



# REQUEST FOR PROPOSAL

## Outdoor Billboard Signs

**ISSUE DATE: February 26, 2018**

**DEADLINE FOR ENQUIRIES/CLARIFICATION: March 12 at 4:30 p.m.**

**PROPOSAL SUBMISSION DEADLINE: March 26 at 4:30 p.m.**

**RETURN TO:**

**Outdoor Billboard Signs – RFP  
Municipality of Greenstone,  
1800 Main Street,  
PO BOX 70,  
Geraldton ON P0T 1M0  
Attn: Gabrielle Lecuyer, Clerk  
Or  
[gabrielle.lecuyer@greenstone.ca](mailto:gabrielle.lecuyer@greenstone.ca)**

*Nature's Home Town*

# TERMS OF REFERENCE

## *Outdoor Billboard Signs*

### Introduction

The Corporation of the Municipality of Greenstone is looking to engage an experienced partner to supply and install new outdoor billboard signs within Greenstone as well as six (6) other locations in northern Ontario (North Bay, New Liskeard, Pancake Bay, Highway 11/17 junction and Highway 61 x 2). Greenstone has recently re-branded and is currently in the process of changing all outdoor billboard signs to fit the new brand. Signs will be installed in several communities within Greenstone as well as on locations along Highway 11/17 in northern Ontario.

The completed outdoor billboard signs are to measure 8' x 8'. Design of the signs will already be developed and ready for print.

### Background

The Municipality of Greenstone was created in January 1, 2001, by the amalgamation of the former municipalities of the Town of Geraldton, the Town of Longlac, the Township of Nakina and the Township of Beardmore, and an extensive area of unincorporated territory (Caramat, Jellicoe, MacDiarmid and Orient Bay).

- Greenstone is located in the District of Thunder Bay and is 3,172 sq km (1224 sq mi) making it one of the largest incorporated municipalities in Canada.
- The Greenstone Region is home to several aboriginal communities – Aroland, Ginoogaming, Long Lake 58, Bingwi Neyaashi Anishinaabek (Sand Point), Biinjitiwaabik Zaaging Anishinaabek (Rocky Bay), and Animbiigoo Zaagi'igan Anishinaabek (Lake Nipigon).

The Greenstone region was built on a history of forestry and mining. The historic mines of the area largely ceased operations by 1970. Since the downturn of the forest industry in northwestern Ontario, Greenstone saw the closure of two plywood mills and two sawmills and a declining population base. Currently we've seen a resurgent as we now have two sawmills in operation and there is potential for a new gold mine. Currently home to approximately 4,900 residents, estimates forecast the population to increase as new mining and tourism opportunities in the area are developed.

Tourism in Greenstone is a multi-million-dollar industry annually and with significant upgrades to our outdoor billboard signs, we have the opportunity to increase economic growth and stability for our businesses.

# Objectives

The new outdoor billboard signs are a key component of Greenstone’s rebranding and are one of the first steps in improving wayfinding and raising the awareness of Greenstone and our tourism products to our visitors. Design has already been completed and there are three primary objectives to the project:

1. Print

Printing will be done to display an overall 8’ x 8’ billboard. Materials that are used must be sustainable in all types of weather and are suitable for long term, year-round use. The finished product must be clear, neat and visible to the travelers. All printed signs must follow the specifications that are provided by the Municipality. There shall be no tampering with the finished design as provided by the Municipality of Greenstone. A Visual ID Guide will be provided to the successful company to ensure compliance.

2. Install/Construct

Twenty (20) billboards are to be erected for the Municipality of Greenstone. Of those Twenty (20), Six (6) billboards are to be erected in various locations in northern Ontario as indicated in the attached document. All costs related to installation are to be included in the proposal. All Municipal and Provincials guidelines must be adhered to during installation. Insure that you base your estimated cost of constructing Twenty signs (it may not require the construction of all Twenty signs) depending on locations that currently hold a sign and the conditions the frames are in.

3. Timeline

The project must be completed in its entirety by July 31, 2018.

# Guiding Principles

- Work in partnership with the municipality of Greenstone and follow the design specifications without modifications.
- Ensure signs are installed in the correct locations. Markers as well as GPS locations will be provided.
- Install structures that will be durable in all weather conditions.
- Meet our deadline of printing, constructing and installing all outdoor billboard signs by July 31, 2018.

# Key Challenges

- Print material
- Location & Structure
- Concept Layout
- Design Development
- Documentation
- Time

## **Project Deliverables / Scope of Work**

The project partner will have to print, install and construct outdoor billboard signs throughout Greenstone and in northern Ontario in a timely manner. A key part of the signage project is that it creates awareness of products, experiences and will allow the new brand identity to be communicated to our communities and our target audience.

### **Print Material**

- Printing of all 20 billboard signs will be done to display an overall 8' x 8' billboard. Materials used should be sustainable to all weather conditions.
- Printing of the signs must follow the design given by the municipality as they are specific for our billboard size.
- A Visual ID Guide will be provided.

### **Location/Structure**

- Due to the fact that Greenstone is situated in northwestern Ontario, partners who are interested may need to visit the sites in person to grasp a complete visual of the locations to be installed.
- The successful contractor will be required to travel throughout Greenstone and outside the region to install the signs.
- To ensure proper location of erected signage, markers and GPS coordinates will be provided. The Tourism Coordinator will be on site for some of the installations to oversee the work.

### **Concept Layout**

- Briefing by client by phone or in person.
- Review of site conditions, photographs and site plans.
- Client review, comment, and approval.

### **Design Development**

- Ongoing client contact by phone or in person.
- Selection of material finishes for print and construction.
- Production of dimension for the construction material.
- Client review, comment, and approval.

### **Documentation**

- Estimate on costs for construction of 20 outdoor billboard signs (material/carpenter/labourer, etc.)
- Estimate on costs for 20 printed 8' x 8' outdoor billboard signs.
- Estimate on costs for mileage.

### **Timeline**

- A detailed description of the project from print to installation in regard to our timeline of project completion on July 31, 2018.

## **Reports and Schedule for Deliverables**

The medium of communication for the assignment shall be English. The partner will produce by-weekly reports of activities on the project. The partner will produce the final report and any associated documents in both electronic and hard copy formats, as Microsoft Word documents wherever possible, and submit them to the Municipality of Greenstone's Chief Administrative Officer at the end of the contract.

## **Project Term**

Three (3) months, from May 1, 2018 to July 31, 2018.

## **Proposal Call and Submission Requirements:**

Submissions should include, but not necessarily be limited to, the following:

1. Total cost/fee to the Municipality of Greenstone – A proposed total fixed fee in Canadian dollars (HST Extra) detailing the project fees including a detailed cost breakdown showing the major activity costs and miscellaneous costs associated with the project. Proposals are to be submitted as a lump sum dollar amount and are to include all work as requested in the RFP
2. A brief description of your firm - its clients, its history, its projects, its staff
3. A company description, exact location and address
4. Company contacts, complete with contact information of key personnel
5. A summary of your understanding of this proposal and scope of work
6. Provide an overview of how the project will be managed and the process to be used by your company
7. Details of proposed Work Plan/Schedule
8. A list of references associated with completed projects
9. Any other supporting information you may wish to include with your submission

# Procedures for Submission of Request for Proposal

Proposals are to be submitted to the Municipality of Greenstone Municipal Office on or before Thursday, March 26 at 4:30 p.m. local time as follows:

1. One copy of the complete proposal in a sealed envelope clearly marked as follows:

**Outdoor Billboard Signs – RFP**

Municipality of Greenstone,  
1800 Main Street,  
PO BOX 70,  
Geraldton ON P0T 1M0  
Attn: Gabrielle Lecuyer, Clerk

Or

2. Email the complete proposal clearly marked in the subject line **Outdoor Billboard Signs – RFP** to [gabrielle.lecuyer@greenstone.ca](mailto:gabrielle.lecuyer@greenstone.ca)

## Process Schedule

The Municipality of Greenstone intends to utilize the following schedule in completion of this process. The Municipality reserves the right to amend the schedule should it be deemed necessary:

1. Issuance of RFP February 26, 2018
2. Deadline for Enquiries/Clarification March 12, 2018
3. Deadline for Submission March 26, 2018

## Clarification

Should a proponent find discrepancies in or omissions from the proposal documents, or should there be any doubt as their meaning, inquiry should be including contact name and information. Should a correction, explanation, or interpretation be necessary or desirable, a written addendum will be issued and posted on the Greenstone website at [www.greenstone.ca](http://www.greenstone.ca)

Any addendum issued during the bidding period, are part of these Proposal Documents.

All enquiries and clarification shall be directed to:

**Brent Henley**  
Tourism Coordinator  
Municipality of Greenstone  
1800 Main Street, PO BOX 70  
Geraldton ON, P0T1M0  
Ph: 1-807-854-1100 ext. 2061  
Email: [brent.henley@greenstone.ca](mailto:brent.henley@greenstone.ca)

## Reservations

The Municipality reserves the right to reject all requests for proposals for any reason whatsoever. The Municipality shall not be responsible for, and respondents shall not be entitled to reimbursement for any liabilities, costs, expenses, loss or damages incurred, sustained or suffered, including loss of profit or consequential loss, by any respondent prior or subsequent to or by reason of the acceptance or the non-acceptance by the Municipality or by reason of any delay in the acceptance of a request for proposals.

## Proposal Evaluation

Proposals will be evaluated from firms or individuals that can demonstrate that;

- Have the necessary staffing, facilities, materials, experience, ability to complete project effectively (20%);
- Have ability and experience leading design projects (30%);
- Have significant demonstrated knowledge and experience of design projects in Northwestern Ontario (20%);
- Provide appropriate costing (30%)

## Contract Negotiation

The Municipality will negotiate a contractual agreement with the preferred proponent. If the Municipality is unable to negotiate an acceptable contractual agreement with the preferred proponent, then the second preferred proponent may be selected and a contractual agreement developed. The Municipality of Greenstone at any time and without liability, may withdraw from negotiations with any potential proponent.

## **Freedom of Information**

The Municipality is subject to the provisions of the *Municipal Freedom of Information and Protection of Privacy Act*. As a result, the Municipality cannot guarantee that any information forwarded to the Municipality can be held in confidence.

Respondents must identify in their submission any information which they feel is confidential and which should remain confidential. Respondents must specify their reasons and those sections of Act which support the confidentiality.

Confidential information must be included in a separate section of the submission. This will facilitate the ability to make other parts of the submission available to the public.

In all circumstances, the provisions of the *Municipal Freedom of Information and Protection of Privacy Act* will prevail.

## **Accommodation for Proponents with Disabilities**

The Municipality of Greenstone is committed to providing equal treatment to people with disabilities with respect to the use and benefit of municipal services, programs and goods in a manner that respects their dignity and that is equitable in relation to the broader public. In accordance with the Ontario Human Rights Code, Ontarians with Disabilities act, 2001 (ODA) and Accessibility for Ontarians with Disabilities act, 2005 (AODA), the Municipality will accommodate for a disability, ensuring full and equitable participation throughout the RFP process.

If a proponent requires this RFP in a different format to accommodate a disability, the proponent must contact the Municipal Contact as soon as possible and in any event prior to the Submissions Deadline. The RFP in the different format will be issued only to the requesting proponent and all addenda will be issued in such a different format only to the requesting proponent.