

**ADDENDUM NO. 2
WINDSOR POLICE SERVICE COMMUNICATION STRATEGY CONSULTANT
RFP NO. 55-21**

March 25, 2021

This addendum amends and forms part of the Proposal Documents. The Proponent shall insert the addendum behind the cover page of the Proposal Documents.

Please see the following questions and answers;

1. Can the entirety of this project be completed virtually? Are any physical meetings and/or document sharing/reviews required?

Answer: Although it is anticipated that some of the initial review/research portions of the initiative may be completed virtually (with the sharing of documents), consideration should be given to the implementation of the comprehensive internal employee engagement / external organizational communications strategy (including the training of members) being conducted by alternative means, including physical meetings.

2. When do you intend to announce the winning proponent?

Answer: It is anticipated that the Evaluation Committee will convene during the week of April 19, 2021, with the goal of identifying the successful proponent by the end of April 2021.

3. When would you like the winning proponent to start work?

Answer: At the earliest opportunity, after the successful proponent is identified and the Contract finalized.

4. When would you like the work completed by?

Answer: There are OCPC Recommendations with a target completion of June 2021 that will need to be fulfilled, in conjunction with the successful proponent; however, additional components of the communication strategy could be implemented after June 2021.

5. RE: Appendix B - 6.3, 6.4, 6.5 – Are the samples requested to be examples of past work completed by the applicant on behalf of a previous client, case studies, or draft samples?

Answer: In addition to other components, the following is evaluated with a mark out of 35 (Appendix D):

- Samples of successful internal employee engagement and external organizational communications strategies, together with metrics designed to measure the success of implementation;
- Samples of organizational communications sent internally to employees; and
- Samples of organizational communications / press releases sent externally communicating both positive and negative information

There is no set preference with respect to previous clients, case studies, or draft samples. The Evaluation Committee will evaluate the samples as submitted. (ie. Examples of past work on behalf of previous clients, with a supporting Reference may be evaluated higher than a draft sample.)

6. RE: Appendix C - Please confirm the following:
- a. The only costing information to be provided is that request in the Cost Proposal form and
 - b. Only two dollar figures are to be submitted: the All-Inclusive lump sum price and the All-Inclusive hourly rate. No additional costing breakdown or information is to be submitted.

Answer: That is correct. Please refer to Section 9 and Appendix C of the RFP.

7. RE: Appendix C - Please confirm the following:
- a. Costing includes only work performed from start of audit to development of recommendations.
 - b. The RFP reads as though there is interest on the part of the WPS to extend the relationship with the winning proponent in order to facilitate implementation of recommendations. Will this be considered as a separate cost proposal and contract? If so, how and when do you look to have that costed out?

Answer: The Windsor Police Service is seeking a successful proponent who can “assist in the implementation of the media strategy, including, but not limited to media relations, digital communications, and social media”. The anticipated timeline for any review of current strategies, the identification of Best Practices, and the implementation of the comprehensive internal employee engagement and external organizational communications strategy should be included in the Proposal.

Any potential subsequent proposal would be considered as a separate cost proposal and contract, in the event that such extension is desired at that time.

Except for the contents of this addendum, all other terms and conditions of this proposal remain the same.

END OF ADDENDUM NO. 2

Yours truly,
THE CORPORATION OF THE CITY OF WINDSOR

Elaine Castellan

Elaine Castellan
 Purchasing Supervisor

EC/kr

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WINDSOR POLICE SERVICE COMMUNICATION STRATEGY CONSULTANT
RFP NO. 55-21**

March 25, 2021

I hereby acknowledge receipt of Addendum No. 2 to the RFP No. 55-21 (3 pages).

The information contained therein is hereby noted and account of same will be taken in our proposal cost.

This information was received on the _____ day of _____, 20_____.

Signature

Name (Printed)

Company Name

***NOTE: You are required to acknowledge this addendum with your proposal submission.**

**PLEASE FAX BACK TO (519) 255-9891 OR E-MAIL @ purchasing@citywindsor.ca SIGNED
ACKNOWLEDGEMENT SHEET ASAP**

Attn: Purchasing Department