



## 589-2011 ADDENDUM 2

### REQUEST FOR PROPOSALS DEVELOPMENT AND IMPLEMENTATION OF A MULTIMEDIA ADVERTISING CAMPAIGN TO PROMOTE WINNIPEG'S NEW WINTER PARKING BY-LAW

#### **URGENT**

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

ISSUED: August 3, 2011  
BY: Carmen Sorby  
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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: Ar20070420

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**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.**

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#### **PART B – BIDDING PROCEDURES**

Add: B5.1.2 to read:

B5.1.2 Each parking ban has different restrictions so they need to be advertised accordingly. Motorists would need to be educated in advance about each of the bans. The Annual Snow Route Parking Ban for example runs annually on Snow Routes from Dec 1 to March 1. While the Declared Snow Route Ban might only come onto effect after a major snowfall. Residential streets are normally plowed twice in a winter season. They are plowed most likely after a major snowfall or when conditions have deteriorated to the point that plowing is required to restore accessibility. For each of the 4 bans there is a different public education component over the winter until April 15.

(i) The following emphasis should be applied to the 4 different parking ban messages.

Residential Parking Ban	70%
Annual Snow Route Parking Ban	15%
Declared Snow Route Parking Bans	10%
Snow Emergency Parking Ban	5%

Add: B13.3.1 to read:

B13.3.1 The Detailed Outline should include Media Recommendations, Strategy, Rationale and a detailed blocking chart.

#### **PART D – SUPPLEMENTAL CONDITIONS**

Add: D3.2.1 to read:

D3.2.1 The reminder campaign would be part of the overall campaign for the \$200K and part of the strategy to be submitted with proposal submissions.