Huron County

Request for Proposals

For

Wayfinding System Design

Release Date:

December 21st, 2017

Deadline for Expression of Interest Submissions

January 15th, 2018

Deadline for RFP Submissions

January 31st, 2018

1. Topic

The Corporation of the County of Huron invites interested vendor(s) to submit proposals for a tourism wayfinding signage system for Huron County.

2. Summary

The Corporation of the County of Huron is committed to improving the experience of our visitors. The successful Consultant will design a county-wide wayfinding system that addresses the navigation needs of visitors and residents using all modes of transportation. This project agreement will be with the County of Huron; however, RTO4 will be a major collaborator.

3. Contact Information

All questions, Expressions of Interest and RFP submissions must be directed to:

Scott Currie
Huron County Communications & Marketing Officer
scurrie@huroncounty.ca | 519.524.8394 (ext 3268)

4. Proposal Submission Requirements

To be eligible to submit a final proposal, applicants must register their intent before 4:00PM (-5 UTC) January 15th, 2018 by submitting an Expression of Interest in the following manner:

- Submitted by email to scurrie@huroncounty.ca
- Subject line of the email must read exactly as follows: **Huron County Wayfinding RFP Expression of Interest**

Questions from applicants will only be considered if they are received between January 15th and January 26th, inclusive. Questions must be received in writing and all registered applicants will receive the questions and answers.

Deadline for proposal submission is 4:00PM (-5 UTC) on January 31st, 2018. Only electronic submissions to the contact above will be considered. If potential applicants desire a different submission mission you are asked to contact the person noted above and accommodations will be provided. Only submissions sent in the following manner and format will be accepted:

- Submitted by email to scurrie@huroncounty.ca
- Subject line of the email must read exactly as follows: **Huron County Wayfinding RFP Submission**
  - It is the responsibility of the applicant to confirm delivery of submission.
- Only information contained within the body of the email, in attached JPEG format or in PDF format will be considered
- Links to external information will not be considered.

5. Introduction and Background

About Huron County

Marketing itself as Ontario's West Coast, Huron County is located along Lake Huron. This vibrant rural community is the most agriculturally productive region in Ontario, and a leader in numerous areas of agricultural technology and agri-food innovation. Here, urban amenities unite with rural benefits making any one of the nine municipalities a good fit for business, family and visitors:

- Heritage buildings, streetscapes and homes
- 100 km of Lake Huron coastline
- Lush countryside and fertile fields
- Extensive walking, biking and ski trails
- Excellent health care facilities
- An abundance of educational and cultural opportunities such as the arts, and theatre.

About RTO4

The Ministry of Tourism and Culture has divided Ontario into 13 regions and encourages the tourism industry to form partnerships while taking a regional approach. RTO4 was incorporated in October, 2010 pursuant to the Ontario Ministry of Tourism & Culture's new regional tourism management strategy.

Region 4 is comprised of Huron County, Perth County, Waterloo Region and Wellington County, including the City of Guelph. RTO4's goal is to grow the tourism economy through active partnerships in Huron, Perth, Waterloo and Wellington. Its strategy is to enhance the capacity and capability of operators and DMO's, empowering/enabling them to better identify and develop the core assets that make the region unique.

RTO4 has been called the "petri dish of tourism development in North America" by the former President of the Canadian Tourism Commission, Greg Klassen, specifically because of its innovative, analytical and non-traditional approach to growing tourism and economic development.

Further information

- About Huron County: https://www.huroncounty.ca , OntariosWestCoast.ca
- About RTO4: http://www.rto4.ca
- About Ontario's tourism regions: http://www.mtc.gov.on.ca/en/regions/regions.shtml

6. Project Evaluation Team

The successful Consultant will carry out this project under the direction of the Huron County Communication and Marketing Officer in collaboration with:

- Cody Joudry, A/Director, Huron County Economic Development Department;
- Napier Simpson, Chief Operating Officer, RTO4; and,
- Andrea Gardi, Senior Project Manager, RTO4.

This group will:

- Review proposals and select the consultant using the evaluation criteria in the RFP;
- Provide strategic direction to the Consultant;
- Receive reports and recommendations from the Consultant;
- Review recommendations and provide feedback on a final draft report; and
- Provide the final report to the Huron County Economic Development Board.

7. Scope of Work

The purpose of this RFP is to invite qualified firms to submit proposals to perform Wayfinding and Signage Design. This project agreement will be with the County of Huron; however, RTO4 will be a major collaborator. The intent of the project is to:

- Adapt the Wayfinding & Signage Standards Manual developed for Bruce County to Huron County specifications
    - Reference document available at: http://www.rto7.ca/Documents/Public/Documents/RTO7-Wayfinding-and-Signage-Specifications-Standar
- Improve the visitor's ability to navigate to their intended destination
- Create a *sense of arrival* for visitors to a destination
- Alert visitors to key features / tourism assets while travelling

The successful Consultant will design a county-wide wayfinding system that addresses the needs of visitors and residents using all modes of transportation. The focus of the first phase of this RFP is assessment of existing conditions, stakeholder engagement, design development, and cost estimating. One municipality will be selected as a pilot site for implementation.

8. Key Project Deliverables

- **8.1 Analysis**
    - Stakeholder identification
    - Learn and integrate into intelligence how people enter and leave the area and move between the destinations
    - Learn about municipal and county bylaw, maintenance, budget, schedule and phasing issues
    - Determine what sign types and wayfinding elements will maximize opportunities
    - Develop the project schedule
    - Conduct on-site kickoff meetings and assessment of existing wayfinding/signage infrastructure
- **8.2 System Design**
    - Develop/adapt the preliminary wayfinding logic (using Bruce County document as a template)
    - Analyze architectural and heritage elements, materials, themes and branding in order to develop an appropriate design aesthetic
    - Use the Village of Bayfield as a pilot destination for customized elements
    - Prepare, present and refine detailed designs for sign types
- **8.3 Documentation**
    - Add detailed specifications to the final design intent drawings (exact dimensions, letter heights, materials, mounting details, colour specifications and material performance standards)

- Prepare sign location plan and schedule
- Develop bid documents
- Prepare a statement of probable cost for the fabrication and installation
- Develop a scheduled phasing plan for implementation

9. Timelines and Reporting Requirements

The following are the timeline and reporting required for this project:

- It is expected once the successful applicant is selected the project will start immediately, but no later than March 31, 2018;
- The Consultant shall be responsible for providing a monthly status report to the Project Evaluation Team;
- The Project Evaluation Team is anticipating a final report submitted by June 15th, 2018.
- The Consultant will be required on its final report submission to provide three bound hard copies of the report and one digital copy of the final report.

Submissions unable to meet the timelines must clearly identify their proposed timeline, reporting commitments, and reasons why the proposed timeline cannot be met.

10. Project Budget

This project budget is anticipated to be $60,000. Proposals should include details on the items that can be delivered within the scope with an associated budget that outlines the number of days required for tasks contained in the methodology, per diem rates, and all other costs associated with the proposal. The budget should also include costs for travel and other direct expenses associated with the project. All direct expenses are to be billed at actual costs.

11. Submission Requirements

Proposal submissions should include, as a minimum, the following:

1. Description of the qualifications of the firm in relation to this project and why your organization would be well-suited to provide the required services;
2. Identification of members to be assigned to this project including their role and summary of the team member's knowledge and experience with similar projects;
3. Identification of any parties in a joint venture and all sub-consultants and their knowledge and experience;
4. Proposed project schedule;
5. Work plan outlining approach to be used, including identifying tasks required to be undertaken by Municipal staff;
6. Methodology used should generally conform to the deliverables requested;
   6.1. However, the consultant is encouraged to include description of the proposed services or steps to enhance the quality of the project. These should be submitted under "Additional Services" if any are identified;
7. Include a detailed cost estimate for each component of the contract including the work plan and key project deliverables outlined above.

7.1. The proposal will include a table showing the per diem rates for all staff, contractors and sub-contractors. The overall contract costs for both professional fees and expenses shall not exceed the upset limit, not including HST;

8. Name and contact information of three references for similar projects that have been undertaken in the past. References will be contacted by the Project Evaluation Team;
9. Make full disclosure of any existing business or personal relationship or any real, apparent or perceived conflicts of interest presently in place with the County of Huron and/or RTO4. Failure to disclose such an interest may result in termination or cancellation of any agreement that may have been entered into.

12. General Conditions and Requirements

The County of Huron reserves the right to:

(1) Reject any or all proposals;
(2) Suspend or cancel the RFP at any time for any reason without penalty;
(3) Not necessarily accept the lowest cost proposal;
(4) Accept any proposal that it may consider being in the best interest of the County of Huron;
(5) Waive formality, informality or technicality in negotiating a satisfactory proposal;
(6) All proposal submissions will be evaluated using the evaluation criteria contained in this RFP and the project will be awarded to the firm judged to provide the best overall value;
(7) All firms responding to the RFP will be notified regarding the awarding of the project;
(8) The successful firm will be required to enter into a formal agreement/contract with the County of Huron;
(9) The successful firm will be required to acknowledge and adhere to any County policies or bylaws and abide by all Provincial and Federal regulations, acts or legislation requirements;
(10) The successful firm will be required to provide appropriate insurance coverage at time of contract execution;
(11) By submitting a proposal, the consultant agrees to public disclosure of its contents subject to the provisions of the Municipal Act, 2001 relating to Freedom of Information and Protection of Privacy;
(12) All expenses incurred in the preparation and presentation of the response to the RFP is entirely the responsibility of the Consultants;
(13) Upon award of the contract, all of the deliverables/design work provided by the consultant for the project will become the intellectual property of the County of Huron;
(14) The Consultant warrants that they are not in financial arrears with the Workplace Safety & Insurance Board and that all of their employees are fully covered under the terms of the Act and will provide the County with a current Certificate of Coverage during any time in the execution or performance of the resulting contract;
(15) The Consultant shall defend, indemnify, and hold harmless the County of Huron, all of its officers, agents and employees from and against all claims, actions, suits, demands, proceedings costs, damages and liabilities, arising out of, connected with, or resulting from any acts or omissions of the Consultant or any agent, employee, subcontractor, or supplier of contractor in the execution or performance of the resulting contract.

13. Evaluation

The following is an overview of the evaluation criteria for submissions responding to this RFP:

Quality of the proposal 40%

- Meets project objectives
- Identifies any issues or challenges
- Suitable method and approach to the problem

Experience and Qualifications 20%

- Subject matter expertise of firm / team
- Related project experience of firm / team
- Expertise of key personnel to work directly with the County
- Defined roles and responsibilities of each team member

Work Plan 15%

- Quality of project work plan and timeline
- Quality of deliverables
- Early completion date of project

Price 25%

- A minimum of 60 out of 75 percentage points is required from the above criteria for the proposal to be considered for pricing.

14. Schedule

The approximate RFP schedule for this project is as follows:

- December 21st, 2017 – Date of Posting
- January 15th, 2018 – Deadline for Expression of Interest in applying to RFP
- January 26th , 2018 – Deadline for questions about the RFP
- January 31st, 2018 – Deadline for proposal submission
- February 14th, 2018 – Proposed award of contract
- June 15th, 2018 or sooner – Draft final report