Contract to a Bidder that exceeds the available City funds for the Work. In order to develop a submission that is appropriately scaled to maximize campaign effectiveness within available budgets, please provide guidelines to help agencies develop submissions that are relevant to the City's available funds for the one-year-project.
- A3 See answer to question 2, above.
- Q4 D.2.3 mentions monies have been approved for work up to and including December 31, 2013. Please indicate the approved budget and outline any requirements or deliverables that may need to be completed by December 31, 2013 to help us develop appropriate project timelines for the City.
- A4 In addition to the answer provided to question 2, above, the City will be seeking to plan the scope of the initiative and key project components with the successful Bidder. As the City intends to award the contract in the first quarter of 2014, we do not anticipate requesting any deliverables for the remainder of 2013.
- Q5 B.3.1 indicates that this campaign should be an all-inclusive communication delivery system for all City departments. Please provide a list of key departments, key information they need to communicate, and their peak periods of communication with citizens.
- A5 A full list of civic departments and their activities can be found at the City's website, www.winnipeg.ca. Peak communication times vary by department. (Some examples might include: for Public Works, winter snow-plowing season, or the construction of a major bridge or roadway; for Water and Waste, spring flooding season; for Assessment and Taxation, the occasion of a property reassessment, etc.).
- Q6 B.3.1. mentions that this is a one-year pilot project. Is there a preferred or projected start date for the launch of this project?
- A6 This will depend on the number of responses and their content. However, the City's intention is to award the Contract in the first quarter of 2014.
- Q7 B.3.1 indicates that the campaign will include the creation of approximately 12, 1-3 minute segments per calendar year. What is the content and intent of these segments, and what was the City's initial vision for how these segments would fit into the initial campaign?

A7 City departments have a multitude of communications needs, annually. The City will be seeking to work collaboratively with the successful Bidder to identify highest-priority needs, which would benefit most from exposure in recurrent television/radio/social media segments. Content will vary, depending on the program being discussed or the information being provided.

(Some examples might include the publication of the Spring Leisure Guide, or a message about basement flooding prevention.)

Q8 B.12.1(b) and E2.2(c) reference the development of a unique "citizens need to know" graphic identifier and tag line for the campaign. Is this the prescribed brand, or can the proposed approach include the development of alternative identifiers for consideration?

A8 The City would like to develop a unique graphic identifier and tag line: and is looking to the successful Bidder to provide alternatives for consideration.

Q9 Should we have any other queries, would a project representative be available to meet with our team to gain further understanding of the project if required?

Q9 In the interest of fairness and transparency, we ask that all questions be provided in writing; all questions will be responded to by addendum. If you consider a question to be proprietary, and therefore confidential, please mark it as such for our consideration. If the City determines the question is not confidential, you will be provided an opportunity to withdraw the question, and it will not be posted.

Q10 Is there a chance to meet in person or via phone to clarify a few points as well as the overall direction of the project?

A10 Please see the answer to question 9, above.

Q11 Is there a defined budget for this project? As I'm sure you can appreciate, we would hate to pitch a campaign that was beyond the fiscal realities you had set aside or conversely not put enough behind it to ensure the greatest impact for you moving forward.

A11 Please see the answer to question 2, above.

Q12 The RFP package (D.2.3) that has been made available to agencies indicates that monies for the project have been approved for work up to and including December 31, 2013, yet the RFP also indicates that the project is a one-year pilot project. Can you advise as to the exact timeframe for the project?

A12 Please see the answers to questions 4 and 6, above.

Q13 The RFP (B.20.2.1) indicates that prices for the campaign "should not exceed the available City funds for the work." The selection of available media options and placement of same throughout the twelve-month period (our strategy) will be directly affected by the funds that have been set aside for this project. Can you advise as to a project budget for the twelve-month period?

A13 Please see the answer to question number 2, above.