

File No.: 2025-727

January 23, 2026

s.22(1)

Dear s.22(1)

Re: **Request for Access to Records under the Freedom of Information and Protection of Privacy Act (the "Act")**

I am responding to your request of October 3, 2025 under the *Freedom of Information and Protection of Privacy Act* for:

**Regarding the Kirk & Co. Consulting Ltd. contract for professional communications and engagement services for FIFA World Cup 26, "Community Outreach and Support," (Solicitation number 216713), record of Kirk and Co.'s community outreach and support plan and schedule.**

All responsive records are attached. Some information in the records has been severed (blacked out) under s.21(1) of the Act. You can read or download this section here: [http://www.bclaws.ca/EPLibraries/bclaws\\_new/document/ID/freeside/96165\\_00](http://www.bclaws.ca/EPLibraries/bclaws_new/document/ID/freeside/96165_00).

Under Part 5 of the Act, you may ask the Information & Privacy Commissioner to review any matter related to the City's response to your FOI request by writing to: Office of the Information & Privacy Commissioner, [info@oipc.bc.ca](mailto:info@oipc.bc.ca) or by phoning 250-387-5629.

If you request a review, please provide the Commissioner's office with: 1) the request number (2025-727); 2) a copy of this letter; 3) a copy of your original request; and 4) detailed reasons why you are seeking the review.

Yours truly,

Kevin Tuerlings, FOI Case Manager, for

*[Signed by Kevin Tuerlings]*

**Siân Madsen, MA, MAS**  
**Acting Director, Access to Information & Privacy**

If you have any questions, please email us at [foi@vancouver.ca](mailto:foi@vancouver.ca) and we will respond to you as soon as possible. You may also contact 3-1-1 (604-873-7000) if you require accommodation or do not have access to email.

Encl. (Response package)

:kt



City of Vancouver (the "City")

AND: Kirk & Co. Consulting Ltd. (the "Contractor")

having the following address:

453 West 12<sup>th</sup> Avenue  
Vancouver, British Columbia, Canada  
V5Y 1V4

Email: [Megan.Fitzgerald@vancouver.ca](mailto:Megan.Fitzgerald@vancouver.ca)

Name of City Project Manager: Megan Fitzgerald

having the following address:

610-999 West Hastings Street  
Vancouver, British Columbia, Canada  
V6C 2W2

Email: [caillinkatnich@kirkandco.ca](mailto:caillinkatnich@kirkandco.ca)

Name of Contractor Contact: Caillin Katnich

This contract for services is comprised of this cover page, the following parts A, B, C, D and E, the attached Services Contract Terms and Conditions, and any other attachments, schedules, appendices or annexes expressly referred to in the aforementioned parts A, B, C, D and E, and the signature blocks following Part F below. By signing below, the City and the Contractor hereby agree to be bound by the terms of this contract.

**PART A - SERVICES:**

The Contractor is to provide communications and engagement services for FIFA World Cup 26TM (FWC26), leading up to and during the tournament. Primary focus is to support community outreach to residents and businesses near BC Place Stadium, as well as other stakeholders in the surrounding area.

The Services are further described in Schedule A:

Start date for the Services: July 14, 2025 (the "Start Date")

The Contractor agrees to complete the Services by: September 30, 2025. The City additionally reserves the right to continue working with this contractor to add additional communications and engagement services as necessary and related to the services described in this agreement.

**PART B - FEES AND EXPENSES:**

Fees: \$22,780.00 per

Expenses: Reimbursable by the City but only in accordance with this Contract (see the Services Contract Terms and Conditions);

The fees and expenses are further described in Schedule B.

**Billing Date(s):** See Section 20 of the Services Contract Terms and Conditions

**Definitions:**

"GST" means the tax payable and imposed pursuant to Part IX of the *Excise Tax Act* (Canada), as amended or replaced from time to time.

"PST" means the provincial sales tax payable and imposed pursuant to the Provincial Sales Tax Act (British Columbia), as amended or replaced from time to time.

**PART C: APPROVED SUBCONTRACTORS**

NONE

**SCHEDULE D: INSURANCE**

- (a) Commercial general liability insurance with a limit of not less than \$5,000,000 per occurrence, and a deductible of not more than \$5,000, protecting the Contractor and the Contractor's personnel against all claims for personal injury, including death and bodily injury, and property damage or loss, arising out of the operations of the Contractor or the actions of the Contractor or the Contractor's personnel. The policy will contain a cross-liability clause in favour of the City and will name the City and the City's officials, officers, employees and agents as additional insureds;

All insurance policies required by this Services Contract will be in a form, in amounts and with insurers acceptable to the City. All policies will provide that the insurer will provide the City with sixty (60) days' prior written notice of any material change, lapse or cancellation of the policy. Notice must identify the contract title, number, policy holder, and scope of work.

The Contractor and each of its subcontractors will provide at its own cost any additional insurance which it is required by law to provide or which it considers necessary.

Neither the providing of insurance by the Contractor in accordance with this Agreement, nor the insolvency, bankruptcy or the failure of any insurance company to pay any claim accruing will be held to relieve the Contractor from any other provisions of the Services Contract with respect to liability of the Contractor or otherwise.

The insurance coverage will be primary insurance as respects the City. Any insurance or self-insurance maintained by or on behalf of the City or its officials, officers, employees, or agents will be excess of the Contractor's insurance and will not contribute with it.

Prior to the Start Date, the Contractor will provide the City with evidence of all required insurance in the form of a "Certificate of Insurance" (on the City's form).

The Certificate of Insurance will identify the contract title, number, policyholder and scope of work and must not contain any qualifications or disclaimers. The Contractor will provide proof of insurance, in the form of a Certificate of Insurance or certified copies of all insurance policies to the Manager, Contracts and Administration at any time immediately upon request.

The Contractor will provide in its agreements with its subcontractors clauses in the same form as in this Part D. Upon request, the Contractor will deposit with the City detailed certificates of insurance for the policies it has obtained from its subcontractors and a copy of the applicable insurance clauses from its sub-contract agreements.

The Contractor will ensure that the required insurance is provided only by a company duly registered and authorized to conduct insurance business in the Province of British Columbia.

**PART E: ADDITIONAL TERMS**

NONE

The parties hereto have duly executed this Contract as of the <[redacted]> day of <[redacted]month>, 20<[redacted]year>.

SIGNED AND DELIVERED on behalf of the City by its authorized signatory(ies):

SIGNED AND DELIVERED on behalf of the Contractor by its authorized signatory(ies):

Per: \_\_\_\_\_  
Paul Bruce, Manager, Contracts & Administration  
Supply Chain Management

Print Name: Caillin Katnich

Signature:  \_\_\_\_\_

## SERVICES CONTRACT TERMS AND CONDITIONS

### A. CONTRACTOR'S OBLIGATIONS

1. **Performance of Services.** The Contractor agrees to provide the City with the services described in PART A (and in any schedule referred to therein), including, without limitation, and to the extent not expressly described in PART A (or in any such schedule), all services necessary or incidental to the completion of the services contemplated and described therein (the "Services"), all in accordance with the Services Contract (this "Contract"). The Contractor must provide the Services commencing on the Start Date described in PART A and in accordance with the delivery schedule (if any) specified in PART A (or in any schedule referred to therein), regardless of the date of execution or delivery of this Contract. The Contractor must comply with the City's instructions in performing the Services, but unless otherwise specified herein, the Contractor shall at all times retain control over the manner in which those instructions are carried out.
2. **Provision of Service Inputs.** Unless otherwise specified herein, the Contractor must supply and pay for all labour, materials, permits and approvals (including from any relevant government authority) necessary or advisable to provide the Services.
3. **Standard of Care and Applicable Laws.** The Contractor must perform the Services to the standard of care, skill, and diligence prescribed herein, or where not prescribed herein, to the standard customarily maintained by persons providing, on a commercial basis, services similar to the Services, and in accordance with all statutes, regulations, by-laws, codes, rules, notices, orders, directives, standards and requirements of every competent federal, provincial, regional, municipal and other statutory authority applicable to the Contractor and its personnel and the Services.
4. **Warranty.** Without limitation to any additional warranties provided by the Contractor, whether indicated on the face of the this contract or otherwise provided, the Contractor warrants that: (a) all goods, provided by the Contractor in connection with its performance of the Services ("Goods"), shall be of merchantable quality and free from defects in workmanship and materials; (b) all Goods shall strictly conform to applicable samples, specifications and drawings; (c) all Goods and Services shall be fit for the purpose intended by the City; (d) all Goods shall be free and clear of all liens, charges and encumbrances; (e) the Goods and Services shall comply with the standards set forth by applicable federal, provincial, municipal and industry regulatory agencies; (f) the shipping and handling of any hazardous material will be made in accordance with all applicable laws and regulations; and (g) the Goods and Services shall comply with all applicable environmental protection laws and regulations.

Unless a longer warranty period is specified on the face of this Contract or is otherwise provided, the foregoing warranty shall be valid for one year from the date of acceptance of the Goods and Services by the City. If at any time prior to the expiration of any applicable warranty period, any weakness, deficiency, failure, breakdown or deterioration in workmanship or material should appear or be discovered in the Goods and Services furnished by the Contractor, or if the Goods and Services do not conform to the terms and conditions of this Contract, the City may at its option (a) require the Contractor to promptly replace, redesign or correct the defective and non-conforming Goods and Services at no expense to the City, or (b) the City may replace or correct the defective Goods and Services and charge the Contractor with all expenses incurred by the City. The Contractor agrees to indemnify and save harmless the City, its officials, officers, employees, assigns, agents, clients and the public from any liability, loss, cost and expense arising either directly or indirectly, from breach of any warranty given by the Contractor hereunder.

5. **Contractor Personnel.** The Contractor must ensure that all persons it employs or retains to perform the Services are competent to perform them and are properly trained, instructed, and supervised, and that all such persons comply with the provisions of this Contract.
6. **Reporting.** The Contractor must, upon the City's request, fully report to the City on all work it does or has done in connection with providing the Services.
7. **Deliverables.** As a result of or as part of providing the Services, the Contractor may receive, create, produce, acquire or collect items including, without limitation, products, goods, equipment, supplies, models, prototypes and other materials; information and data; reports, drawings, plans, designs, depictions, specifications and other documentation (collectively, "Deliverables"). Deliverables do not include items that are: not required to be produced by the Contractor or supplied to the City as part of or together with the Services unless the City pays for such items; or specified in this Contract as being excluded from the Deliverables category; or items which pre-existed the effective date of this Agreement that are owned by a third party or that are used by the Contractor as part of the services provided to any of its other customers. All Deliverables will be owned solely by the City unless otherwise expressly provided herein and the City will have the complete right to use and deal with the Deliverables for its own benefit in any way it sees fit without limitation. The Contractor waives, in favour of the City, all moral rights in the Deliverables, transfers to the City, free of all liens and encumbrances, ownership of each Deliverable, and assigns all of its world-wide present and future rights, title and interest in and to each Deliverable, including copyright, effective as of the date of creation or acquisition of such Deliverable. The Contractor will permit the City to inspect and copy all Deliverables.
8. **Confidentiality.** The Contractor acknowledges that, in performing the Services required under this Contract, it may acquire information about matters which are confidential to the City, which information is the exclusive world-wide property of the City or its suppliers or citizens, as the case may be. The Contractor undertakes to treat as confidential all Deliverables and all information received by reason of its position as Contractor and agrees not to disclose the same to any third party either during or after the performance of the Services under this Contract, without the City's express prior written consent.
9. **Insurance.** The Contractor must provide, maintain and pay for, and cause all subcontractors to provide, maintain and pay for, the insurance coverage (if any) described in PART D (including the type and form of policy, the coverage amounts, and the amount of deductible). If no insurance coverage is specified in PART D, the Contractor must provide, maintain and pay for, and cause all subcontractors to provide, maintain and pay for, such insurance as would be obtained by a prudent consultant or contractor providing services similar to the Services. The Contractor must provide written proof of such insurance coverage upon the written request of the City.
10. **WorkSafeBC.** The Contractor agrees that it will procure and carry and pay for, full WorkSafeBC coverage for itself and all workers, employees, servants and others engaged in or upon any work or service which is the subject of this Contract. The Contractor agrees that the City has the unfettered right to set off the amount of the unpaid premiums and assessments for such WorkSafeBC coverage against any monies owing by the City to the Contractor. The City will have the right to withhold payment under this Contract until the WorkSafeBC premiums, assessments or penalties in respect of work done or services performed in fulfilling this Contract have been paid in full. The Contractor will provide the City with the Contractor's and each subcontractor's WorkSafeBC registration number and clearance letters from WorkSafeBC confirming that the contractor and each subcontractor is in good standing with WorkSafeBC prior to the City having any obligation to pay monies under this Agreement.

Whenever the Contractor is required or permitted to perform any Services on any City sites, the Contractor is now appointed and now accepts appointment as the "prime contractor" in connection with such Services and will fulfil its obligations as Prime Contractor in accordance with the Workers Compensation Act (British Columbia), and the regulations thereunder, and the Contractor shall comply with all applicable health and safety laws.

11. **City Business Licence.** The Contractor will maintain a valid City of Vancouver business licence in good standing throughout the duration of this Contract.
12. **Resolution of Disputes.** This Contract will be governed by the laws of British Columbia and the parties now irrevocably attorn to the exclusive jurisdiction of, and agree to submit all disputes to, the courts of British Columbia for resolution. The Contractor shall continue performance of its obligations under this Contract notwithstanding the existence of a dispute.
13. **Independent Contractor.** This Contract is a contract for services and neither the Contractor nor the Contractor's personnel or permitted subcontractors, are, or deemed to be, partners, appointees, employees or agents of the City. The Contractor will not represent to anyone that the Contractor has any authority to bind the City or that the Contractor is an employee or agent of the City.
14. **No Assignment or Subcontracting.** The Contractor will not assign or subcontract (other than to persons listed in PART C (or a schedule referred to therein)), either directly or indirectly (including, without limitation, by way of any transfer of control of the shares or ownership interests in the Contractor), this Contract or any right or obligation of the Contractor under this Contract, without the prior written consent of the City, which consent may be arbitrarily withheld. No assignment or subcontract, whether consented to or not, relieves the Contractor from any obligations under this Contract. The Contractor must ensure that any assignee or subcontractor fully complies with this Contract in performing the Services and nothing in this Contract creates any contractual relationship between a subcontractor and the City.
15. **Conflict of Interest.** The Contractor must not provide any services to any person in circumstances which, in the City's reasonable opinion, could give rise to a conflict of interest between its duties to that person and its duties to the City under this Contract.
16. **Release and Indemnification**

a. Release

The Contractor now releases the City and the City's personnel from all losses including those caused by personal injury, death, property damage or loss, and economic loss, arising out of, suffered or experienced by the Contractor or the Contractor's personnel in connection with their performance of the Services.

- b. **Acceptance "As Is"**  
In undertaking the Services, the Contractor acknowledges that it has inspected the City's site(s), agrees to accept the site(s) "as-is" and undertakes to take all precautions necessary to ensure the safety of all the Contractor's personnel.
- c. **Indemnity**  
Despite any insurance which may be placed by the City, the Contractor now agrees to indemnify and save harmless the City and its officials, officers, employees, agents, successors, assigns and authorized representatives (in each case, an "Indemnified Party") from and against all costs, losses, claims, damages, actions and causes of action ("Claims") that an Indemnified Party may sustain, incur, suffer or be put to at any time either before or after the completion of the Services or sooner cancellation of this Contract, that arise out of any act or failure to act of the Contractor or the Contractor's personnel, permitted assignees or subcontractors in connection with the performance of this Contract, including any Claims that arise out of or are in any way related to unpaid WorkSafeBC assessments or the failure to observe safety rules, regulations and practices of WorkSafeBC, excepting always that this indemnity does not apply to the extent, if any, to which the Claims are caused by errors, omissions or negligent acts of an Indemnified Party.
- d. **Separate from Other Remedies and Rights**  
Nothing in this Contract (including this indemnity) will affect or prejudice the City from exercising any other rights that may be available to it at law or in equity.
- e. **Survival of Release/Indemnity**  
This Section 16 will survive the expiry or sooner termination of this Contract.

#### B. CHANGES TO SERVICES

17. **Changes.** The City may, at any time and from time to time and without invalidating this Contract, require a change to the Services and/or to the schedule for the delivery of the Services. Should the Contractor consider that any such request or instruction constitutes a change warranting amendment of the Maximum Amount, another price or the schedule for the Services set forth in the Contract, the Contractor must advise the City in writing prior to acting on any such request or instruction, and in any event within five (5) City of Vancouver business days of such request or instruction. In that case, the Maximum Amount, other price and/or schedule will be adjusted, if/as agreed to by both parties in writing, and failing agreement, if/as the City may determine, acting reasonably. Failing any such adjustment, the Services provided pursuant to the request or instruction will be deemed to be included within the prices specified herein, and to be subject to the schedule prescribed herein.
18. **Changes to Key Personnel.** The City may from time to time request reasonable changes to the key personnel of the Contractor engaged in performing the Services, and the Contractor shall comply with any such request. The Contractor shall not change any of such key personnel without the prior written approval of the City, which approval will not be unreasonably withheld.

#### C. PAYMENT

19. **Payment of Fees and Expenses.** In consideration for the satisfactory performance of the Services, The City will pay to the Contractor the fees specified in PART B (as supplemented by any schedule referred to therein), subject to this Section C. In addition, if the parties have specified in PART B that the Contractor's expenses are reimbursable in accordance with this Contract, the City will reimburse the Contractor for all expenses that: (i) are approved by the City in writing (in accordance with the City's existing policies and procedures for expense reimbursement) prior to their being incurred by the Contractor; (ii) are necessary, in the opinion of the City, to perform the Services; and (iii) are supported by proper receipts or other documentation satisfactory to the City (acting reasonably), provided always that the City reserves the right to make arrangements through its service providers for any flights and/or accommodations required by the Contractor in connection with its performance of the Services. If a "Maximum Amount" is specified in Part B, then the City is not, and shall not be, obliged to pay to the Contractor more than such Maximum Amount on account of aggregate fees (and, if applicable, expenses). Payment terms are "net 30 days" from the date of receipt of a valid invoice.
20. **Invoicing.** The Contractor will, by the 25<sup>th</sup> day of each month, provide to the City's Project Manager (named on the cover page of this Contract) a draft invoice with an attached detailed account of all charges to be claimed by the Contractor for the preceding month. The City's Project Manager shall review the draft, raise any concerns with the Contractor within ten working days and, after settlement of any issues (in the Project Manager's discretion), approve the draft invoice. The Contractor, if so requested, will meet with the City's Project Manager to expedite and settle the draft invoice. The Contractor will submit its final invoice, as per the approved draft invoice, to the City of Vancouver, Attention: Accounts Payable, by email to [APInvoice@vancouver.ca](mailto:APInvoice@vancouver.ca). Each invoice must contain:
- Contractor name, address and telephone;
  - City purchase order number;
  - Name of the City's Project Manager;
  - Invoice number and date;
  - Details of any applicable taxes; and
  - Tax registration number(s).

21. THIS SECTION HAS BEEN INTENTIONALLY DELETED

22. THIS SECTION HAS BEEN INTENTIONALLY DELETED

23. **Withholding for Non-Residents.** If the Contractor is a non-resident of Canada, the City may withhold from any payment due to the Contractor such amounts as may be required to be withheld pursuant to the applicable provisions of the Canada *Income Tax Act* (the "ITA"). Any amount so withheld shall be remitted to the Receiver General for Canada or otherwise dealt with by the City strictly in accordance with the provisions of the ITA.
24. **Record Keeping.** The Contractor must maintain, and shall cause any subcontractors to maintain, time records and books of account, invoices, receipts, and vouchers of all expenses incurred, in form and content satisfactory to the City. The City or any of its authorized representatives will, for the purposes of audit and examination, have access and be permitted, upon reasonable notice to the Contractor, to inspect such records for review, copy and audit at any time and from time to time while this Contract is in effect and for a period of three years after the expiry or termination of this Contract for any reason.
25. **Currency.** Unless otherwise specified in this Contract, all references to money are to Canadian dollars.
26. **Electronic Funds Transfer.** The City expects to make payments by electronic funds transfer and the Contractor must provide banking information to the City in order to permit this.

#### D. GENERAL

27. **Time for Performance.** Time is of the essence in this Contract.
28. **Amendments.** No modification of this Contract is effective unless it is in writing and signed by all the parties.
29. **Entire Agreement.** This Contract constitutes the entire agreement between the parties as to performance of the Services, and replaces and supersedes any other agreements, correspondence or other discussions between the parties, whether or not any of the foregoing have been reduced to writing.
30. **Conflict.** If there is a conflict between a provision of a schedule to this Contract and the terms and conditions of this Services Contract, the provision in the relevant schedule is inoperative to the extent of the conflict unless it states that it operates despite a conflicting provision of this Contract.
31. **Severability.** If any provision of this Contract is determined to be void or unenforceable, in whole or in part, it shall not be deemed to affect or impair the enforceability or validity of any other provision of this Contract, and any such void or unenforceable provision may be severed from this Contract without affecting the remainder of the Contract.
32. **Termination.** The City may terminate this Contract:
- a. Upon failure of the Contractor to comply with this Contract, immediately on giving written notice of termination to the Contractor, or
  - b. For any other reason, on giving at least 10 days' written notice of termination to the Contractor.
- If the City terminates this Contract under paragraph b. above, the City must pay the Contractor that portion of the fees and expenses described in PART B which equals the portion of the Services that was competed to the City's satisfaction before termination. That payment discharges the City from all liability to the Contractor under this Contract. If the Contractor fails to comply with this Contract, the City may terminate it and pursue other remedies as well.
33. **Binding Effect.** This Contract shall be binding on the Contractor's successors and permitted assigns and shall enure to the benefit of any successors and assigns of the City.
34. **Voluntary Agreement.** The Contractor acknowledges and declares that it has carefully considered and understood the terms of this Contract, that it has either consulted legal counsel or waived such right, and that it is executing this Contract voluntarily.
35. **Further Assurances.** The Contractor agrees that upon any reasonable request of the City, the Contractor will make, do, execute or cause to be made, done or executed all such other acts as may be required to more fully give effect to the terms and conditions hereof.
36. **Headings.** The headings used in the Parts and sections of this Contract are for convenience of reference only, and shall not operate to expand, modify or interpret the language therein.

37. **Counterparts.** This Contract may be executed in one or more counterparts, including by facsimile or other electronic transmission, and each of such counterparts shall be deemed to be taken together to constitute one and the same original document.
38. **Additional Terms:** The additional terms set out in Part E (or in any schedule referred to therein) apply to this Contract.

END OF TERMS AND CONDITIONS OF SERVICES CONTRACT

## FIFA World Cup 26™ – Community Outreach Support

### 1. Project Overview

The Contractor will provide professional communications and engagement services for FIFA World Cup 26™ (FWC26), leading up to and during the tournament. Primary focus is to support community outreach to residents and businesses near BC Place Stadium, as well as other stakeholders in the surrounding area.

#### a 2. Strategic objectives

The City's primary objectives are two-fold:

- Provide advance notification to residents living near FWC26 event sites, with additional outreach to schools and other local institutions as appropriate. Communications will clearly outline potential impacts, such as road closures, while maintaining a positive and celebratory tone that reflects the spirit of the tournament.
- Engage directly impacted groups, such as residents, individual businesses, schools, and community organizations, to communicate site-specific impacts, and provide a feedback mechanism for receiving, tracking, and supporting the timely resolution of access needs and concerns.

The Contractor will need to ensure outreach efforts are accessible and inclusive, reflecting the diversity of Vancouver's population — for example, by using plain language and providing multi-lingual translation of important information, where needed.

#### b 3. Community outreach deliverables

The Contractor will be responsible for delivering the following services:

##### Phase 1 – BC Place Stadium Area (Q3 2025)

###### A. Stakeholder mapping

Using a combination of City-provided datasets, public directories, and websites, the consultant will:

- Develop a map and comprehensive stakeholder list for the area approximately within a 300- to 400m radius of BC Place Stadium and the designated “last mile” zone (aligned with road closures). This list should include, but is not limited to:
  - Residential: Strata buildings, rental buildings, co-ops
  - Commercial: Individual businesses (note: City managing BIA relationship)
  - Educational: Preschools, daycares, schools, post-secondary institutions
  - Community Services: Community service providers, supportive housing, shelters
  - Cultural & Recreational: Museums, galleries, cultural institutions
  - Other Institutions: Places of worship
- Identify and flag directly impacted stakeholders, such as properties adjacent to road closures or event infrastructure and high-traffic community hubs (e.g. schools).

###### B. Outreach and engagement plan – BC Place Stadium Area

The Contractor will:

- Develop a succinct engagement plan for the area surrounding BC Place Stadium and the “last mile” zone, outlining key audiences, proposed outreach and engagement tactics, and a timeline aligned with FWC26 milestones. **PowerPoint format preferred.**

- In collaboration with City staff, recommend appropriate feedback mechanisms for community members to submit questions, concerns, or comments (e.g. dedicated phone line, email address, online feedback form).
- Prepare a proposed budget outlining different costed options for delivering the outreach plan.

**C. Notification materials**

Building on the approved engagement and outreach plan, the Contractor will:

- Update stakeholder list to include contact information for all relevant parties (e.g. organization or building name, address, primary contact person, phone number, email address, website).
- Develop high-level key messages to support all outreach and engagement efforts, including content for notification materials, digital platforms and other communication channels.
- Using approved key messages, develop and design notification materials, such as:
  - Printed notices (flyers, letters) for target mail distribution, including some translation
  - Digital notification content (email templates, website updates).

**D. Community Information Sessions**

Building on the approved engagement and outreach plan, the Contractor will:

- Plan and deliver approximately 3-4 information sessions, preferably in an online format, including a presentation and Q&A. Closed captioning should be provided. Note: For planning purposes, it may be helpful to differentiate between residents and non-residential groups.
- Develop “FIFA 201” presentation, integrating existing City content and City-provided technical information (e.g. traffic management plans). Tailor sessions to relevant audiences, including at least one session for residents and one session for non-residential groups.
- Manage registration and oversee all technical logistics for information sessions, including setup and support for the online meeting platform.

**Potential future phases of work**

Additional scope may be added to support outreach and engagement to residents and other stakeholders near the FIFA Fan Festival site at PNE and/or the Killarney training field.

**c 4. Timelines**

| <b>Deliverable</b>   | <b>Anticipated deadline</b> |
|--|-----------------------------|
| A. Stakeholder mapping – stakeholder list                              | Mid-July                    |
| B. Outreach and engagement plan – PowerPoint presentation & discussion | Mid-July                    |
| C. Notification material   | Early August                |
| D. Community information sessions                                      | August through September    |

SCHEDULE B - FEES

(See Contractor estimate attached below and as received by the City dated June 23, 2025)

**KIRK & CO. CONFIDENTIAL PRELIMINARY FEE ESTIMATE**

**City of Vancouver – Community Outreach Support for FIFA World Cup 26**

*This is a preliminary estimate for communications and engagement services, based on the scope of work provided by Megan Fitzgerald and a follow-up conversation.*

| Tasks  | Hours | Rate       | Costs      | Subtotal   |
|--|-------|------------|------------|------------|
| <b>A. Stakeholder mapping</b>  |       |            |            |            |
| <i>Development of a map and comprehensive stakeholder list to identify then reach out to directly impacted stakeholders, such as property owners/residents in areas adjacent to road closures or event infrastructure, and high-traffic community hubs (e.g., schools and daycares).</i> |       |            |            |            |
| Mike McDonald  | 1     | \$ s.21(1) | \$ s.21(1) |            |
| Caillin Katnich  | 5     | \$         | \$         |            |
| Morgan Weverink  | 12    | \$         | \$         |            |
|  |       |            |            | \$ s.21(1) |

|   |   |            |            |            |
|---|---|------------|------------|------------|
| <b>B. Outreach and engagement plan – BC Place Stadium Area</b>  |   |            |            |            |
| <i>Development of a succinct engagement plan that outlines key audiences, proposed outreach and engagement tactics, a timeline, and proposed costs for options to deliver the selected outreach plan.</i> |   |            |            |            |
| Caillin Katnich   | 4 | \$ s.21(1) | \$ s.21(1) |            |
|   |   |            |            | \$ s.21(1) |

|   |    |            |            |            |
|---|----|------------|------------|------------|
| <b>C. Notification materials</b>  |    |            |            |            |
| <i>Building on the approved engagement and outreach plan, this includes updating the comprehensive stakeholder list with specific contact information, development of key messages for use in outreach and engagement materials, and development and design of notification materials such as printed notices and digital content (e.g., email templates, website updates). Assumes up to 2 rounds of edits, and design files would be provided once approved. Also includes door-to-door delivery of notification materials, as needed, to ensure all target audiences are reached, but does not include postage for the majority of mailouts.</i> |    |            |            |            |
| Caillin Katnich   | 6  | \$ s.21(1) | \$ s.21(1) |            |
| Kim Tait  | 2  | \$         | \$         |            |
| Morgan Weverink   | 15 | \$         | \$         |            |
| Kellee Milne  | 15 | \$         | \$         |            |
| Communications Assistant  | 15 | \$         | \$         |            |
|   |    |            |            | \$ s.21(1) |

|  |    |            |            |            |
|--|----|------------|------------|------------|
| <b>D. Community Information Sessions</b>   |    |            |            |            |
| <i>Includes planning, preparation and facilitation of 3 60- to 90-minute online information sessions plus development of a presentation/package of display boards and FAQ. Materials could be updated as 'what we heard' feedback is gathered, from meeting to meeting. At least 1 session would be tailored to residents and another session specific to non-residential groups. Also includes management of registration and oversight of all technical logistics. Additional sessions could be added if/as needed at \$2,000 per session.</i> |    |            |            |            |
| Caillin Katnich  | 20 | \$ s.21(1) | \$ s.21(1) |            |
| Kim Tait   | 5  | \$         | \$         |            |
| Morgan Weverink  | 25 | \$         | \$         |            |
| Kellee Milne   | 15 | \$         | \$         |            |
| Communications Assistant   | 20 | \$         | \$         |            |
|  |    |            |            | \$ s.21(1) |

**SUBTOTAL (HOURS)** \$ 22,780.00

**Notes**

*Kirk & Co. bills only for hours worked and invoices monthly; terms are net 30 days.  
Expenses are not included. Additional approved scope of work will be billed as per the fee schedule below.*

| Team Member and Title   | Hourly Rate |
|---|-------------|
| Mike McDonald, Chief Strategy Officer and Partner                         | \$ s.21(1)  |
| Caillin Katnich, Associate Vice President, Client Services and Operations | \$          |
| Kim Tait, Director, Design  | \$          |
| Morgan Weverink, Manager, Client Services                                 | \$          |
| Kellee Milne, Communications Designer                                     | \$          |
| Communications Assistant  | \$          |

**Taxes - Kirk & Co. will charge 5% GST**