



445-2013 ADDENDUM 1

REQUEST FOR PROPOSAL FOR THE PROVISION OF A MEDIA CAMPAIGN FOR THE PHOTO ENFORCEMENT PROGRAM

URGENT

PLEASE FORWARD THIS DOCUMENT TO WHOEVER IS IN POSSESSION OF THE REQUEST FOR PROPOSAL

ISSUED: June 5, 2013
BY: Rob Riffel
TELEPHONE NO. (204) 986-6269

THIS ADDENDUM SHALL BE INCORPORATED INTO THE REQUEST FOR PROPOSAL AND SHALL FORM A PART OF THE CONTRACT DOCUMENTS

Template Version: Ar20130301

Please note the following and attached changes, corrections, additions, deletions, information and/or instructions in connection with the Request for Proposal, and be governed accordingly. Failure to acknowledge receipt of this Addendum in Paragraph 9 of Form A: Proposal may render your Proposal non-responsive.

PART B – BIDDING PROCEDURES

Add: B4.4.1

B4.4.1 The survey can be viewed at the following link:
http://winnipeg.ca/police/press/2006/12dec/2006_12_01.stm

Revise: B5.1

B5.1 The WPS wants to maintain public awareness and increase support for effective use of photo safety technology as one of the many WPS road safety initiatives. The goal of these initiatives is to reduce collisions and injuries by reducing red-light running and excessive speeding.

Revise: B12.2 to read:

B12.2 The not to exceed budget for this project is \$200,000.00 **annually**.

Delete: B13.2

PART D – SUPPLEMENTAL CONDITIONS

Revise: D2.2 to read:

D2.2 The major components of the Work are as follows:

- (a) developing messaging, branding and collateral materials;
- (b) coordinating all media purchases;
- (c) assisting in the implementation of potential bursary programs; and
- (d) liaising with the Photo Enforcement Communications Committee throughout the agreement;
- (e) **the Contract is inclusive of the public opinion surveys as specified in D2.3.1.**

PART E – SPECIFICATIONS

Revise: E2.4 to read:

E2.4 The successful Bidder may elect to leverage the brand equity existing in the WPS “Safe Streets” and “**Just Slow Down**” campaign, including the websites www.safestreets.ca and <http://justslowdown.ca/>. The websites may also provide prospective Bidders with some background on the Photo Enforcement Program and some of the previous campaigns that have been carried out.