



## 486-2025 ADDENDUM 1

### PROVISION OF A MEDIA CAMPAIGN FOR THE PHOTO ENFORCEMENT PROGRAM

#### **URGENT**

**PLEASE FORWARD THIS DOCUMENT TO  
WHOEVER IS IN POSSESSION OF THE  
BID/PROPOSAL**

ISSUED: July 15, 2025  
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**THIS ADDENDUM SHALL BE INCORPORATED  
INTO THE BID/PROPOSAL AND SHALL FORM  
A PART OF THE CONTRACT DOCUMENTS**

Template Version: Add 2021-03-05

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Please note the following and attached changes, corrections, additions, deletions, information and/or instructions in connection with the Bid/Proposal, and be governed accordingly. Failure to acknowledge receipt of this Addendum in Paragraph 10 of Form A: Bid/Proposal may render your Bid/Proposal non-responsive.

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#### **PART B – BIDDING PROCEDURES**

Revise B2.1 to read: The Submission Deadline is 12:00 noon Winnipeg time, **July 21, 2025**.

#### **PART B – BIDDING PROCEDURES**

Delete B9.5 in its entirety.

Revise B9.6 to read: Proposal format, including number of pages, size of pages and, font, etc., will not be regulated, except that the Proposal should contain a table of contents, page numbering and should be in the Sections identified above. Proponents are encouraged to use their creativity to submit a Proposal which provides the requested information for evaluation and other information which illustrates the strength of their proposed solution

Clause numbering will be adjusted due to this change.

#### **QUESTIONS AND ANSWERS**

Q1: Could the City clarify the primary communication goal of this campaign? For example, is the main objective to increase support for the program, improve perception of enforcement efforts, or influence specific driver behaviours?

A1: Just Slow Down Campaign Objectives:

- To encourage Winnipeg drivers to reduce speed;
- To build awareness and understanding of the relationship between speed and collisions/fatalities/serious injuries;
- To build general support for photo enforcement technologies as an effective tool to reduce driver speed on Winnipeg streets;
- To build support for increased traffic unit flexibility and to move mobile photo radar units to areas where they will be most effective; and
- To proactively promote safe Winnipeg streets.

Q2: Are there any results, insights, or audience data available from past awareness campaigns (e.g. "Just Slow

Down” or “Safe Streets”) that can be shared to inform our strategy?

A2: **2024**

The “Just Slow Down” fall campaign, aimed at encouraging drivers in Winnipeg to reduce their speed, ran from September 23 to October 20, 2024. Leveraging a diverse mix of channels—YouTube, TikTok, Reddit, In-Game Display, and Out-of-Home (OOH) advertising—the campaign primarily targeted high-risk drivers, focusing on males aged 16-24. Most ads directed traffic to [justslowdown.ca](https://justslowdown.ca) with clear calls to action encouraging users to learn more.

The campaign effectively reached the 16-24 demographic, with YouTube, TikTok, and Reddit delivering a particularly high volume of impressions. Through OOH advertising, we extended our reach to include all drivers in Winnipeg, ensuring broad visibility across the city. Overall, the campaign achieved over 20 million impressions with a competitive cost-per impression that outperformed platform benchmarks, optimizing budget efficiency. Engagement rates on most platforms were significantly above industry benchmarks, reflecting strong audience interaction with the campaign’s creative. These results demonstrate that our media selection was highly effective in reaching and resonating with the target audience.

**2023**

The most engaged age demographic were drivers in the age group of 35-44 years, followed closely by 25- 34 years for Meta (Facebook/Instagram).

With TikTok, the most engaged age group was 25-34 years, followed closely by 18-24 years. Both tactics delivered exceptional results for this campaign, with Meta performing at or above benchmark for all performance indicators and TikTok engaging a high volume of younger audiences.

Campaigns for 2023 built on objectives and messaging from the previous three years to increase awareness, reach the public and educate people on the benefits of photo enforcement. These messages, highlighting the decrease in red light tickets, were launched on television, radio and billboards throughout the city. Digital ads appeared on social media platforms as well as on a variety of media-related websites, directing viewers to the Just Slow Down website (<https://justslowdown.ca/>).

By far the most successful advertising platform used was Facebook/Instagram. In 2023, the combined digital campaign delivered 1.9 million impressions. The combined Click Through Rate (CTR) also exceeded the industry standard benchmark at 6.2%, with TikTok demonstrating the highest CTR performance at 11.31% and Meta coming in at 0.60%.

Q3: Could you provide more detail on the structure and role of the Photo Enforcement Communications Committee? For instance, will they be involved in strategy development, creative approvals, or ongoing campaign coordination?

A3: The Photo Enforcement Communications Committee (Superintendent of Community Engagement, Division 51 Inspector, Staff Sergeant, P/Sgt Photo Enforcement, Director of Public Affairs, & Communications Coordinator) typically approve the content development and offer input to strategy development.

Q4: Does the City have any preferences or restrictions regarding the media channel mix (e.g. required use of transit or print, traditional vs digital ratio, or language requirements)?

A4: Usually no restrictions on media channel mix but encourage a variety of platforms based on the audience type, age and what would make the biggest impact with these groups.

Q5: Could you clarify the nature of collaboration expected with the current Photo Enforcement Program contractor? Will they provide campaign content, legal oversight, or any input on messaging?

A5: The Division 52 Inspector is the Contract Administrator who provides oversight with input from the Executive and the Communications Committee on the content and legal oversight, messaging etc.

Q6: To clarify the \$200,000 budget stated in D2.6 - I assume this includes both project costs and media budget. Is that correct?

A6: Correct.

Q7. Section D2.3.1 says that the public opinion survey to measure public recognition of the campaign is not part of the work of this contract. Can you share how the survey will be conducted?

A7: The Contractor and the Contract Administrator will come together on the questions. The Contractor will hire a survey firm to conduct the survey and report on results. The Contractor will invoice the Contract Administrator afterwards for payment on the cost of the survey.

Q8. In section B, Item B12.3 (b) asks for a campaign timeline, and item B15.5 asks for the Proponent's schedule. Can we submit one timeline/schedule to fulfill both these requirements?

A8: The campaign is divided into a spring and fall session. The Contractor provides a timeline ahead of each session to the Contract Administrator for review and approval.