Town of CANMORE

ADDENDUM

DESCRIPTION: ToC Behaviour Change and Social Marketing Campaign	ADDENDUM NUMBER: 03
	DATE OF ISSUE: September 10, 2025
RFP #: PW-2025-08	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:** *Continued from Addendum 02* **-** Based on this, and our experience in this type of work, we would be including a recommendation for additional research as part of our proposal. Can you confirm if you have additional funds set aside for research, or would it need to come out of the budget you have listed?

   The team is excited about the opportunity to work with your team on this campaign, but we wouldn't be able to deliver the scope of work you are asking for if we had to include research costs in the overall budget. Before we continue work on the submission we were hoping to confirm if there is any budget allocation for research.

   Answer: Can you clarify what kind of additional research is required/expected—there may be things that we can help support or there may be access to research from other agencies that we can tap into. I think what's important to keep in mind is that the company we're hoping to work with should already be familiar with climate action campaigns and bring that knowledge to this community.

   The budget that we have stated in the RFP is the only budget we have. I would encourage you to submit your proposal and if there is anything above and beyond the scope/budget to flag that.

2. **Question:** Does the Town envision a landing page or a section on its website for this campaign? Would design of these webpages be in or out of scope as part of the marketing collateral? Would any website development be in scope? If development is in scope, what CMS is the Town currently using for its website?

   Answer: The Town currently does not have a landing page, but we can build a webpage if that's the recommendation from the agency we're working with. Copy and graphics will be the responsibility of the agency, but the Town would build the webpage.

3. **Question:** Does the Town have existing photo or video assets that could be leveraged for this campaign? Would any photography or videography be in scope for this campaign?

   Answer: Photography and videography are certainly within scope of this project and can be considered as part of the deliverables for the campaign. We don't have anything unique (i.e. not stock) in our current library of assets for a campaign like this.

4. **Question:** Regarding the review of existing data in 3.4.1, could the Town make available the qualitative or quantitative datasets that informed the CEAP engagement summary report or the 2021 citizen perspectives survey? Would the Town consider sharing municipal benchmarking or community monitoring datasets that, while not directly related to the RFP objectives, may support a target audience assessment and insights into potential barriers and motivators?

   Answer: The Town has most of the inputs that went into the CEAP engagement summary, these can be shared with the successful proponent. We can also share Canmore's Community Profile, https://storymaps.arcgis.com/stories/7dd69ba533214e42a0a40ae20f95859b, which gives a decent overview of some of our community statistics. We can also share specific datasets as required.