ADDENDUM

Damage Prevention Professional Certification (DPPC) Brand Development

Issued: November 25, 2026

This Addendum forms part of the Request for Proposal (RFP). This Addendum addresses questions received from proponents and clarifies the project requirements.

All other terms and conditions of the RFP remain unchanged unless specifically amended by this Addendum.

This Addendum forms part of the RFP. It was shared with all organizations that submitted questions or proposals up to November 20 and is posted on Utility Safety Partners' (USP) website.

Section 1: Questions and Responses

Administration

Question 1: What is the correct submission email address?

Response: Proposals shall be submitted to both msullivan@utilitysafety.ca and clukaniuk@utilitysafety.ca.

Question 2: What time zone applies to the submission deadline?

Response: All submissions must be received by 11:59 pm Alberta Time (UTC−6) on December 11, 2026.

Budget

Question 3: Has USP established an anticipated budget range or spending ceiling for the project?

Response: DPPC has not established a fixed budget range for this engagement. As outlined in Section 5 of the RFP, proponents are to provide a budget, aligned with the project scope and phases, that identifies all costs for the proposed services and deliverables. All pricing shall be provided in Canadian dollars.

Eligibility, Team Structure, and Delivery Model

Question 4: Are international firms eligible? May proponents utilize subcontractors or specialist partners?

Response: Proponents from any jurisdiction are eligible to submit proposals. If two or more proposals are determined to be substantially equivalent, preference may be given to firms with demonstrated North American damage prevention experience, including familiarity with the regulatory and stakeholder environment. Proponents may utilize subcontractors or specialist partners; however, these arrangements must be clearly identified in the proposal, including the roles and responsibilities of each party.

Launch

Question 5: Is there a target launch date or milestone event that should guide the proposed schedule?

Response: While no formal launch date or milestone event has been established, DPPC aims to launch the program as soon as practical after completing the foundational branding and strategy work.

Discovery

Question 6: Will USP facilitate stakeholder participation, and what level of engagement is anticipated?

Response: USP will work collaboratively with the successful proponent to identify and facilitate access to relevant stakeholders. The successful proponent should recommend the level and methods of stakeholder engagement necessary to achieve the objectives of the discovery phase.

Name and geographic reach

Question 7: Is DPPC the final program name, and what geographic markets should be considered?

Response: "Damage Prevention Professional Certification (DPPC)" is currently being used as the program descriptor. Phase 3 includes naming and brand strategy activities, and proponents should address this within their proposed approach. At this stage, the anticipated geographic reach includes Canada and the United States, with potential future expansion into markets such as the United Kingdom, Australia, and Mexico.

Website

Question 8: For the website, what functionality is expected at launch?

Response: The website should be purpose-built and meaningful. It is intended to serve as a public-facing platform providing awareness and information about the DPPC. Certification administration, applications, payments, credential verification, and similar functionality may be incorporated in future phases or through third-party integrations.

Question 9: Will USP provide content, assets, hosting, or maintenance requirements? Are there preferred systems or integrations?

Response: WordPress is the preferred website platform, but alternative platforms will be considered. USP has not selected specific hosting, certification, learning management, or credentialing systems at this stage. Proponents may recommend integrations, hosting approaches, maintenance requirements, and optional future enhancements as part of their proposal.

Languages

Question 10: Will French and Spanish translation services be provided by USP or included by proponents?

Response: English is the primary language for the initial development process. Proponents should include French and Spanish translation services within their proposed scope and pricing if applicable. If proponents recommend a phased implementation approach that defers translation activities, this should be clearly identified within the proposal.

Certification Framework, Governance and Trademark Considerations

Question 11: What certification, governance, and trademark elements have already been defined?

Response: The certification framework has been established and shared in newsletters and at conferences. More details will be provided to the successful proponent. Phase 5 of the RFP addresses brand governance, management standards, trademark considerations, and related implementation elements, which form part of the scope of work.

Section 2: Revisions to the RFP

1. Original wording: This RFP's scope is divided into four phases resulting in a comprehensive brand foundation and a launch-ready identity system for the DPPC.

Revised wording: This RFP's scope is divided into five phases, resulting in a comprehensive brand foundation and a launch-ready identity system for the DPPC.

2. Original wording: Each bidder must submit one electronic copy of their proposal to Michael Sullivan, President, Utility Safety Partners via email [MSullivan@UtilitySafety.ca] by the proposal due date and time identified in this RFP.

Revised wording: Each bidder must submit one electronic copy of their proposal to Michael Sullivan, President, Utility Safety Partners via email [MSullivan@UtilitySafety.ca] and Coral Lukaniuk, Executive Director, Damage Prevention Professional Certification via email [CLukaniuk@UtilitySafety.ca] by the proposal due date and time identified in this RFP.

3. Original wording: MSullivan@UtilitySafetyPartners.ca

Revised wording: MSullivan@UtilitySafety.ca

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