



## REQUEST FOR PROPOSAL 17-68

### COMMUNICATIONS CONSULTANT

#### ADDENDUM NO. 1

November 30<sup>th</sup>, 2017

**This addendum forms part of the Request For Proposal Documents** and shall be read, interpreted, and coordinated with all other parts. The costs of all elements contained herein shall be included in the submission. The following revisions, changes, corrections, additions, and or deletions supersede the information contained in the original Documents to the extent referenced and shall become part thereof.

#### **Addendum Item 1 Questions & Answers**

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##### **1. Proponent Question:**

Regarding C.3.d.Community Relations, is the expectation that the development of "temporary solutions" be for all facets of the projects (traffic patterns, business access, parking, etc.), or just specific issue(s) that arise (e.g. workarounds for gaps in other plans)?

##### **Response:**

It is expected that there will be increased interest from addresses within the work zone as to how their requirements are to be managed during the course of construction. This item could include pre-construction outreach and creation of action plan(s) based on any related findings. The intent of temporary solutions is to imply that related efforts are to be minimized and applied to specific issues.

##### **2. Proponent Question:**

Regarding C.3.h what types of 'property acquisition activities' are envisioned as part of this process?

##### **Response:**

The City will retain the lead role in all property acquisition related communications. This item will be a support role and could include preparation of necessary collateral pieces required to explain the project impacts to a non-technical audience such as graphics, informational handouts, newsletters, etc.

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**3. Proponent Question:**

Regarding C.5.a Consulting services, does this item refer to communications advice specific to these capital projects, or to broader communications advice in general?

**Response:**

This item is to be project specific and limited to the scope defined in this Request for Proposal.

**4. Proponent Question:**

Regarding C.5.f, is there a minimum number of hours/days per week of in-person presence for the 'scheduled office hours'?

**Response:**

It is expected that the proponent will define as part of their proposal what an appropriate level of site attendance will be based on their previous experience in supporting the delivery of municipal infrastructure projects.

**5. Proponent Question:**

Is there an overall anticipated budget for this group of projects? i.e., a monthly maximum that the City is anticipating for retainer for consultant services?

**Response:**

A defined budget has not been set for this scope. The City is expecting that the proponents will recommend an appropriate level of effort based on the requirements of this Request for Proposal.

**6. Proponent Question:**

Is there a maximum annual budget for paid media? If not, in the past, what budgets has the City allocated to external advertising (paid media) for a campaign?

**Response:**

A maximum budget has not been set for paid media. The City expects that this component of the assignment would be limited to local print and radio. Frequency of advertisement should follow the demands of the project as outlined in section D of the Terms of reference.

**7. Proponent Question:**

Could you provide a target number in mind would allow us to provide you with a proposal that will create efficiencies for the best value?

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**Response:**

The City is expecting that the contracted communications effort for this project will be of comparable scope and value as to the previously completed Highway 19A Phase 2 and Downtown Revitalization projects, for which the total annual expenditure ranged between \$100,000 to \$200,000.

**End of Addendum**

Clinton J. Crook, SCMP, CPSM  
Senior Buyer