

Town of Norris Point Trail & Marina Development Project

Request for Proposals

Issued by the Town of Norris Point, NL
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1. OVERVIEW

The Town of Norris Point, NL is undergoing redevelopment of its current outdoor product. As part of this process, the Town seeks proposals from consultants/firms with demonstrated experience in interpretive planning and design for the research, planning, design and production of trailhead, directional and interpretive signage.

Please note that the timelines for this project are limited and funding allocation from funding partners is based on meeting these timelines.

2. BACKGROUND

The coastal [Town of Norris Point](#) was incorporated in 1960. It is the second largest community in Gros Morne National Park on the west coast of Newfoundland with an approximate population of 785. The Park attracts more than 190,000 visitors annually from around the world due to its natural landscape, cultural experiences, geological wonders, and storied history with the sea. Norris Point is well located to take advantage of this tourism activity, particularly from the Explorer and special purpose/activity market segments. The aging of the large baby boomer market suggests that the Explorer market segment will show growth, and with it a demand for a variety of outdoor and cultural/heritage travel experiences.

In response, the Town is currently undergoing redevelopment of two important hiking trails as well as developing portions of its waterfront to enhance experiences offered to visitors of the area.

A funding agreement has been secured between the Town, the Atlantic Canada Opportunities Agency, and Newfoundland and Labrador's Department of Business, Tourism, Culture and Rural Development to upgrade the Town's existing community walking trail system with high quality, low maintenance trail development including trailhead, interpretive and directional signage. Selected trails for development work are shown in the *Waterfront Development Plan* (WDP) in Appendix 1, specifically:

- Sections 1-4 known as [Burnt Hill Trail](#)
- Section 12 known as [James Humber Trail](#) (Wild Cove - Jenniex House)

The Town is also moving forward with marina development in Neddies Harbour, including interpretation and welcome signage. A copy of the **Ekistics Waterfront Development Plan** and the 2013 **Green Leaf Resources assessment of the Brunt Hill Trail** are attached as appendices to this RFP. Both documents should be reviewed prior to submission of a proposal as the information found in these documents is relevant to this project.

3. VISION & SCOPE

We envision:

- Engaging, thought-provoking content presented in an imaginative way
- Interpretive, trailhead and wayfinding design that meets accessibility standards and is considerate of its physical context
- Durable, low maintenance fabrication (e.g. high density laminate or equivalent for interpretative and trailhead panels)

For budgeting purposes, we estimate the following numbers and types of panels/signage will be required for this project. Please note, final numbers will be based on consultant recommendations in consultation with the client.

- Eleven (11) exterior interpretive panels (high density laminate or equivalent)
- Four (4) exterior trailhead panels (high density laminate or equivalent)
- Exterior directional signage for two trails (number and fabrication method to be determined)
- One (1) exterior welcome sign for Neddies Harbour Marina (fabrication method to be determined)

The Town has no existing design standard or model for these types of signage. This will provide the successful bidder with the creative freedom they need to explore and develop the best interpretive and design solutions for this project, with the following considerations:

- Brand recommendations are included in the Waterfront Development Plan. The successful bidder will review these recommendations and incorporate colour and design recommendations if/where appropriate.
- Panel and signage design should lend itself to future use on new trails, scenic look offs, etc. that may be developed in the coming years.

4. SERVICES

Services required for this project include:

- Project Management
- Interpretive planning
- Content research (including sourcing and acquisition of all required images)
- Content development
- Graphic design
- Way-finding planning
- Fabrication

- Production management
- Mounting recommendations

Please note that the successful team must include all experts and suppliers required to complete this work.

5. AUTHORITY, PROJECT TEAM & REPORTING STRUCTURE

The Town of Norris Point is the client for this project. A client Steering Committee consisting of the following members has been established:

- Chairperson/Primary contact - Ian Stone, Deputy Mayor, Norris Point
- Joe Reid, Mayor of Norris Point
- 2 Representatives – Private Sector
- 1 Representative – Trail Tales & Tunes Festival Committee
- 1 Representative – Gros Morne Cooperating Association
- 1 Representative – Atlantic Canada opportunities Agency
- 1 Representative – Dept. of Business, Tourism, Culture and Rural Development
- 1 Representative – Parks Canada
- 1 Representative – Dept. of Advanced Education & Skills

6. COMPLETION DATE

All project deliverables must be received by the client no later than June 16, 2015.

7. PROJECT BUDGET

This is a fixed price contract with a budget range of between **\$80,000 + HST** This price is inclusive of all taxes and project expenses.

8. PROPOSED METHODOLOGY

The Town of Norris Point has identified the following project phases and requirements. PLEASE NOTE: This our proposed methodology. Additions and/or revisions are welcome. We recognize that everyone has their own approach to projects and we want your input.

PHASE I - PROJECT INITIATION

During this short, but critical phase, you'll meet with the project steering committee to gather information and finalize the project plan. We'll also arrange trail visits. These will provide you with a first-hand look at our trails and the resources you'll be interpreting and will provide all of us with an excellent opportunity to share ideas and discuss priorities. We recognize that the timing of this project will not allow viewing of the trails under ideal conditions. We will endeavor to provide input and any available material (e.g. photos, maps, etc.) that might facilitate the interpretive planning, way finding and design processes.

Tasks & Goals

- Introductions and information gathering
- Confirmation of client wants and needs including review of the project terms of reference and work to date
- Review of your proposal, including schedule, milestones and deliverables
- Development of final detailed work plans and project schedule
- Trail visits and assessment (including any required on-site measurements and reference photography)
- Launch of Phase II

Required From Client

- Confirmation of project budget, schedule, milestones and deliverables
- Confirmation of client and contractor roles and responsibilities for each phase of the project
- Approval of final detailed work plans and project schedule
- Participation in trail visits
- Assistance with identification of and access to existing research and potential resources (e.g. photos, contact info for subject specialists/local experts, existing publications, etc.)
- Approval to proceed to Phase II

Deliverable - Meeting 1 - Project Initiation

PHASE II - PROJECT BRIEFING

Based on input collected during Phase I, you'll create a detailed outline of the conditions under which our interpretation, trailhead and directional signage will operate and compile this work into a project brief. This short document will clearly identify interpretive goals and objectives, existing interpretive opportunities and constraints, target user groups and their wants, needs

and expectations. Once completed, the project brief will provide a valuable reference point throughout the design process and an essential framework for development of all required signage.

Tasks & Goals

- Identify and assess existing and potential audience(s)
- Identify target user groups
- Compile user profiles
- Establish interpretive goals and objectives
- Identify opportunities and constraints
- Compile exhibit brief and forward to project steering committee for review and comment
- Revise exhibit brief as required
- Proceed to Phase III

Required From Client

- Assist in identifying and defining target user groups
- Review and approve project brief
- Approval to proceed to Phase III

Deliverable - Project Brief

PHASE III - CONCEPT DEVELOPMENT

Based on information compiled and assessed in Phases I & II, you'll research and develop an Interpretive and Design Concept. This work will clearly illustrate the overall approach, feel and content of the proposed signage and panels, demonstrate how design and content choices respond to stated communication and interpretive objectives and how it will appeal to target user groups.

Tasks & Goals

- Undertake content research (we realize this is an on-going task)
- Identify key interpretive theme(s) and messaging
- Establish overall tone and voice for interpretive text
- Develop draft design concept for one interpretive panel
- Develop draft design concept for one trailhead panel
- Develop draft design concept for one directional trail sign
- Develop draft design concept for marina welcome sign
- Present Concept Document to steering committee for review, comment and approval
- Proceed to Phase VI

Required From Client

- Where possible, assist with research and sourcing of imagery (on-going)
- Provide input and feedback as required
- Review and approve Concept Document
- Approval to proceed to phase IV

PHASE IV - PRELIMINARY DESIGN

Building on the Interpretive and Design Concept, the successful bidder will develop a Preliminary Design (including draft text) for each required interpretive, trailhead and directional sign. Tasks & Goals

- Develop draft text for all required panels and signs
- Develop draft layouts for all required panels and signs
- Forward preliminary design work to client for review and feedback/approval (To aid review, this package will include a hard copy of one trailhead and one interpretive panel at final size)
- Proceed to Phase V

Required From Town of Norris Point/Steering Committee

- Review and provide feedback on preliminary design package
- Approval to proceed to phase V

Deliverable - Preliminary Design package

PHASE V - FINAL DESIGN

Based on feedback received during Phase IV, the successful bidder will make all necessary adjustments to the Preliminary Design and proceed with Final Design for all required signage.

Tasks & Goals

- Development of final text for all required signage
- French translation of text (if required)
- Completion of final layout for all required signage
- Submit mounting recommendations for panels and signs

Forward Final Design Package to client for proofing and approval

- Proceed to Phase VI

Required From Client

- Review and approve Final Design Package (this includes proofing of all text)
- Approval to proceed to Phase VI

Deliverable - Final Design package

PHASE VI – PRODUCTION

Fabrication will begin upon approval of the Final Design package. The successful bidder will be responsible for liaising with the panel and signage manufacturers, monitoring production schedules and troubleshooting when necessary to ensure a quality final product.

Tasks & Goals

- Complete final art files as specified by fabricator(s) for all required panels and signs
- Submit final art files to fabricator (please note: a copy of all final art files will also be submitted to the client)
- Review and approve manufacturer's proofs
- Troubleshoot as necessary
- Ensure packing and shipping of completed panels and signs to Norris Point, NL

Required from Town of Norris Point/Steering Committee

- Accept on-site delivery of completed signage
- Review and approve mounting recommendations
- Inspect and sign-off on received panels and signs
- Install panels and signs

9. PROPOSAL SUBMISSION INSTRUCTIONS RFP SCHEDULE

RFP Release	January 19, 2015
Deadline for Questions	January 26, 2015
Closing Date	February 2, 2015
Notification of Award	February 5, 2015

SUBMISSION GUIDELINES

Please submit your proposal including all information outlined in this section of the RFP. We request that your proposal follow the order listed below (names and numbers of each section). Also, please include a table of contents and cover letter signed by a legal member of the Lead Firm.

If you're submitting as part of a consortium or team, please make sure your proposal clearly identifies a "lead" or "prime consultant" who will be legally responsible for the contract. The Town of Norris Point will enter into contract with only one firm.

We require the following information:

1. Cover Letter with identification of lead firm and contact information
2. Team Organization - Please introduce your firm and your project partners. Clearly describe each firm, their expertise, and their role in the project.
3. Core Personnel - Please provide a brief bio of each core team member highlighting their credentials, relevant past experience and anything else you think we should know. You'll also need to clearly identify each team member's role in this project. Feel free to attach full CV's as an appendix to your proposal.
4. Project Experience - Please provide three (3) examples of similar past projects completed by your company as the lead (i.e. similar size, scope and nature to the work outlined in this RFP). Include a brief description of the project, the names of team members (companies and individuals) who have worked on the examples presented, and their role. Please provide the client's name and contact information to confirm performance and the services provided. Failure to meet this requirement will result in dismissal of the proposal.
5. Methodology - Please identify any additions and/or revisions to the draft methodology we've outlined in section 8 of this RFP. We recognize that everyone has their own approach to projects and we welcome your input.
6. Work Plan & Schedule - Please provide a detailed schedule for delivery of the tasks as outlined in our draft methodology plus any recommended revisions and/or additions. Outline your understanding of the proposal and show all tasks you deem are required in each phase, approximate timing and duration of each task, expected deliverables, meetings and approval points. We're expecting this in table/chart form, but if you have a better idea, go for it.

7. Fee Structure - Please identify both a per diem rate for each team member and an estimated number of days they will be working on our project. Fees must be Canadian dollars.
8. Budget - We'll also need a detailed budget for the project. Please provide as much detail as possible including professional fees, administration, expenses, travel fabrication, contingency, etc. Again, please quote in Canadian dollars.
9. Change Orders - Clearly describe what constitutes a change order and how you will communicate the need for one.

Please forward a PDF version of your proposal to: info@norrispoint.ca

All proposals must be received by 4 pm Newfoundland standard time (FYI, that's an hour and a half ahead of EST) on February 2, 2015. Late proposals will not be accepted.

10. QUESTIONS

Please submit all enquiries regarding this RFP by email, no later than 4 pm Newfoundland standard time on January 26, 2015. Sorry, questions received after this time will not be answered. Answers to questions will be provided on ongoing bases and will be issued as addenda.

In the interest of fairness, the client will provide, simultaneously to all, a copy of the questions received and our replies to these questions without revealing the source of the enquiries.

11. PROPOSAL COSTS

All costs and expenses incurred by the Proponent related to the preparation of the proposal shall be borne by the Proponent. The Town of Norris Point is not liable to pay such costs and expenses or to reimburse or to compensate the Proponents under any circumstance.

The Town shall not be responsible for any costs related to any delays in the RFP, in awarding the contract, or costs associated with any review or the approval process, or with obtaining any government approvals.

12. EVALUATION & AWARD

Proposals will be evaluated and scored in accordance with the following criteria:

Team Organization	10 points
Personnel Qualifications	20 points
Relevant Experience/Past Work	20 points
Schedule and Work Plan	15 points
Fee Structure	15 points
Budget	20 points

13. PROCESS

A Committee shall evaluate the Proposals. Decisions as to the degree to which a proposal meets the requirements of this RFP are within the exclusive judgment of the Evaluation Committee. The Committee will:

- Review all proposals independently
- Combine the scores received by each proposal and average for a final score
- Meet to review the scores and discuss each proposal
- Contact any or all references supplied by the Proponent
- Request clarifications from the Proponent. Proponents will be given two (2) business days to provide any necessary information requested. Failure to meet the deadline will be result in a proposal to be deemed non-compliant.
- Rank final scores

The Committee may choose to conduct interviews with Proponents in consideration for award. In the interest of fairness, all interviews will be conducted via telephone or Skype. The Town of Norris Point reserves the right to:

- Ask any Proponent to provide proof that they have the necessary management structure, skilled personnel, experience, and equipment to perform competently the work identified in this RFP.

- Cancel and/or reissue this RFP at any time; the Town will not assume liability for any response preparation costs whatsoever.
- Request clarification or supporting data for any point in a proponent's proposal.
- Negotiate with the Proponents subject to the constraints of the mandatory requirements of this RFP.
- Make changes to this RFP, including substantial changes provided that those changes are issued by way of a Solicitation Amendment in writing, and is issued prior to the RFP closing date. The Town may do so without incurring any liability whatsoever to any of the Proponents.

Once the successful Proponent and the Town have executed a Contract, the client will Communicate the name of the successful Proponent to all Proponents who have submitted a proposal. The Town of Norris Point will provide a debriefing of a Proponent's proposal if requested, within ten (10) days of notification that they have been unsuccessful.