REQUEST FOR PROPOSALS

RFP-MCC-1906

Parrsboro Entrance Signage

Closing November 21, 2019 at 2:00 PM



MUNICIPALITY OF THE COUNTY OF CUMBERLAND

UPPER NAPPAN SERVICE CENTRE

1395 BLAIR LAKE ROAD, RR # 6

AMHERST N.S B4H 3Y4

1. **INSTRUCTIONS TO PROPONENTS**

The Municipality of Cumberland will be receiving proposals no later than 2:00 PM November 21, 2019, for **RFP-MCC-1906-PARRSBORO ENTRANCE SIGNAGE.** Proposals must be submitted in a sealed envelope clearly marked **RFP-MCC-1906-PARRSBORO ENTRANCE SIGNAGE** attention Michelle Byers. Please include one (1) hard copy and one (1) electronic copy of the proposal. Proposals are not to exceed 12 pages excluding appendices. Please send proposals to:

Municipality of the County of Cumberland
Upper Nappan Service Centre
1395 Blair Lake Road
Upper Nappan, NS B4H 3Y4
Attention: Michelle Byers, Community Economic Development Coordinator

There will not be a public opening of the proposals received.

It is the responsibility of each Proponent to ensure their Proposal arrives on time. Any late Proposals may not be accepted. Proposals may be withdrawn at any time prior to opening.

The Municipality of the County of Cumberland reserves the right to waive technicalities or minor (in the sole opinion of the Municipality) non-compliance, to reject any or all Proposals, or any portion thereof, to advertise for new Proposals, to proceed to do the work otherwise, or to abandon the work, if in the best interests of the Municipality.

The Municipality reserves the right to request clarification of information submitted and to request additional information if required. All costs associated with the preparation of a Proposal and any supplemental information shall be borne solely by the Proponent, and shall not be passed on to the Municipality under any circumstances.

Evaluation of Proposals will not be confined to price only. The successful Proponent will be the one who's Proposal is judged to best serve the interests of the Municipality.

Any Addendum (corrections, changes, additions, or clarifications) will be posted on the Municipality's website. No other notification of any such Addendum will be provided. Prospective Proponents should check the website prior to submitting their proposal.

2. DEFINITIONS

a) "Proponent" means the person, corporation or other legal person or entity submitting a Proposal in response to this RFP.
b) "Contract" means the contract the successful Proponent and the Municipality will enter for the supply of services.
c) "Municipality" and "Municipality of Cumberland" mean the Municipality of the County of Cumberland.
d) "Parrsboro," "the former Town of Parrsboro," and "the community of Parrsboro" are synonymous.

3. BACKGROUND

The Municipality of the County of Cumberland is a progressive municipal government located in northwestern Nova Scotia. Bordered by the province of New Brunswick to the northwest, Cumberland County contains the only land entry points to the province of Nova Scotia. Our current staff of more than 90 serves a population of about 19 0000 people residing in a geographic area slightly smaller than the province of Prince Edward Island. During the summer months our population swells with thousands of people enjoying recreational properties and attractions on our Northumberland Straight and Bay of Fundy shorelines.

The Municipality's mission is to develop and maintain strong, vibrant communities through support and leadership. We offer services through three departments: finance, community development, and engineering and operations.

In November 2016, the former Town of Parrsboro dissolved becoming part of the Municipality of Cumberland. This dissolution brought new opportunity for the Municipality to work with the community of Parrsboro to achieve our mission as well as opportunity to work with the community to define themselves.

4. INVITATION

The Municipality invites design proposals for installation of entrance signage in the community of Parrsboro. We are accepting proposals that include a draft design of an entrance sign that conforms with the description and information provided in this RFP.

5. SCOPE OF WORK

The goal of this project is to establish signage that generates a feeling of entrance and welcome as one approaches the community of Parrsboro; the sign should be an introduction to the community and the awe-inspiring geological landscape and potential discoveries. The signage must introduce the visitor to the dynamics of the worlds' highest tides flowing in and out of the Parrsboro shore. Being able to impress visitors and the community with signage that is creative with a "WOW" impact is the desired result. The signage should feel and look like a sculpture. Further information to guide the sign design process is included in the mood board in **Attachment A**. The mood board is designed to make recommendations that will guide the draft signage design; proposals that seem to contradict the suggested direction but resonate with the selection committee and provides the sought for "wow" factor could be accepted as the successful design. Required text on the sign will be: "Parrsboro."

Proposals submitted shall include a draft design for Parrsboro entrance signage. The project work will include revisions to the draft design based on feedback received from the project stakeholders. The selected Proponent must be agreeable to work with the Municipality and project stakeholders to finalize their design for the entrance sign. The project work includes the successful Proponent constructing and installing the final entrance sign design. The budget for this project includes design revisions as well as materials and labour related to the construction and installation of the entrance sign. Costs associated with the initial draft design submitted in

proposals will be borne solely by the Proponent. Lighting could be part of the signage design and installation. The design should have no landscape features that require regular maintenance.

The sign will be located at 4030 Eastern Avenue, Parrsboro, NS. The intention is that the sign will be located at the "corner" of the property closest to Main Street. The sign should be visible from Route 2 when travelling from Amherst and be visible from Route 2 when travelling from Truro (i.e. visible from both sides of Route 2 – will likely need to be a two-sided sign, depending on the design). The intended location of the sign is further described and illustrated in **Attachment A**.

6. DELIVERABLES

The deliverable for this project is the installation of a welcome sign for the community of Parrsboro that is aligned with the mood board provided in **Attachment A** and approved by the Municipality and the project stakeholders.

7. PROJECT TIMELINE

The Municipality's proposed start date for this project is January 2, 2020. The successful Proponent will be retained to complete all work outlined in this RFP with a desired completion date of June 30, 2020. Proposal must include a firm timeline for completing the work.

8. LEVEL OF EFFORT

A maximum budget of $44 000 (including HST) has been set for all work outlined in this RFP.

9. PROJECT MANAGEMENT (MUNICIPALITY)

Day to day information and direction will be provided by Taylor Redmond, Project Facilitator. In addition, several briefing and working sessions with project stakeholders shall be held throughout the development of the project.

10. PROPOSAL EVALUATION

Proposals shall be evaluated and selected based upon the following:

a) **Understanding of the Project (15%):** This section of the proposal shall demonstrate the Proponent's understanding of the project objectives and the work to be done.
b) **Proposed Draft Design, Approach, and Schedule (30%):** This section of the proposal shall outline the project approach for each of the project components, in consideration of this RFP. The Proponent shall provide a detailed, well-conceived work plan showing the methodology and approach to be used to successfully accomplish the project within the project timeline outlined in this RFP. The proposal shall include a detailed schedule and timeline for the completion/delivery of all tasks and deliverables. Proposals shall include a draft design for the Parrsboro entrance signage.
c) **Proponent Qualifications and Experience (30%):** The proposal must demonstrate the Proponent's competence to perform the requested work as evidenced by technical education, training, and experience in providing the requested services. Resumes and

experience of principle staff to be utilized in this contract shall be submitted, with their role, time commitment, and hourly rate identified. The Proponent shall also indicate whether the services of a specialty consultant(s) or subcontractor(s) will be involved in the project.

d) References (15%): Provide no less than three (3) references of private persons, clients, and officials of government agencies that have retained the services of your firm. The Proponent is encouraged to include reference letters from clients explaining the Proponent's accomplishments, preferably with comparable projects completed in the last three years.

e) Value for Money (10%): The Proponent shall provide total costs associated with the work based upon the proposal's tasks, deliverables, and timeline. Deliverables and costs may be negotiable with the selected Proponent, based upon final scope of work, timetable, and needs of the Municipality. The Proponent shall also provide a per diem rate table identifying names of persons who will contribute to the project and their per diem rate based on a seven-hour workday before taxes. Estimate the travel and living expenses associated with any proposed personnel who will need to travel to and from the primary work location, in order to perform the required work during the contract.

11. CONTACT FOR QUESTIONS

Any questions concerning this RFP are to be directed by email only no later than 10:00AM November 14, 2019 to:

Kellie Seaman
Recruitment and Procurement Officer
kseaman@cumberlandcounty.ns.ca

Answers to submitted questions will be posted on the Municipality's website by 2:00PM November 18, 2019. Any information a Proponent may obtain from any source other than this RFP or the above-named contact for questions will not be binding on the Municipality.

Attachment A:
Mood Board for Parrsboro Entrance Signage Project

Parrsboro Entrance signage ***- Mood Board***

This **Mood Board** is designed to assist the design and development for the Parrsboro Entrance Sign project.

How do you want the sign to "feel"?

It is our vision that the entrance sign will be **EXCITING, SPARKING INTEREST** as people approach the community.

1. Rustic element to it
2. Fresh not modern
3. Dynamic but no kinetic (moving parts) in the design
4. Recognizable not abstract in design
5. Organic or a sense of the natural wonder the area has to offer. A possible connection to Mother Earth
6. Artistic and bold in design. This project is pursuing the "WOW" factor

Should the sign tell a story?

Telling a story is not the goal. Identifying the gifts that the area offers is important. Letting the visitor know instantly that the World's highest tides, beaches, fossils and creative work is at the visitor's finger tips. A repetitive phrase from visitor and new residents is, "Parrsboro feels **right.**"

What do you want the sign to do?

Create a memory that will be talked about; Head turning and impressive enough for the visitor to go back and look at the sign again, to take a picture.

What kind of colour pallet would you suggest?

1. Earth tones & Multi coloured

What style of text would you suggest?

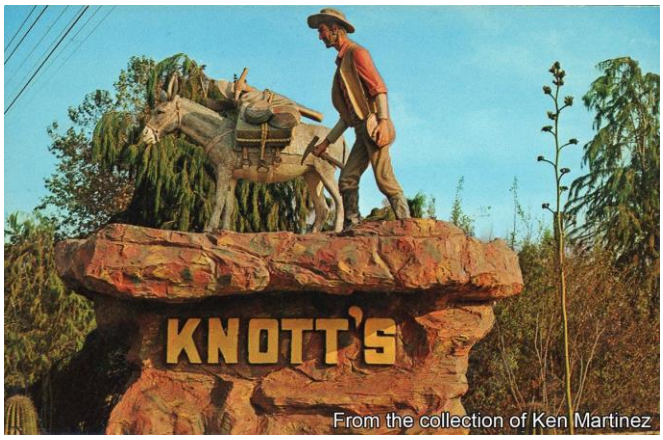
Bold not BLOCKY, solid with style

What is the texture of the sign?

1. Rough
2. Layered

What size of sign would you suggest?

Visually the example of the Minor on the rock platform is appealing with regards to size.



Features that have appeal from design examples attached.

Elements of the design which have a "caught in action" feel to them. Example: fish & horse, wave







A blending of the old and the new, rustic and vibrant. Example:



There is an organic lifestyle element to the area. The natural environment on the Parrsboro Shore is a rustic experience, a little rough around the edges. Tides are powerful, water temperature is cold, currents are dangerous, beaches are rocky not sandy. Hands offering potentially a snippet of the past, (ship building, Age of Sail era, fossil) And the present, a sharing of the natural beauty and exploration possibilities. (Hiking, kayaking, , theatre, art and music, blueberry farming)

The energy of the area speaks to people. Is this a Mother Earth connection, possibly? Example:



Sign Location

