Winnipeg

Corporate Finance Department
Purchasing Division

672-2026 ADDENDUM 2

ROAD SAFETY CULTURE CHANGE MARKETING AND COMMUNICATIONS SERVICES

ISSUED: October 16, 2026
BY: Denae Dorge
TELEPHONE NO. 204-619-7787

URGENT

PLEASE FORWARD THIS DOCUMENT TO WHOEVER IS IN POSSESSION OF THE BID/PROPOSAL

THIS ADDENDUM SHALL BE INCORPORATED INTO THE BID/PROPOSAL AND SHALL FORM A PART OF THE CONTRACT DOCUMENTS

Template Version: Addendum 2026-03-10

Please note the following and attached changes, corrections, additions, deletions, information and/or instructions in connection with the Bid/Proposal, and be governed accordingly. Failure to acknowledge receipt of this Addendum in Paragraph 10 of Form A: Bid/Proposal may render your Bid/Proposal non-responsive.

NOTE TO BIDDERS: QUESTIONS AND ANSWERS BELOW DO NOT FORM PART OF THE CONTRACT

QUESTIONS AND ANSWERS

Q1: B10.2 identifies ChangeMakers as the developer of the Road Safety Culture Change Framework and communications strategy. Is there an incumbent or previous agency for the campaign implementation services being procured? If so, please identify the agency.

A1: There is no incumbent or previous agency for the campaign implementation.

Q2: Please confirm whether the $155,000 available for this contract includes creative development, media planning, production and paid media purchases. If paid media purchases are funded separately, please identify the available media budget.

A2: The funds available for this contract is $155,000 and does not include paid media purchases. The media budget is separate, and shall not to exceed $100,000 inclusive of taxes, depending on what media purchases are selected. It should be noted that the separate budget for the selected media purchases shall be in addition to the requirements outlined in E2.

Q3: Does the $155,000 cover the full initial contract period through October 31, 2027? Given that D4.4 states that funding is approved through December 31, 2026, please clarify the funding amount and status for the remaining initial contract period and the anticipated budget for any renewal years.

A3: The $155,000 is for the full contract until October 31, 2027. City budgets are approved annually by Council, however funding has been allocated for this project in the 2027 budget, pending Council approval.

Q4: Given the earned media and owned content strategy outlined in the RFP, which City-owned channels will be available to support the campaign—for example, the City website, social media accounts, newsletters and digital signage—and what publishing or placement support will the City provide?

A4: City-owned channels include: our website, including feature cards and the events calendar; Our City newsletter; Our City, Our Stories; and Our City, Our Podcast. For social media, we are active on Facebook, Instagram, X, and LinkedIn. We can put letter-sized posters up on bulletin boards in Winnipeg Public Libraries. Any digital signage in city-owned facilities is a paid placement. Regarding publishing or placement support, the

City will post approved content on our channels, and paid content to our social channels as directed. External agencies will not be provided access to our accounts.

Q5: Where comparable road-safety marketing activity has been undertaken, could you share the annual budgets for the past three years and the allocation of creative, production and media investment across channels and platforms?

A5: The Winnipeg Police Service's Just Slow Down/Why That Fast? campaign focuses on speeding. Information about recent procurement and scope of services for that campaign can be found on our website at https://legacy.winnipeg.ca/MatMgt/FolderContents.asp?FOLDER_NAME=486-2025&YEAR=2025 .

Q6: How was your creative/media investment allocated across the various channels and platforms for each of those years?

A6: The City wants Proponents to be creative in their response with regards to various channels and platforms. As such, no further information will be disclosed.

Q7: Could you share key successes, challenges and evaluation findings from previous road-safety campaigns involving the identified target audiences over the past four to five years? These would help inform our proposed approach.

A7: Winnipeg Police Service's Photo Enforcement Program Annual Reports provide an overview of the objectives, insights and evaluation of the Just Slow Down/Why That Fast campaign. These are available online at https://www.winnipeg.ca/police/about-us/publications. No further information is available.

Q8: What is your organization's anti-racism policy, especially in terms of supply chain opportunity equity?

A8: The City's procurement approach seeks to create fair, open, transparent, and competitive bidding opportunities while addressing historical barriers to participation and advancing reconciliation and equity objectives. Through supplier engagement, targeted outreach, supplier showcases, set-aside opportunities, and social procurement measures, the City actively works to broaden access to municipal procurement opportunities and strengthen diversity within its supply chains. The Sustainable Procurement Action Plan has a four-pillar model which promotes a comprehensive approach to sustainable procurement that addresses supply chain opportunities; environmental, ethical, social and Indigenous. See https://www.winnipeg.ca/media/2921.

Q9: What is your supplier diversity policy in terms of supporting suppliers from marginalized or under-represented groups with a view to increasing diversity in your supply chain?

A9: The City of Winnipeg's Sustainable Procurement Action Plan incorporates supplier diversity principles through its Social and Indigenous procurement mechanisms. The objective is to develop a more inclusive supplier base while maintaining compliance with applicable trade agreements and ensuring fair and transparent competition. The principles include:

- Set-aside contracts for Indigenous businesses and single source for social enterprises.
- Inclusion of diverse suppliers on bidder and supplier lists.
- Supplier outreach, engagement, and capacity-building initiatives.
- Social value criteria within competitive procurement processes.
- Community benefit and social procurement requirements where appropriate.
- Supplier showcases and matchmaking opportunities connecting diverse suppliers with procurement opportunities.

Q10: Does your organization give any weight to minority-ownership certifications such as the CAMSC, which help organizations promote diversity and equity in their supply chains?

A10: Certifications such as those issued by CAMSC or similar recognized organizations may be accepted as evidence supporting claims of diverse ownership where supplier diversity, social value, Indigenous participation, or community benefit criteria are being evaluated.

Q11: What is your supplier CSR policy, and does your RFP process give any weight to CSR-aware firms with certifications such as B Corp or GIIRS?

A11: Under Sustainable Procurement Action Plan, the City considers environmental, ethical, social, and Indigenous outcomes when evaluating procurement opportunities. The City may incorporate sustainability and social value requirements into Requests for Proposals (RFPs) through its Social Procurement Questionnaires. These mechanisms allow evaluation of corporate social responsibility (CSR) practices, ethical supply chain management, environmental stewardship, workforce practices, and community impact initiatives. Certifications such as B Corp, GIIRS, or equivalent certifications may be considered as supporting evidence of a supplier's commitment to sustainability or social responsibility where such factors form part of the evaluation criteria.

Q12: In keeping with established ethical sourcing principles, what is your Bid Protest or Dispute Procedure?

A12: Disputes will be addressed in accordance with D21.