



## Addendum #4

### REQUEST FOR PROPOSALS

#### RFP-03-23 Communications Strategy

Issued June 17, 2023

The Strathcona Regional District (SRD) wishes to issue the following addendum to its "Request for Proposals – RFP-03-23 Communications Strategy.

#### **Question No. 1:**

Have you surveyed SRD residents and/or stakeholders about communications and engagement previously, including about their satisfaction with and preferences and expectation for comms channels and engagement approaches?

#### Response:

The SRD has not surveyed residents and/or stakeholders within the Regional District about communications and engagement.

#### **Question No. 2:**

If no to the above question, we think this information from external stakeholders is critical to the project. Is it your expectation that external engagement be conducted as part of this project to inform the audit and the strategy development? Note that one of your deliverables states as follows, which suggests that you would like to understand residents' comms/engagement preferences at minimum: *Examine demographics of residents within SRD and their preferred communication methods.*

#### Response:

*Answered in Addendum #3 – Question No. 1*

The SRD doesn't require a survey of community residents regarding their preferred communication methods. An analysis of community demographics gathered through publicly available data, outreach to member municipalities, along with information collected through other processes will inform recommendations for communication methods.

#### **Question No. 3:**

What is the scope for this deliverable: *Compare community engagement/corporate communications functions within similar sized regional districts?* Is it just focused on comms dept structure and the function of each position? Or are you expecting a scan beyond this, and if so, what should it include? Note that extending much beyond the focus on the dept and functions of each position could increase the size of this task significantly.

#### Response:

The expectation is to compare community engagement/corporate communications departments' structure and function of each position within similar-sized regional districts.

#### **Question No. 4:**

To be done well and depending on the need for public engagement (as per Q 1-2 above), the audit part of the project will take more time, while the development of the strategy less so. Is there flexibility to

extend the deadline for the draft strategy to give more time for the audit within the overall project timeline?

Note that extending much beyond the focus on the dept and functions of each position could increase the size of this task significantly.

Response:

Proponents should include in their responses whether or not they can comply with the project's timeline. In accordance with the evaluation criteria set out in the RFP, preference may be given to proponents that can complete the work of the contract within the schedule outlined.

**Question No. 5:**

There is no mention of Indigenous/First Nation communication and engagement in the RFP. Is this out of scope for the project? If it is IN scope, could you please provide more detail related to expectations, deliverables, number of FN communities, etc.

Response:

Within the SRD administrative boundaries, there are 10 First Nations. Building and growing relationships with the First Nations is important to the SRD. Generally, we reach out to nations to determine how they may want to be engaged on specific projects.

A communication strategy should be inclusive of First Nations and support reconciliation efforts.

**Question No. 6:**

What communications and engagement policies and procedures does the SRD already have? We cannot find them online.

Response:

*Answered in Addendum #2 – Question No. 2*

In 2023, the SRD implemented a social media policy and currently follows a Style Guide from 2017.

If you have any questions concerning this Addendum or RFP, please phone Renee Laboucane (250) 830-6700 or email [procurement@srd.ca](mailto:procurement@srd.ca)

Please sign below, acknowledging receipt of this Addendum and return this document with your submission to the RFP. If submitting multiple responses, please include a copy with each submission.

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Signature

\_\_\_\_\_  
Name of Firm

\_\_\_\_\_  
Name and Title (Print)

\_\_\_\_\_  
Date