

DESCRIPTION: ToC Behaviour Change and Social Marketing Campaign RFP #: PW-2025-08	ADDENDUM NUMBER: 04
	DATE OF ISSUE: September 16, 2025
	ISSUED BY: Caitlin Van Gaal
	PAGE(S): 04

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:** Impact focus. Is the Town's preference to seek the highest impact on carbon targets, even if it comes from targeting only a small set of the population (such as commercial properties), or is the preference a diluted impact that reaches a larger percentage of the Town's population?

Answer: As this is a communications-focused campaign, and the Town of Canmore's main audience for Town-led communications is residents, there is a preference for community-wide approaches.

2. **Question:** The Town's capability for asset generation. Does the Town have capability to receive templates and wrappers with core visuals & messaging and later reproduce assets as and when it needs, or is the expectation for a full suite of assets upfront for the 3-5 years that follow?

Answer: The Town of Canmore will accept templates, collateral, wraps, etc. as part of the deliverables of the campaign and will have them printed or reproduced as required according to the campaign plan. Hard assets (printed, in-hand) are not required upfront.

3. **Question:** Are there any specific campaign deliverables required, such as OOH posters, pamphlets, etc. Or is this entirely to be determined by the agency?

Answer: No specific requirements, we are looking for this to be suggested by the successful proponent.

4. **Question:** Does the Town of Canmore have an existing brand identity or visual style we should apply to the campaign, or would you prefer the agency to come up with something bespoke?

Answer: The Town of Canmore has an existing brand identity that should be followed; however, the visual style of the campaign can align with current work or make significant departures from it based on the recommendations of the applicant selected for this project.

5. **Question:** In the proposal requirements section D, if we wanted to include supporting project imagery and visuals could this be supplied separately or would this need to be included in the three pages?

Answer: Supporting imagery can be included in an appendix.

6. **Question:** Have you already run any communication campaigns on these topics? Can you provide details on past campaigns and outcomes (if any)?

Answer: We have run loose campaigns for waste in the past. There are no details on the outcomes.

7. **Question:** Will the Town of Canmore assist with recruitment for new surveys or focus groups?

Answer: Public engagement is outside the scope of this RFP; however, if the successful applicant requires engagement for the development of the campaign, the Town of Canmore will assist with recruitment for surveys, focus groups, and messaging.

8. **Question:** Are there any target populations or adopters that you would like to see highlighted in campaign research and analysis?

Answer: The primary focus of these campaigns will be residents and, in some cases, potentially businesses and tourism.

9. **Question:** Should the campaigns be unified or distinct for each issue (waste/water/energy)?

Answer: The Town is open to recommendations from the successful proponent.

10. **Question:** What languages other than English should be considered for materials (if any)?

Answer: For the scope of this project, English is the primary focus for materials.

11. **Question:** Do you have any existing research or baseline data on residential waste, water, and energy consumption in the Town of Canmore?

Answer: We have a 2024 residential waste audit and our annual GHG inventories which show diversion and energy consumption. Water consumption data is available on a community basis.

12. **Question:** Does the Town have defined KPIs or targets (e.g., % reduction in household energy use or waste diversion increase) to measure the success of residential behaviour change initiatives?

Answer: Targets are identified in the Climate Emergency Action Plan for GHG emissions. Council's Strategic Plan outlines waste targets. No Town specific water targets have been identified, however, targets exist with Alberta Municipalities. The Town is open to identifying clear interim target if required to support the campaign.

13. **Question:** Have you conducted any previous studies or engagement efforts to identify behavioural barriers or attitudes among residents related to climate-friendly actions?

Answer: No.

14. **Question:** How does the Town of Canmore envision equity-deserving groups being engaged in the campaign creation process?

Answer: The Town is open to suggestions from the successful proponent.

15. **Question:** How are you currently measuring outcomes and progress to reduce waste, water, and energy consumption in Canmore?

Answer: Water and Waste are reported on annually through Council's Strategic Plan, emissions and GHGs are reported annually through the [CEAP Annual Status Update](#).

16. **Question:** How does this campaign tie in with other municipal sustainability programs?

Answer: This campaign will be how we communicate some of our programming (waste, water and energy). However, we do not have any other environmental campaigns operating at this time.

17. **Question:** Does the stated budget include both agency services and media buying costs for the campaign, or will media spend be managed through a separate budget? (Section 4.2- E)

Answer: Media spend will be managed through a separate budget.

18. **Question:** Will the Town of Canmore staff supply/link to all relevant municipal documents, regional/federal data, and past communication campaigns, existing environmental/climate change strategies and initiatives within Canmore to the winning proponent?

Answer: Yes.

19. **Question:** Has the Town of Canmore identified communities/jurisdictions that it believes are "doing it right"?

Answer: No, we hope the successful proponent can identify those communities.

20. **Question:** The RFP language suggests that the primary target audience is residents. With the volume of tourism in the area, is the Town open to considering prioritising tourists/short-term visitors if research demonstrates that this audience would have a more meaningful impact on environmental metrics?

Answer: Yes, however, the Town's main focus for our services is for residents and is therefore our biggest focus area for this campaign. Any work with the tourism industry would need to be in partnership with Tourism Canmore Kananaskis.

21. **Question:** What is the operational capacity of the Town to measure bottom line results? For

example, per household/business water reduction or waste reduction? Is it possible to measure energy efficiency?

Answer: We can include these measures in our Climate Emergency Action Plan Annual Status Update (see link in question 15).

22. **Question:** Does the Town have a list of “pain points” regarding waste/energy/water that is available? For example, is there a waste volume issue at Quarry Lake given the number of non-resident visitors in the summer?

Answer: We do not have a list developed, but this can be discussed with the successful proponent. Items such as not sorting waste properly, high water usage, and Quarry lake are all examples of issues we are experiencing.

23. **Question:** Among the three focus areas (waste, water, energy), is there one that’s politically or operationally more urgent/more of a priority than others?

Answer: No, all are a priority, however, the area where we have the most impact is with the waste stream.

24. **Question:** Is new primary research (e.g., focus groups, surveys) is a must, or is leveraging existing input, stakeholder intel, and supplementing it with desk research sufficient for this project?

Answer: Existing research is sufficient, however, as stated in question 7, the Town is open to further engagement if deemed necessary by the successful proponent.

25. **Question:** Are there any estimates for future funds available for program implementation?

Answer: Not at this time, a capital budget request can be submitted for future program roll out.

26. **Question:** What is the Town’s internal capacity for campaign rollout once our work is complete?

Answer: Capacity is high for the campaign’s rollout and should not be a concern.