



REQUEST FOR PROPOSAL BUSINESS PARK & AIRPORT ENTRANCE SIGNAGE

1. Introduction & Summary

Mountain View County is seeking proposals for a qualified firm to design and manufacture entrance signage for three business parks and two regional airports located within the County.

This Request for Proposal (RFP) provides a project summary and background, general requirements, tasks and deliverables, project schedule and timeline, budget, submission requirements and deadlines, evaluation criteria, inquiry contacts, and a working agreement overview. Proposals will be accepted no later than 4 p.m. on Friday, August 25, 2017.

The purpose of this Request for Proposal is to secure graphic design services to:

- i. Prepare up to three (recommended) entrance sign concepts (graphics/materials);
- ii. Finalize a preferred signage concept with Mountain View County;
- iii. Manufacture signs based on concept adopted by Mountain View County Council.

The three business parks are not specifically owned by one person or entity and some question what the name of the business park is; while both regional airports are owned by Mountain View County. This provides Mountain View County with the opportunity to create visual recognition that accurately reflects our brand and invest in public perception.

2. Mountain View County Metrics

Mountain View County is home to 13,074 rural residents, over 1800 farms and 5,666 private dwellings. Another 21,000 people reside in the Towns of Carstairs, Didsbury, Olds, Sundre; and the Village of Cremona. With a total population density of 3.5 persons per square kilometre.

Mountain View County spans one million acres (3782.64 km²) and is located within one of the fastest growing regions in all of Canada: the Calgary-Edmonton Corridor.

In addition to agriculture-based businesses, Mountain View County boasts a diversified economy with 7,600 employees in 22 different industries including but not limited to: mining and oil and gas extraction, concrete product manufacturing, construction and professional, scientific and technical services.

Additionally, Mountain View County is home to several business parks along major transportation corridors which feature numerous existing businesses and opportunities for investment.

3. General Requirements

All Proposals shall be prepared by and submitted at the expense of the proponent. Except as expressly and specifically permitted in this RFP, no proponent shall have any claim for any compensation of any kind whatsoever, relating to this RFP, including accepting a non-compliant bid, and by submitting a proposal each proponent shall be deemed to have agreed that it has no claim. No contractual, tort or other legal obligations are created or imposed on Mountain View County or any other individual, officer or employee of the county by the RFP documentation or

by submission or consideration of any proposal by the county. Mountain View County will obtain all applicable roadside development permits for sign installation.

4. Questions & Inquiries

Mountain View County Economic Development shall be the sole point of contact for the purposes of this RFP. The following table provides the primary contact information:

Point of Contact
Adena Malyk, Economic & Community Development Officer amalyk@mvcounty.com (403) 335-3311 x 161

Proponents shall not contact any County staff with any questions or inquiries, excepting the terms outlined above. Unauthorized contact with any personnel of the County may be cause for rejection of the proposer's response. The decision to reject a proposal is solely that of the County.

Proponents shall review the RFP documents, and shall promptly report and request clarification for any discrepancy, deficiency, ambiguity, error, inconsistency or omission contained therein. Any such request must be submitted in writing, electronically or otherwise, no later than 4:00 p.m. MST, August 16, 2017. Where such request results in a change or a clarification to the requirements of the RFP, the county will prepare and issue an Addendum to this RFP, no later than 4:00 p.m. MST, August 18, 2017.

Mountain View County reserves the right to issue Addenda up to the closing date. The date set for submitting Proposals may be changed if in the county's opinion more time is necessary to enable proponents to revise their Proposals. Addenda will state any changes to the Proposal closing date and time. Proponents should acknowledge receipt of all Addenda in their proposals. Proponents are required to check the county's website for any updated information and addenda before the closing date at the following website address: http://mountainviewcounty.com/work_for_us/requests_for_proposal.html

Upon submitting a proposal, proponents will be deemed to have received notice of all addenda that are posted on the County's website and deemed to have considered the information of inclusion in the Proposal submitted. This Proposal and any resulting award shall be governed by and construed in accordance with the laws of the Province of Alberta, which shall be deemed the proper law hereof.

5. Tasks & Deliverables

In considering the information provided in this Request for Proposal, respondents shall complete the tasks and provide deliverables as follows:

- i. Prepare and submit up to three design concepts. Signs must only indicate the Business Park or Airport Name, Address and Contact Information. Mountain View County will provide the official name, address and contact information to the successful proponent.
- ii. Signs shall not exceed 20 square metres in surface area with the longest dimension not in excess of 5 metres and must be double sided or a v-sign design.
- iii. The letter size on each sign permitted shall be a minimum of 15 centimetres in height. The use of standard lettering styles is encouraged for improved legibility.
- iv. The use of reflectorized sign materials is recommended in order to provide 24-hour legibility.

- v. Concepts should include proposed graphic elements and anticipated material required for sign construction.
- vi. Design factors for the sign shall include: use of timeless font, attention to the county's brand standards (see appendix 1), strength and durability of structure and materials, resistance of materials and paint treatment to weather conditions, graffiti, cutting, fire and other forms of vandalism.
- vii. Proponents shall ensure that material options are not 'specialty' items, and do not require extensive structural engineering design to construct.
- viii. Proponents must submit an installation plan, including an estimate, for time and cost.
- ix. Deliverables – colour PDF copies of concepts or one colour hard copy of concept options.

6. Project Schedule & Timeline

Mountain View County requires the full project to be completed by October 31, 2017 including installation. Proponents shall provide a schedule to complete the design work and confirm that submitted prices and rates will be held firm, and remain effective for the duration of the project. The lowest or any proposal will not necessarily be accepted. The County reserves the right not to proceed with any proposal.

Event	Estimated Date
Request for Proposal (RFP) Published	August 1, 2017
Deadline for Questions from Vendors	August 16, 2017
Final Addendum for Questions Published	August 18, 2017
Deadline for Proposal Submissions	August 25, 2017
Proposal Review and Council Consultation	September 6, 2017
Tentative Date for Awarding Contract	September 8, 2017
Project Completion Deadline	October 31, 2017

7. Submission

All proponents are required to provide the following information (in order) with their submissions:

- i. Profile of the applicant including experience, qualifications and design samples;
- ii. Outline of the Proponents approach to the project;
- iii. Project timeline
- iv. Outline of project task including what will be expected of County staff;
- v. Detailed cost summary;
- vi. Minimum of three (3) client references (name and contact information).

Electronic proposals shall be submitted to the point of contact listed above, no later than 4 p.m. MST on Friday, August 25, 2017. Submissions received after this time will be returned to the sender.

The County reserves the right to cancel this RFP for any reason without any liability to any proponent or to waive irregularities at their own discretion. Proposals may be withdrawn by written notice only provided such notice is received at Mountain View County prior to the date/time set as the closing time for receiving proposals.

Proposals shall be open for acceptance for 90 days following the submission closing date.

All proposals will remain confidential and are subject to the Freedom of Information and Protection of Privacy Act (FOIPP); however proposed design concepts and project costs will be presented in a public forum.

8. Evaluation

The County's Economic Development department will initially review and evaluate each proposal received to determine the proposer's ability to meet the requirements of the County. The evaluation criteria (described in the chart below) will be the basis for evaluation and such criteria shall be evaluated at the County's sole discretion.

The County may request additional information or clarification of proposals and hereby reserves the right to evaluate, at its sole discretion, the extent to which each proposal compares to the stated criteria to select the particular response to this RFP that it believes will best-serve its requirements.

The evaluation criteria in the following table are intended to be the basis by which each proposal will be evaluated, measured and ranked. The recommendation of the Economic Development Department shall be based on the results of evaluations using these criteria:

Criteria	Description	Maximum Score
Cost	Consideration of the price of the services solicited by this RFP. Proposers will be evaluated on their pricing scheme as well as on their price in comparison to the other proposers.	30 points
Design	Design concepts are timeless and recognize the progressive nature of the county while preserving its agricultural heritage in a visually appealing way.	25 points
Quality & Materials	Consideration of: strength and durability of structure and materials, resistance of materials and paint treatment to weather conditions, graffiti, cutting, fire and other forms of vandalism.	25 points
Experience & Ability to Deliver	Consideration of: (1) the proposer's past performance on any projects for similar clients; (2) the results of reference checks; (3) the proposer's experience in providing the services solicited by this RFP as set forth in the proposer's response; (4) the qualifications of the support staff. Also the ability of the proponent to deliver within the recommended timeline outlined in this RFP.	20 points

9. Contract Award

The successful proponent will enter into a working agreement with Mountain View County based upon the information contained in the RFP and the successful proponent's submission and any modifications thereto. The County will notify the successful Proponent(s) in the form of a Letter of Award. The RFP and completed proposal form will be incorporated by reference in the Letter of Award and included in the formal agreement which will form part of the contract/ agreement between the County and the successful proponent. Any changes to the contract will be confirmed by an amended agreement. The County reserves the right to terminate the contract following an instance of unacceptable performance with regard to contractual standards, quality, quantity or delivery.

10. Additional Services

If the successful proponent is required to perform additional services, outside the scope of the tasks identified, these additional services can be invoiced on a time charge basis in accordance with the approved fee. Any additional services must be approved in writing by Mountain View County, before the proponent undertakes the additional services.

REQUEST FOR PROPOSAL BUSINESS PARK & AIRPORT ENTRANCE SIGNAGE

APPENDIX 1

Mountain View County Identity Standards Guide

Approved Colours

Colour is a critical element in creating a memorable and lasting identity. Using the approved colour palettes will lend consistency to Mountain View County communications.

Primary Colours

The primary colour palette is made up of the light blue, dark blue, gold and green used in the Mountain View County signature and must be used in all communication pieces.

NOTE: Do not use this reproduction for colour matching. Please refer to the colour mixes.



CMYK	RGB	WEB									
100	0	00	100	0	00	0	255	FF	56	93	5D
30	115	73	0	73	49	18	207	CF	0	151	97
0	174	AE	5	99	63	100	1	01	100	50	32
20			72			0			27		

Colour Formats

If you are using the colour signature and sending a document to a professional designer or printer, please include the Corporate Identity Quick Guide, which outlines the colour combinations that designers and/or printers need to recreate the signature.

CMYK Colours

This signature combines four colours (cyan, magenta, yellow and black) to produce the light blue, dark blue, gold and green colours of the signature. This is the best colour format to use if you will be printing with a four-colour process or will be producing a full colour document.

Pantone® Colours

Use this version if you will be printing your document as a four-colour job.

RGB Colours

Use this version for screen viewing and large format printing.

Black

Use this version if the signature will be printed on a coloured background or in a black and white document.

Reverse (white)

Use this version if the signature will be printed on a coloured or dark background.