ADDENDUM #2

RFP 025-25 BRANDING SERVICES FOR THE CITY OF PORT ALBERNI

Questions with Responses:

Question 1:	Will Port Alberni support or lead initial outreach to key stakeholder groups (e.g., introduction emails), or should proponents anticipate managing outreach directly?
Response 1:	The City will lead initial outreach to key stakeholders
Question 2:	Will Port Alberni help coordinate access to key stakeholder groups, including Indigenous partners, Council, youth organizations, and business leaders?
Response 2:	Yes
Question 3:	Are there any established protocols or relationship guidelines we should follow when engaging with Tseshaht and Hupacasath First Nations?
Response 3:	The City will make the introductions to Tseshaht First Nation and Hupacasath First Nation.
Question 4:	Are there preferred formats, venues, or accessibility considerations for workshops and engagement sessions (e.g., virtual vs. in-person, accessibility requirements)?
Response 4:	If facilities schedules allow, the in-person engagement sessions will take place in City venues. One or more City representatives will be in attendance. After an introduction, the consultant will lead the session.
Question 5:	Beyond the listed deliverables, how does Port Alberni define a successful outcome for this branding initiative?
Response 5:	It resonates with community members and is adopted by organizations in their materials. It puts a smile on our face and distinguishes Port Alberni from other communities on Vancouver Island. It makes people want to come here as tourists or investors then decide to live here.
Question 6:	Does Port Alberni have any early thinking or priorities around future positioning, or should this exploration begin with a fully open lens?
Response 6:	The latter – a fully open lens.
Question 7:	From a strategic standpoint, is Port Alberni seeking an evolution of its current perception, or is it open to a more transformative shift in how the community is positioned?
Response 7:	We are looking for transformative. We want people to 'sit up and take notice'.

Question 8:	What decision-making structure should we anticipate throughout the project (e.g., staff working group, steering committee, Council touchpoints)?
Response 8:	It will be staff through the process. Council will be kept informed then fully consulted at the penultimate version stage and will be the ones to adopt the branding.
Question 9:	Who will form Port Alberni's core project team, and who will be our primary day-to-day contact?
Response 9:	This information will be made available to the successful proponent post-evaluation.
Question 10:	What does the approval process typically look like at key milestones?
Response 10:	An email exchange following a virtual meeting wherein the milestones have been reviewed..
Question 11:	Outline key steps for implementing the new brand, including internal alignment, stakeholder engagement, and initial launch initiatives;
Response 11:	The scope of work asks the successful respondent to deliver a rollout and activation plan. Once Council has adopted the branding, administrative staff will work it through City departments and attend to launches.
Question 12:	When "rollout support" is referenced, what level or type of support is Port Alberni envisioning?
Response 12:	The scope of work asks the successful respondent to deliver a rollout and activation plan. If the respondent has experience with the costs of those elsewhere, they are welcome to provide an estimate for those activities.
Question 13:	Are there internal teams or partners anticipated to steward the brand long-term, or should recommendations include governance and ownership models?
Response 13:	City staff and partners will steward the brand. Governance and ownership models are not needed.
Question 14:	How many workshops, surveys and interviews are expected?
Response 14:	Two in-person or virtual community workshops; one community-wide survey; a minimum of 30 interviews; and two presentations to Council (one near the end and one at the end both of those to be with public in an open forum).
Question 15:	How many print, digital, and signage application templates are needed? Would love some more details about the list of deliverables in each of these tactic categories, and how many versions of each would be required.
Response 15:	We are unable to provide a number at present; these will have to be worked out. If your budget depends on this number please note it in your submission providing a range of costs for various quantities,
Question 16:	What does "vi. rollout support" include? Does that mean support to execute on the brand rollout and activation plan? If you can share some more info on your expectations here, that would be really helpful.
Response 16:	The successful firm is to deliver a brand rollout and activation plan; they are not being asked to do the work itself. If approximate costs can be identified that would be helpful.

Question 17:	The RFP specifically notes youth and Indigenous engagement as a goal. Are there any existing advisors, liaisons, protocols or collaborations in place with either of these interest-holder groups that could be integrated into the process?
Response 17:	There is a strong relationship between the Councils for the City, Tseshaht and Hupacasath. The City's Parks, Recreation and Culture Department connects with youth. We are open to your suggestions as to how engagement can be done effectively and inexpensively.
Question 18:	What would make this branding initiative a clear success 12–24 months after launch? (e.g., resident pride, investor interest, tourism lift, internal adoption)?
Response 18:	All of those. Please see Response 5 above.
Question 19:	Are there any existing visual or verbal brand elements that must be retained or respected (e.g., City Seal/Symbol, colours, typography)?
Response 19:	No.
Question 20:	Is there a target or expected number of community participants for engagement activities?
Response 20:	Please see Addendum 1.
Question 21:	Who is your primary target audience for this new brand?
Response 21:	It has to be embraced by Council and the community before it will deliver results externally.
Question 22:	It sounds like you're looking to support economic development, tourism and resident attraction with this brand. Which of those is your TOP priority?
Response 22:	Resident attraction (preceded by community buy-in).
Question 23:	Can you provide more details on the reason for your minimum engagement requirement related to "youth and indigenous engagement" and what you're seeking here?
Response 23:	We are looking to make those demographics feel they have been included. Please see Response 17 above.

End of Addendum