Corporate Finance Department
Purchasing Division

672-2026 ADDENDUM 3

ROAD SAFETY CULTURE CHANGE MARKETING AND COMMUNICATIONS SERVICES

ISSUED: October 26, 2026
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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.

PART B – BIDDING PROCEDURES

Revise B2.1 to read: The Submission Deadline is 12:00 noon Winnipeg time, **October 29, 2026.**

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

QUESTIONS AND ANSWERS

Q1: Under B18.1(d)(i), it requests: "...three projects for the Proponent and three projects for any Subcontractor(s) of similar complexity, scope, and value.". We are easily able to write and submit project case studies for our own work, one project of which our proposed subcontractor partnered with us on (which we can detail). In lieu of attempting to write three additional case studies on behalf of said contractor, would the above suffice, alongside a link to the subcontractor's portfolio?

A1: B18.1(d)(i) states: “details demonstrating the **history and experience** of the Proponent and Subcontractor(s) in providing multi-media marketing and communications services…”. Three projects should be provided for the Proponent and for any Subcontractor(s); one project could represent the experience of both the Proponent and Subcontractors if both were involved in the same project. However, under B18.1(d)(ii)(ii) the role of the Proponent and Subcontractor(s) should be clearly identified. A link to the Subcontractor’s portfolio will not be considered in the evaluation.

Q2: The creative samples for Section C, Experience of Proponent and Subcontractor, are not counted towards overall proposal length. Are we able to provide additional creative samples to support other sections of the proposal (e.g., Experience of Key Personnel or Project Understanding), and would these be counted towards overall proposal length?

A2: As per B18.1(d)(i), three samples are to be provided for the Proponent and Subcontractor(s). No additional samples will be considered as part of the evaluation.

Q3: Is it acceptable for us to submit just one name/reference for each project?

A3: As per B18.1(d)(iii), proponents are to provide "reference information (two current names with telephone numbers and email addresses per project)".

Q4: B7.5.2 mentions creative samples are excluded from the 25-page limit. Is it safe to assume that Forms A and B, the social procurement questionnaire, resumes and references do not count toward the 25-page limit?

A4: Resumes and references should be included in the proposal and will count towards the proposal 25-page limit. Form A, Form B, and the social procurement questionnaire shall not count toward the total proposal length.

Q5: Is the pricing for Item 6: Individual Commitment/Prompt intended to include the cost of producing the promotional item and, if so, what quantity should the estimate be based on?

A5: See Addendum 1 revision to E2.7(c) and clarification of E2. Proponents are to estimate quantities as they see fit based on prior experience for a program launch.

Q6: Item 8 on the pricing form is Production of Creative Assets (print collateral). Can you clarify if this pricing is for the design only of the listed items (billboards, transit shelters, posters) or is intended to also be for the printing of those items? Printing of items such as billboards and transit shelters is typically provided by the advertising vendor and included in the media buy.

A6: Design is to be included in Items 1-7, As stated on Form B, Items 8-11 “will NOT be considered in the evaluation for Total Bid Price”. Proponents should provide pricing where applicable. These items are not part of the scope of work for this contract and will be covered through additional and separate budgets.

Q7: For non-social placements (out-of-home, transit, digital out-of-home, direct-to-publisher), does the City book and pay vendors directly, or does the successful proponent book and invoice the City? Kindly clarify who you’ll be expecting to book the other media.

A7: The City will manage all media buying.

Q8: Does the City expect a set number of assets in the Item 5. Culture Change Campaign price, or should proponents define what’s included, with anything extra billed at Items 8 to 11 rates? Addendum 1 states E2.2 to E2.8 are included in the price, and Items 8 to 11 are outside the budget, but not how many assets the base price covers.

A8: The City does not expect a set number of assets and encourage proponents to be creative and use their expertise to define what is included.

Q9: Is it safe to assume that City communications staff will carry out media outreach and pitch media? Addendum 1 confirms the strategy is in the price, and Addendum 2 Q4 says the City posts content to its own channels. The responsibility around media pitching isn’t specified.

A9: The City will pitch media as identified in the media strategy.

Q10: Into which languages will final materials be translated, and is the successful proponent responsible for adapting and producing the translated versions?

A10: The City has requirements for communicating in English and French for city-wide initiatives. Final materials will be translated to French. The City is responsible for the translation and proofing; proponents are responsible for producing the final translated versions.

Q11: Will the City’s web team build and host the page, and will the City collect and store pledge data?

A11: The City web development team will build and host the web page. If it is decided to collect online pledges, the City will be responsible for collecting and storing pledge data.

Q12: What term should talent and stock usage cover: the initial contract only, or the extension years too?

A12: It should include the initial contract, and the extension years.

Q13: When does the City expect to award the project, given the December 15 baseline survey deadline?

A13: The City aims to award the contract 4 weeks after the proposal deadline. D13.1 states deadlines are tentative, and may be adjusted.