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**ADDENDUM NO. 1**

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**REQUEST FOR PROPOSALS (RFP) No.:** 1220-030-2017-054  
**TITLE:** CONSULTING SERVICES FOR INFORMATION ARCHITECTURE AND TAXONOMY  
**ADDENDUM ISSUE DATE:** OCTOBER 25, 2017  
**CLOSING DATE AND TIME:** ON OR BEFORE THE FOLLOWING DATE AND TIME (THE “CLOSING TIME”):  
**TIME:** 3:00 P.M. (LOCAL TIME)  
**DATE:** NOVEMBER 9, 2017

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**INFORMATION FOR PROPONENTS**

The following information is provided to answer questions raised by Potential Proponents for the above named project, to the extent referenced and shall become a part thereof. No consideration will be allowed for extras due to the Proponent or any sub-Proponent not being familiar with this addendum. This Addendum No. 1 contains two (2) page in total.

**QUESTION AND ANSWER:**

- Q1: What's the estimated term of employment?  
A1: This is project based.
- Q2: Do you have an incumbent doing this job right now?  
A2: No.
- Q3: What is the maximum number of candidates (resources) we may submit?  
A3: Resourcing is up to the Consultant based on the noted deliverables.
- Q4: How many internal stakeholders are expected to be a part of the consultation process? Is it a diverse group or a committee? Are they expected to be part of the approval process?  
A4: The City conducted extensive internal audience review during a content strategy review completed in 2016. Internal stakeholder consultation is expected to be limited to a select staff focus group/workshop possibility involving card sorting methods.
- Q5: Have the external stakeholders been identified or is part of the scope of service to identify and secure involvement? What is the expected number of external stakeholders required to be considered a successful outcome?

A5: The City conducted extensive external audience review during a content strategy review completed in 2016. This data will be available to the successful Consultant along with detailed audience profiles and personas. We anticipate involving external stakeholders through tree testing.

Q6: Has the Project Team been identified? What areas of City services and internal organizations are represented? What level of involvement in the overall project will this team have?

A6: Yes, the project team has been identified. The project team, comprised of the Marketing & Communications, the Web and New Media section, as well as IT, will be involved.

Q7: How far back do the current site's analytics go? Have they been utilized for any purposes to date Eg: taxonomy?

A7: Answer:

- Analytics for www.surrey.ca start Sept. 13, 2011.
- Used to assess content goals and success.

Q8: Will the previous GA and ROT details be released for review?

A8: GA and content audit information will be released after the Consultant has been chosen.

Q9: Is there a current and up to date content map available or will this need to be generated as part of the scope of work?

A9: The City's website, www.surrey.ca has an up-to-date Sitemap.

Q10: Is this effort expected as a deliverable for the current website, or is this expected to occur as part of the future CMS efforts slated for 2019?

A10: Refer to Section 3, Item 3.3 Implementation Recommendations of Schedule A.

Q11: Is the Consultant expected to provide an internal Project Manager to work within the five steps process or will the bulk of the PM tasks be handled by the City's PMO?

A11: The Consultant's staff will be working closely with City's team, and devoted PM within the Web Team.

Q12: How does the City internally define success for this project and related to this, what metrics are expected in the weekly reporting?

A12: The City is looking for an IA and Taxonomy that is modern and intuitive to users, verified through tree testing.

Q13: By what criteria will the PMO define that deliverables are deemed acceptable?

A13: Thorough updates on the key aspects of the projects.

**END OF ADDENDUM**

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All Addenda will become part of the RFP Documents.