



REQUEST FOR PROPOSAL

Wayfinding Signage
Town of Ingersoll

March 2020

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1.0 Introduction

The Town of Ingersoll is seeking the services of a firm to develop and implement a signage plan for a family of signs that improve visitor wayfinding within the town.

Located in the heartland of Ontario's southwest, in beautiful Oxford County, the Town of Ingersoll offers its visitors and residents a unique mixture of leisure and recreational activities set against a backdrop of rich history, culture and nature. From cultural venues, such as museums, theaters and art galleries, to outdoor adventures, such as hiking, cycling, fishing and snowmobiling, you'll find what you are looking for in Ingersoll.

Positioned along the Highway 401 corridor with quick access to Ontario's larger urban centers, Ingersoll offers all the conveniences of urban living while enjoying the serenity of country life. Many people pass through the town or may stop briefly while on their way to other destinations. In Ingersoll, our motto is: come for the day, come for the night or come for the week and discover why we love local.

2.0 Purpose

To create and implement a signage plan that will allow for consistency in visitor wayfinding signage and will reduce the variety of signage within the Town of Ingersoll.

To increase economic impact on the Town by utilizing clear directional signage to promote awareness and visits to our attractions and assets. It will help us to implement a recognizable cultural identity for the Town that communicates innovative, transformative and an authentic experience.

3.0 Scope of Work

The Town of Ingersoll requires signs to be designed to assist with the promotion of the Town's attractions and assets. The signage should benefit tourists as well as, visitors, business people, and those who are just passing through. The sign designs are encouraged to contribute to our community's unique sense of place and history.

The project excludes regulatory signs.

3.1 Deliverables

The successful proponent will provide signage as part of a town-wide wayfinding system that addresses the needs of visitors and residents using all modes of transportation. The proponent will develop a set of designs for each of the sign types specified in Section 3.2. These sign designs will take into consideration AODA requirements, MTO roadway signage recommendations, legibility at posted road speeds where the signs will appear (for motorists, cyclists and pedestrians), as well as, the needs of our local attractions and address existing town bylaws. Shop drawings and editable design files will be provided to the Town of Ingersoll from the proponent along with material recommendations and fabrication costs estimates as described in Sections 3.3 and 3.4.

3.2 Proposal Requirements

Proposals should, at minimum, address the following:

- Produce a system that creates and reinforces a unique and recognizable sense of place, identity and interconnectedness of the Town and its features;
- Signs will be designed in a way that will allow the sign to be modified to change the location of the attraction or add additional attractions without replacing the entire sign;
- Develop two sign designs, one large to be installed at the town's gateways, and one directional signage to be installed throughout the Town to assist with wayfinding;
- Graphics, colours, fonts (not necessarily font size) is to be consistent across both designs.

The project will result in:

- A wayfinding system that will improve communication of how to get to key features and amenities and therefore, improve navigability.
- A system that informs and directs visitors and residents towards cultural, historic and recreational amenities as well as, local businesses and services.
- The development of easy to read signs.
- Use of individual panels for each listing (removable in case of changes or damage);
- Durable materials for longevity to be used (sign materials and posts).
- Identification of:
 - Downtown
 - Cheese and Agricultural Museum
 - Victoria Park Community Centre and Pool
 - Town Hall & Library
 - Arena
 - Fusion Centre
- Supply and install of six (6) "Gateway" style signs and twenty-two (22) "Directional Style Signs".

- Gateway style signs will be larger signs at the main County Road entrances to the Town and will be mounted on posts.
- Directional style signs will be smaller signs throughout the Town to direct the public to the assets to be promoted by the Town.
- Appendix A contains a guide, including maps, of signs to be included. The proponent may suggest changes, additions and omissions of the suggested signs.

Consistency in the look of all signs is deemed important, with the ability to add logos or other elements at place identifier signage for greater site recognition. Reduction in the total number of signs required for wayfinding is a priority, along with increasing ease of use for the visitor to pick out wayfinding signage and follow it to their destination.

3.3 Shop Drawings and Editable File

- The Proponent will provide detailed shop drawings for each sign type that can be given to a sign fabricator so that all future signs will remain consistent regardless of who produces them.
- Submit shop drawings clearly indicating construction, materials, finished, fastening methods, measurements, installation methods, flashing and sealants where required, and other pertinent details required to ensure complete installation of each sign type.
- Specify all colours, fonts (type, size, spacing), symbols, and other design elements that will be utilized for each sign type.
- Editable working files (digital) for each sign type will be provided so that the text and symbols can be adapted to produce individual signs as needed.

3.4 Materials Recommendations and Cost Estimates

- Provide detailed materials for each sign, facing, coatings, posts and fasteners and any other required materials that will be required to fabricate the sign.
- Indicate proposed footings, base support and all proposed mounting structures for free-standing and post-mounted signs.
- Provide costs for each sign type and mounting system along with expected lifespans for sign facings and mounting systems.
- Provide costs for installation of each type of sign (existing pole mount, new post mount)

3.5 Consultations and Presentations

In addition to the work outlined in Sections 3.0 to 3.4 above, the Proponent will:

- Communicate regularly with the Town of Ingersoll by providing email updates and progress reports.

- Prepare project materials and designs for the signage working group for review.
- Prepare final designs and forward to the Economic Development team by March 25, 2020.

4.0 Project Budget and Timelines

The maximum budget for this project is \$50,000, including all disbursements, with a draft proposal completion date of March 25, 2020. The proponent is to provide an all-inclusive fixed lump sum fee for all associated costs to complete the work as outlined in Section 3.4 Proposal Requirements and throughout the entirety of this RFP. The Proponent shall provide an itemized cost breakdown required to achieve each milestone within the recommended approach, including all fees for supply and installation of signage.

4.1 Proposed Project Timetable

Item	Date
Date of RFP Issue	March 3, 2020
Deadline for Questions	March 25, 2020
Proposal Submission Deadline (Closing)	March 25, 2020 @ 4:30pm
Review Period	March 25-31, 2020
Award	March 31, 2020
Project Commences	April 1, 2020
Projected Completed	July 1, 2020 or earlier

Although every attempt will be made to meet all dates, the town reserves the right to modify any or all dates at its sole discretion.

5.0 Submission Instructions

Proposals will be received at the address listed below and shall be opened as soon as practical and evaluated. All proposals and accompanying documentation submitted shall be the property of the Town of Ingersoll and will not be returned.

The proposal submission shall not exceed 20 pages including schedules, illustrations and charts. One (1) printed copy of the proposal along with an electronic version (via USB) shall be submitted and include the following:

- Proposed/alternate approach to the elements described in the Terms of Reference, if appropriate, and in preparing the work plan.
- Schedule of work, showing proposed timeframes and milestones.

- An upset limit of total project costs provided in a time-allocation matrix which indicates staff time allocation for key elements, per diem rates and disbursement costs.
- The names of staff and any sub-consultants to be utilized in the creation of the designs, their background and related experiences, and their role in this project.
- References and examples of similar projects undertaken by the design firm.

The proposal shall be submitted in an envelope and be clearly marked with the Consultant's name and referencing the proposal. The proposal will be received at:

General Mailing Address:

Town of Ingersoll
130 Oxford Street, 2nd Floor
Ingersoll, ON
N5C 2V5
Attention: Curtis Tighe, Economic Development Officer

**Before 4:30pm, local time, Wednesday March 25, 2020.
Proposals received after this time will not be accepted.**

The Proponent may request that their proposal be withdrawn only prior to the proposal closing time. Withdrawal shall only be allowed if the Proponent makes the request in writing through a letter signed by a company officer and is delivered in hard copy or electronically to the Economic Development Officer. Proposals confirmed as withdrawn shall be returned unopened to the Proponent. The withdrawal of a proposal does not disqualify a Proponent from submitting another proposal prior to the closing time.

Inquiries/questions regarding the RFP process or format of the response must be directed, in writing, to Curtis Tighe, Economic Development Officer, by email to business@ingersoll.ca

6.0 Town Criteria for Selecting a Proponent

The Town's criteria in selecting a Proponent will include but is not limited to:

- The firm's background and capabilities, including history and areas of specialization, or particular expertise.
- The background of the individuals who will complete the actual design work and who will work with the Town.
- The relevant experience of the lead person for each firm on the project.
- The firm's expertise in providing accurate and timely cost estimates.
- The firm's ability to provide a design that meets the Town's defined needs.
- The firm's ability to maintain the signage.
- Cost of the signs.

7.0 Town Requirements

The contract will be awarded only to a responsible Proponent. To qualify, a prospective Proponent must meet the following standards, as they pertain to this RFP.

- The Proponent must have adequate technical and financial resources and equipment for performance, or have the ability to obtain and to manage such resources and equipment as required during the performance period of the proposed contract.
- The Proponent must have the necessary experience, organization, technical qualifications, skills and facilities or have the ability to obtain and to manage them (including any sub-consultant requirements).
- The Proponent must be able to comply with the proposed or required performance schedule.
- The Proponent must have satisfactory record of contractual performance.
- The Proponent must maintain the auditable records, documents and papers for inspection by authorized Town representatives.
- Each Proponent firm must be able to provide insurance coverage as follows in conformance with the Town's requirements:
 - General Liability Insurance \$5,000,000
 - Automobile Insurance \$2,000,000
 - Environmental Impairment Liability \$2,000,000
 - Professional Errors and Omissions Insurance \$2,000,000
- The Proponent must be otherwise qualified and eligible to receive an award under all applicable laws and regulations.

All Bidders must provide the Town, at their cost, a certified copy of a Liability Insurance Policy covering Public Liability and Property Damage for no less than the minimum amounts stated above to the satisfaction of the Town and in force for the entire contract period. The policy must contain:

- The Bidder, its employees and consultants as insureds. The Town and such entities as directed shall be adding as additional insureds.
- A blanket Contractual Liability and Cross Liability endorsements.
- An endorsement certifying the Town as an additional named insured.
- An endorsement to the effect that the policy will not be altered, cancelled or allowed to lapse without thirty (30) days prior to written notice to the Town.

7.1 Conflict of Interest

Each Proponent shall include a statement indicating whether or not the firm or any individuals working on the project has a possible conflict of interest (e.g., employed by the Town) and, if so, the nature of that conflict.

The Town reserves the right to cancel the award if any interest disclosed from any source could either give the appearance of a conflict or cause speculation as to the objectivity of the program to be developed by the Proponent. The Town's determination regarding any questions or conflict of interest shall be final.

7.2 Sub-Contractors

The Proponent shall identify any sub-contractors who will be carrying out any part of this project in the "Detailed Work Plan". The Proponent shall identify the names of the proposed sub-contractors and for what work each sub-contractor will be responsible. The Town has the right to reject any of the sub-contractors so named. In this event, the Proponent shall arrange to have the work done by such other sub-contractor as approved by the Town.

7.3 Termination of Contract

Either party may terminate this agreement at any time upon giving notice in writing at least thirty (30) days prior to the date of termination without penalty or recourse. In the event of such termination, the Proponent shall be paid for services up to and including the date of termination.

7.4 Work Safety & Insurance Board (WSIB)

The Town takes pride in the commitment of our employees and contractors, and will take the necessary steps to ensure Health & Safety on all projects.

All applicable current health and safety legislation and environmental legislation and regulations are considered the minimum requirements that the Bidder(s) must meet. The Bidder(s) must ensure that all of their employees and sub-contractors have safety training and certifications equal to, or exceeding, the requirements set forth in the current Occupational Health and Safety Act and current regulations.

The successful Bidder(s) shall provide the Town with a valid WSIB Clearance Certificate.

7.5 Accessibility for Ontarians with Disabilities (AODA)

The Accessibility for Ontarians with Disabilities Act was passed in 2005 and its goal is to have a fully accessible Ontario by 2025. As part of that goal, Ontario Regulation 429/07, also known as the Accessibility Standards for Customer Service was enacted. A provision of this regulation is that all municipalities and their suppliers and contractors will comply with the requirements of the regulation by January 1, 2010.

As well, Section 7 of Ontario Regulation 191/11, Integrated Accessibility Standards Regulation requires persons who provide goods, services or facilities on behalf of the Town ensure training on the Integrated Accessibility Standards Regulation and the Human Rights Code as they pertain to persons with disabilities. The Province of Ontario has developed an Access Forward AODA Integrated Accessibility Standards Regulation Training that can be taken online at any time.

In order to comply, the Bidder(s), its employees and consultants must have completed the training in accordance with the regulations and must be able to provide proof that training has occurred. By signing the Form of Proposal, the Bidder(s) certify that their companies are compliant and the Bidder(s) is able to provide proof of training.

7.6 Compliance with Laws, Notices, Permits and Fees

The successful Proponent shall comply with all Federal, Provincial and Municipal Laws, statutes, regulations and by-laws, relevant to this proposal.

The successful Proponent shall obtain the necessary permits, licenses and certificates and pay the fees required for the performance of the work which are in force at the date of the proposal closing.

The successful Proponent shall give the required notices and comply with the laws, ordinances, rules, regulations, codes and orders of the authorities having jurisdiction which are or become in force during the performance of the work.

8.0 General Terms and Conditions

- The Corporation of the Town of Ingersoll is not liable for any costs incurred by the Proponent in the preparation of their response to the RFP or selection interviews, if required. Furthermore, the Town shall not be responsible for any liabilities, costs, expenses, loss or damage incurred, sustained or suffered by any Proponent, prior or subsequent to, or by reason of the acceptance, or non-acceptance by the Town of any bid or by reason of any delay in the award of the contract.
- The Town reserves the right to accept/reject any or all responses and/or reissue the RFP in its original or revised form.

- The Town reserves the right to request specific requirements not adequately covered in their initial submission and clarify information contained in the RFP.
- The Town reserves the right to substitute components where the Town considers that an alternative may be more suitable.
- The Town reserves the right to modify any and all requirements stated in the RFP at any time prior to the possible awarding of the contract.
- The Town reserves the right to cancel this RFP at any time, without penalty or cost to the Town. This RFP should not be considered a commitment by the Town to enter into any contract.
- The Town reserves the right to enter into negotiations with the selected Proponent. If these negotiations are not successfully concluded, the Town reserves the right to begin negotiations with the next selected Proponent.
- Proposals shall remain open and subject to acceptance for a period of ninety (90) days from closing date.
- In the event of any disagreement between the Town and the Proponent regarding the interpretation of the provisions of the RFP, the Economic Development Officer, or an individual acting in that capacity, shall make the final determination as to interpretation.
- All reports and pertinent data or materials shall be the sole property of the Town, and may not be used or reproduced in any form without the explicit written permission of the Town.
- The Town reserves the right to extend the time allotted for the proposal to examine verbally the bidder in person, and to request a best and final offer, should the Town deem that it's in its best interests to do so.
- This RFP does not commit the Town to award a contract, or to pay any costs incurred in the preparation of the proposal. The Town reserves the right to accept or reject any or all proposals received as a result of this Request for Proposals, to negotiate with any qualified consultant, or to cancel this request in part or in its entirety. The Town may require the selected Consultant to participate in negotiations and to submit such technical, price, or other revisions to their proposal as may result from negotiations.

8.1 Disclaimer

The Proponent is not to act on verbal instruction from the Town on work they consider to be extra to their contract scope. Extra work can only be authorized in a written format. The written form must also include that this work is an extra to the contract scope and the method by which extra costs will be tabulated.

This proposal is made by the Proponent without any connection, knowledge, and comparison of figures or arrangement with any other person or persons submitting a proposal for the same services, and is in all respects fair and without collusion or fraud.



Appendix A – Sign Guide and Maps

Sign #	Sign Type	Pole or Post	On Street	At Street	Direction of Travel	Downtown	Museum	Pool/Community Centre	Library/Town Hall	Arena	Fusion Centre
A	Gateway	Post	Harris	Clark	N	Straight	Straight	Straight	Straight	Straight	Straight
B	Gateway	Post	Culloden	Ingersoll	NE	Straight	Right	Straight	Straight	Straight	Straight
C	Gateway	Post	King	Ingersoll	E	Straight	Straight	Straight	Straight	Straight	Straight
D	Gateway	Post	Bell	Ingersoll	SE	Straight	Straight	Straight	Straight	Straight	Straight
E	Gateway	Post	Thames	North Town	S	Straight	Straight	Straight	Straight	Straight	Straight
F	Gateway	Post	Beachville	Pemberton	W	Straight	Left	Left	Straight	Straight	Straight
1	Directional	Pole	Harris	Centennial	N	45 L	Left	45 L	45 L	45 L	45 L
2	Directional	Post	Harris	Centennial	S	-	Right	-	-	-	-
3	Directional	Post	Harris	Canterbury	S	Right	Left	Right	Right	Right	Right
4	Directional	Pole	Canterbury	Wellington	NW	Straight	-	Left	Straight	Straight	Straight
5	Directional	Post	Centerbury	Wellington	SE	-	Straight	Right	-	-	-
6	Directional	Pole	Canterbury	Thames	NW	Right	-	-	Right	Right	Right
7	Directional	Pole	Thames	Canterbury	S	-	Left	Left	-	-	-
8	Directional	Pole	Thames	King	N	Welcome	-	-	Left	Straight	Straight
9	Directional	Pole	King	Thames	E	Welcome	Right	Right	-	Left	Left
10	Directional	Pole	Thames	King	N	Welcome	Straight	Straight	Right	-	-
11	Directional	Pole	Charles	Thames	W	Welcome	Left	Left	Left	Right	Right
12	Directional	Pole	Thames	St. Andrew	N	Welcome	-	-	-	Right	Straight
13	Directional	Pole	Thames	St. Andrew	S	Welcome	Straight	Straight	Straight	Left	-
14	Directional	Pole	Culloden	Clark	NE	Straight	Right	Right	Straight	Straight	Straight
15	Directional	Pole	Culloden	Clark	SW	Left	Left	Left	Left	Left	Left
16	Directional	Post	Clark	Wellington	E	Left	Straight	Left	Left	Left	Left
17	Directional	Pole	Wellington	Clark	S	Left	Left	-	Left	Left	Left
18	Directional	Post	Clark	Harris	E	Left	Left	Left	Left	Left	Left
19	Directional	Pole	Whiting	King	N	Right	Right	Right	Right	Right	Right
20	Directional	Pole	Bell	Thames	E	Right	Right	Right	Right	Right	Right
21	Directional	Pole	Charles	Pemberton	W	Straight	Left	Left	Straight	Straight	Straight
22	Directional	Pole	Charles	Mutual	W	Straight	-	-	Straight	Right	Straight





