



544-2019 ADDENDUM 1

PROVISION OF A MEDIA CAMPAIGN FOR THE PHOTO ENFORCEMENT PROGRAM

URGENT

PLEASE FORWARD THIS DOCUMENT TO WHOEVER IS IN POSSESSION OF THE TENDER

ISSUED: June 14, 2019
BY: Gord Spado
TELEPHONE NO. 204 986-7381

THIS ADDENDUM SHALL BE INCORPORATED INTO THE TENDER AND SHALL FORM A PART OF THE CONTRACT DOCUMENTS

Template Version: A20190115

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

PART D – SUPPLEMENTAL CONDITIONS

Revise: D2.6 to read: The funds available for this Contract are \$200,000.00 **annually**.

QUESTIONS AND ANSWERS

- Q1: Are there established brand standards to which the campaign must follow? We've looked at justslowdown.ca but can't seem to open safeststreets.ca (see next question below). If we determine neither of these brand visuals match the tone of the campaign, are there other standards we must adhere to?
- A1: Yes. The current Brand Manual for the City of Winnipeg can be found posted with this Addendum on the City of Winnipeg Materials Management page.
- Q2: www.safeststreets.ca does not seem to be operational. Is there an alternative address to be viewed?
- A2: There was an issue where the URL was not properly directed after server maintenance. This has been corrected and www.safeststreets.ca is now working properly again.
- Q3: Are there KPI's to assist in measuring the success of the campaign? We assume the number of offences might be one but are there others and have specific goals been set?
- A3: While there are no formal KPI's relative to this campaign, Section D2.3 of the RFP identifies primary measure is based on public recognition. Other objectives, though not specific evaluation criteria, are listed in B4.1.