



ADDENDUM No. 1

REQUEST FOR PROPOSAL # 2017 - 08

Communications Consultant

Date: October 11, 2017

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

Addendum Items:

Questions and Answers:

- Q: What metrics does the council (steering committee) want gathered, if any, through the website?
- A: We are not looking for any metrics from the website; the goal is to ensure it is available for people to access information
- Q: Is a stand-alone website expected or can it be integrated within the City's current website in some way?
- A: The website should be stand-alone.
- Q: Is there an expectation that the open houses would gather community feedback or input and report it formally?
- A: The goal of the open houses is to educate the voters. If there are questions that arise at the meetings, we would expect that they might be used to form the basis of an FAQ document or some further public education campaign. But we are not seeking any specific feedback from people.
- Q: Does the municipality have a sense as to how many folks might gather for each session?
- A: No, we had some public meetings with the Citizens' Assembly and there were approximately 50 people per meeting in attendance.
- Q: Are members of the committee/council available to attend the open houses and act as media spokespeople?

A: Potentially, but we are trying to ensure that the information is as unbiased as possible, so councils would not be taking a position either way.

Q: Does the municipality already have Canada Post mailing lists for the five population centres?

A: Yes

Q: Will there be time prior to the referendum to resolve how the amalgamation would happen for areas such as administration, taxation, policing etc. or will this be worked out afterwards only if the referendum is successful?

A: These will only be decided if the referendum is successful, they are ultimately the decisions of a new Council if the vote is yes.

Q: Does the education campaign need to end a fixed number of days prior to the actual referendum date?

A: We are not aware of any requirements to complete the education campaign a fixed number of days prior to the referendum date.

Q: Do you have a time period in mind for the length of the education campaign, for example 2 weeks or 6 weeks?

A: As long as is necessary to ensure people are well informed. Likely closer to 6 weeks than 2.

Q: Do you have an anticipated budget?

A: \$80,000

Q: Are you seeking to engage with local First Nations and are you looking for a separate engagement strategy?

A: The project is to provide information to all eligible voters. No specific First Nations consultation is anticipated as part of this education campaign.

Addendum No. 1 is issued prior to receipt of bids and shall form part of the RFP documents. The revisions shall supersede information contained in the original RFP Documents. Proponents must note receipt of this addendum below and attach this page to the proposal submission package.

Addendum No. 1 received.

Name of Proponent

CITY OF DUNCAN
200 Craig Street
Duncan, BC
V9L 1W3