

Town of Pincher Creek

Request for Proposal Wayfinding Signage Project 2016

Issue date: 12 Feb 2016

Closing date: 7 March 2016

Note:

Questions will not be accepted or answered 48 hours prior to the closing date.



PURPOSE

The Town of Pincher Creek is seeking competitive proposals from qualified businesses or individuals to create a multi-phased community wayfinding and signage program.

OBJECTIVES

- To establish a cohesive and consistent wayfinding signage system that will allow visitors and residents to navigate the community and easily find desired destinations
- To increase awareness to visitors and residents of all of the amenities and attractions within our community and easily navigate to them
- To improve the visual aesthetics of our community
- To increase traffic to our downtown core
- To create a plan which can be phased into our community that fits into budget allowances and can be used for the future development of our community

BACKGROUND INFORMATION

The Town of Pincher Creek and the Economic Development Committee has identified wayfinding as an area of improvement with in our community. The Town Council has allocated a budget to the wayfinding project and have shown support for the project. A committee was struck to help identify some of the needs with in our community and to help initiate the project.

The Town of Pincher Creek is known for strong winds and therefore all concepts should take the location and surrounding environmental aspects into consideration.

It is important to note that this plan will be presented to Council for their feedback and approval to move forward with the development of signage. We estimate beginning construction in 2016/17 season.

PROJECT SCOPE

This project will include multiple phases to implement a complete wayfinding signage system.

Phase 1:

Create a full wayfinding signage program design and estimated pricing for all signage needs within the Town of Pincher Creek.

Phase 2:

Using the plan created in phase 1 to manufacture and install directional signage within the Town of Pincher Creek.

Phase 3:

Manufacture and install walking trail signage, park signage, walking maps and information kiosks within the Town of Pincher Creek.

Phase 4:

Manufacture and install parking signage, municipal facility signage and any other ancillary signage that could be used for general purposes.

REQUIREMENTS

➤ **Conceptual Design**

The successful respondent will work with the Town of Pincher Creek in creating conceptual design suitable to demonstrate a family of signage required by our community that aligns with community vision and brand guidelines. It is required that the signage system be designed as a cohesive system sharing common characteristics including modular sizing, materials, graphic layout, typeface, symbols and color. The successful respondent will be required to be in compliance of the Town of Pincher Creek's brand standards. The signage system should become a recognizable feature within our community.

➤ **Wayfinding Strategy**

Development and demonstration of a clear and effective wayfinding that provides information and directions for users travelling within the Town of Pincher Creek to key locations, attractions, public facilities etc. The strategy should include explanations of how each part of the strategy interacts to create a complete information system.

➤ **Mapping**

Assessment of signs, locations and mapping for proposed locations
(Reference Appendix B)

➤ **Visit to the Community**

To understand the scope of the entire project it is expected that the successful respondent will visit our community. It may be required to work with local business owners, stakeholders, and community members etc to understand the wayfinding needs of our community.

➤ **Phased Implementation Plan and Estimated Costs**

The plan should include a completed signage concept, tender ready drawings, plot, schedule, specifications, materials and implementation requirements for the signage program. Estimated costs for each sign type with considerations for the use of alternative materials and their estimated costs.

The successful respondent may be required to provide additional services related to tender, product and/or installation reviews. Implementation and installment may be done in house by the Town of Pincher Creek's operations team however we would encourage any interested respondents to include an additional quote for installation.

We encourage respondents to offer various innovative and value-add components to the proposal. These may include but are not limited to, cost savings and efficiencies to the community, introduction of new technology and learning/training opportunities.

PROPOSAL CONTENT

Each proposal must provide the following information:

- **Background information**
 - Company Profile and Key personnel to undertake work
 - A minimum of two references related to the scope of this project
- **Examples of previous wayfinding signage plans/projects**
- **Outline of proposed services to be provided to the Town of Pincher Creek**
- **Methodology and approach to project and timeline**
- **Costs and charges inherent with the proposal**
 - Costs should be detailed and broken down into project phases and include fee schedule and disbursement
 - GST to be calculated separately
- **Proof of insurance**

Other information can be presented in any manner that best describes the type and range of services available to our community.

PROPOSAL EVALUATION

In evaluating the submitted proposals, consideration will be given to the following:

- 20% Background and references
- 20% Previous Design plans and project examples
- 30% Proposed service, approach and suitability
- 30% Costs and charges associated with the proposal

The Town of Pincher Creek may choose to interview any or all of the respondents prior to making a final selection.

SUBMISSION PROCESS

Sealed Proposals in an envelope, clearly marked as to the contents and the name of the Consultant, will be received at the Pincher Creek Town Office at 962 St John Ave, Box 159, Pincher Creek, Alberta T0K 1W0 until 1:00 p.m. on Monday March 7, 2016 for the above project. Any proposals submitted or received after the time above will be returned unopened.

Proposals will be opened in public, just after 1:00 pm Monday March 7, 2016 in the office of the Chief Administrative Officer at the Town of Pincher Creek.

SELECTION PROCESS

All proposals will be evaluated by the Town of Pincher Creek Administration and evaluated according to Town of Pincher Creek Policy 128-97 Criteria for Selecting a Consultant.

The Town of Pincher Creek reserves the right to accept or reject any or all proposals and to waive any irregularities and informalities at its discretion. The Town of Pincher Creek reserves the right to accept a proposal other than the lowest proposal without stating reasons. By the act of submitting a proposal, the proponent waives any right to contest in any legal proceeding or action the right of the Town of Pincher Creek to award the work to whomever it chooses, in its sole and unfettered discretion, and for whatever reasons the Town of Pincher Creek deems appropriate. Without limiting the generality of the foregoing, the Town of Pincher Creek may consider any factor besides price and capability to perform the work that it deems in its sole discretion to be relevant to its decision, including but not limited to the following:

- 1) any past experience with the consultant, or lack thereof;
- 2) the results of any reference check done by the Town of Pincher Creek;
- 3) information related to the financial state of the consultant, however obtained.

TIMELINES

Date of Issue: Feb 12, 2016

Date of Close: March 7, 2016 at 1:00pm

Marie Everts

Marketing, Events & Economic Development Officer

Town of Pincher Creek

962 St. John Ave

Pincher Creek, AB T0K 1W0

economic@pinchercreek.ca

Late submissions will not be accepted.

ADDITIONAL RESOURCES

Appendix A, Draft of Identified Directional Signage needs

Pincher Creek Signage Bylaw

Map of Pincher Creek

APPENDIX A

Directional Signage Needs:

Downtown

Visitors Information

Juan Teran Park

Agriculture Grounds

Golf Club

MCC Arena

Multi-purpose facility

Community Recreation Centre

Kootenai Brown Village

Curling Rink

Community Hall

Lebel Mansion

Sproule Field

Lions Ball Park

Bike & Skate Park

Campground

Schools:

Matthew Halton

St. Michael's

Canyon School

Town Office

Seniors homes :

Whispering Winds

Vista Village

Crestview Lodge