



Addendum #2

REQUEST FOR PROPOSALS

RFP-03-23 Communications Strategy

Issued June 27, 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:

Would you like us to clarify which methods and approaches we would specifically use for this project or a high-level summary of the methods and approaches we use generally in project management, communication strategy, etc.?

Response:

Please include a high-level summary of the proposed service, methods, and approach you intend to use to accomplish the key deliverables.

Question No. 2:

Are there specific policies and procedures that SRD wants developed?

Response:

The SRD has not pre-determined the policies/procedures needed as we hope that the communications audit will direct what policies/procedures are recommended.

Minimally, the SRD would like a draft communications policy and media relations policy developed. In 2023, the SRD implemented a social media policy and currently follows a Style Guide from 2017.

Question No. 3:

Do we need to register in advance in order to submit a proposal?

Response:

Pre-registration is not needed to submit a proposal.

Question No. 4:

Are there any stipulations around location (i.e. Is it okay that we are based in Ontario)?

Response:

We anticipate that most communication will take place remotely however we would prefer a minimum of at least one in-person meeting.

If you have any questions concerning this Addendum or RFP, please phone Renee Laboucane (250) 830-6700 or email 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.

Signature

Name of Firm

Name and Title (Print)

Date