

ADDENDUM

DESCRIPTION: ToC Behaviour Change and Social Marketing Campaign RFP #: PW-2025-08	ADDENDUM NUMBER: 01
	DATE OF ISSUE: September 5, 2025
	ISSUED BY: Caitlin Van Gaal
	PAGE(S): 02

INSTRUCTIONS:

1. Amend your copy of the proposal in accordance with the detail below.
2. Retain one (1) copy for your file; sign a 2nd copy and attach to your submission as confirmation that the Addendum was taken into account in your proposal submission.
3. Failure to sign and attach this form with your submission may result in a non-compliant proposal.

DETAILS OF ADDENDUM:

1. **Question:** Budget & Scope Inclusions - The RFP sets the total project budget at \$67,000. It does not state whether this includes hard costs such as printing, paid media, stock or original photography, or other production expenses. Could you clarify if the budget is intended solely for agency fees (research, strategy, design, content development, campaign assets), or if it must also cover production and distribution costs? Additionally, is this a one-year budget or a total budget for the full three-year term?

Answer: Budget to include agency fees (research, strategy, design, content development, campaign assets). Production and distribution costs are outside of this project scope.

2. **Question:** Deliverables & Formats - The RFP requires campaign materials in multiple formats. Is the agency responsible only for preparing final print-ready files, or will the Town also expect the agency to liaise with printers and manage production?

Answer: The Town will liaise with printers to manage production. The agency is responsible for preparing final print ready files.

3. **Question:** Research Expectations - The scope requires a jurisdictional scan, data review, and potentially new audience research (surveys, focus groups, interviews). Could you elaborate on what existing data has already been captured and will be made available to the successful proponent?

Answer: No existing data has been collected

4. **Question:** Presentation & Council Engagement - The RFP notes that a presentation to Council or administration may be required. Do you anticipate this being an in-person presentation, or would a virtual presentation be acceptable?

Answer: Virtual presentation is possible if required

5. **Question:** Language variations - Are you considering adapting final art files into multiple languages? If so, how many, and will the agency be handling this on your behalf?

Answer: This may be considered, but would be outside of the scope of this project.

6. **Question:** Target Diversion Goals - Have you communicated any of your goals publicly, or will this be your first communication to the public?

Answer: The public is aware of the Town's Climate Emergency Action Plan. We have placed ads in the paper and social media sharing our annual updates. We have also done some communication on the waste program and water restrictions. Please visit www.canmore.ca to see any relevant messaging.