



TOWN OF  
**PEACE RIVER**  
ALBERTA

## **Town of Peace River REQUEST FOR PROPOSALS (RFP)**

### **RFP#TPR2024008- Wayfinding Plan**

**Issue Date:** September 27<sup>th</sup>, 2024

**Closing Date and Time:** October 16<sup>th</sup>, 2024 at 2:00:00 pm Alberta Time.

**Contract Manager:** Tanya Bell, Director of Community Services

**Telephone:** (780) 624-1000

**Address:** Box 6600, 9911 – 100 Ave  
Peace River, AB T8S 1S4

**E-mail:** [tbell@peaceriver.ca](mailto:tbell@peaceriver.ca)

Proposals shall be submitted to: [tenders@peaceriver.ca](mailto:tenders@peaceriver.ca)

Responses to this RFP are to be submitted electronically by email. Submissions are to be sent attention to Tanya Bell at [tenders@peaceriver.ca](mailto:tenders@peaceriver.ca) on or before the closing date. Late submissions will not be considered.

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## **PART I. INVITATION**

The Town of Peace River (the “Town”) invites Proponents to submit non-binding proposals in response to this Request for Proposals (“RFP”) to provide consulting services for a detailed Wayfinding Plan (the “Services”) for the Town of Peace River.

### **1 Introduction**

The Town of Peace River is a community of approximately 6,700 residents. They, along with through traffic and visitors, are privileged to enjoy one of the most beautiful physical settings in Alberta. However, the unique geography and layout of our community and major infrastructure arteries that bisect it make navigating Peace River unintuitive and confusing. The Town is in a river valley and split by the Peace River, creating an East and a West side. The road network includes three highways that connect into the town, creating five entrances into the community. The rail line crosses our road and pedestrian network in multiple locations. The Town is spread out with three major commercial areas and four industrial areas. Downtown is located off the highway, making it easy to bypass. Recreational and institutional resources are spread throughout the community, and located away from the highways hindering their visibility.

Given these nuances, the wayfinding challenges of Peace River are multifaceted. The existing wayfinding within the community is sparse, outdated, and is inconsistent in its installation and design. Many destinations do not have appropriate signage; the paved trail network has no directional signage; only two of five roads into Town have welcome signage; and the highway that has the bypass to Downtown has minimal signage encouraging people to exit off the highway.

The Peace River Wayfinding and Tourism Signage project will develop a detailed and comprehensive Wayfinding Plan to improve the navigability of our community.

### **2 Project Objectives**

The Town requires a capable and qualified Proponent to develop a comprehensive Wayfinding Plan for the Town of Peace River. Proponents are to submit informative proposals for Services that will assist the Town to make an informed decision on how to achieve objectives at the best possible overall value, as determined by the Town in its sole discretion. Proposals should include detailed and sufficient information about the Proponent(s) capacity, expertise, and experience as well as a detailed cost schedule including proposed project timelines.

The project outcomes include a plan that creates a wayfinding system, including signage design, graphic standards, signage content with maps, and technical specifications. Once implemented, the wayfinding system will result in increased awareness of and visits to businesses, attractions, and assets within the Town. An enhanced visual Town identity that conveys an authentic brand and creates a legible navigation experience.

### **3 Closing Date**

Proponents are invited to submit a detailed Proposal to provide the Services. Proposals must be received by **2:00:00 PM (Alberta Time) on Wednesday, October 16th<sup>th</sup>, 2024 (the “Closing Date”)**.

### **4 Definitions**

For the purposes of this RFP, the terms below shall be interpreted as follows:

4.1 "Business Day" means a day other than a Saturday, Sunday, or statutory holiday in Alberta;

- 4.2 "Town" means the Town of Peace River, a municipal corporation duly constituted under the laws of Alberta;
- 4.3 "Closing Date" means **October 16th, 2024** or such other date as determined by the Town, at its sole and unfettered discretion;
- 4.4 "Closing Time" means **2:00:00 pm** (Alberta Time) on the Closing Date;
- 4.5 "Contract" means the written agreement negotiated and entered into by the Successful Proponent and the Town to provide the Services contemplated by this RFP;
- 4.6 "Evaluation Committee" means representatives of the Town and third party consultants as the Town deems necessary, who are responsible for evaluating the Proposals and recommending Qualified Proponents, if any, to the Town;
- 4.7 "Evaluation Criteria" means those criteria described in Part 4., section 1.0;
- 4.8 "Invitation to Negotiate" means the last and final phase of the selection process where representatives of the Town and a Qualified Proponent negotiate the Contract;
- 4.9 "Mandatory Requirements" means the minimum requirements that must be addressed or contained in a Proposal as described in this RFP;
- 4.10 "Proponent" means an individual, a corporation, a partnership, or any combination of the foregoing, assembled for a common purpose that submits a Proposal to the Town for evaluation in response to this RFP;
- 4.11 "Proposal" means all the information which is presented to the Town by a Proponent for evaluation in response to this RFP;
- 4.12 "Qualified Proponent" means a Proponent selected to participate in the Invitation to Negotiate at the sole and unfettered discretion of the Town;
- 4.13 "RFP" means this Request for Proposals;
- 4.14 "Services" means the functions, duties, tasks, responsibilities, and deliverables upon which this RFP is based; and
- 4.15 "Successful Proponent" means the Proponent which the Town selects to enter into the Contract with.

Headings are used for convenience only, and they do not affect the meaning or interpretation of the clauses.

Words in the singular include the plural and vice versa.

## **PART 2. PROJECT REQUIREMENTS**

### **1 Scope of Services**

- 1.1. The Successful Proponent shall work with the Town of Peace to produce a Wayfinding plan that meets the Project Goals:
  - 1.1.1. To develop a detailed and long-term Wayfinding Plan that sets priorities for directing travelers to local tourism and economic destinations.
  - 1.1.2. To create and implement a Wayfinding Plan that will provide consistency in signage and reduce the variety of signage within the Town of Peace River.
  - 1.1.3. To support economic activity and community vitality by utilizing clear directional signage to increase awareness and promote visits to attractions, business areas, and assets within the Town.

1.1.4. To enhance a recognizable visual identity for the Town that communicates an authentic brand and legible experience navigating the community.

1.2. Wayfinding Plan

1.2.1. The project will provide the Town with a Wayfinding Plan outlining at a minimum:

- Review of existing signage in the Town
- Background document review
- Identification of Wayfinding gaps and recommendations
- Tourist Orientated Directional Signs Recommendations
- Sign removal list
- Wayfinding system design
- Technical specifications
- Wayfinding graphic standards
- Project implementation guidelines taking a phased approach with recommendations for implementation over several years
- Maps and sign content

1.2.2. The project excludes regulatory signs for the most part. Consideration may be given to reducing regulatory signage where it seems excessive or in conflict with wayfinding.

**2** Additional Plan content:

2.1. The Successful Proponent will develop mapping, placement, and a set of designs for each of the sign types identified in the plan. These sign designs will take into consideration accessibility principles, Alberta Transportation roadway signage recommendations, and legibility at posted road speeds where the signs will appear (for motorists, cyclists, and pedestrians). Shop drawings and editable design files will be provided to the Town of Peace River from the Successful Proponent along with material recommendations and fabrication cost estimates.

2.2. Plan Deliverables shall include a minimum of the following:

2.2.1. Provision of a detailed mapping layer identifying placement of all new signs in a usable format such as a .shp or .gdb file.

2.2.2. Utilizing the Town of Peace River Graphic Standards Guidelines, and engagement with Town staff, produce new signage design concepts of up to 3 different concept styles that creates and reinforces a unique and recognizable sense of place, identity, and interconnectedness of the Town and its features; The Graphic Standard Guidelines will inform the development of the new designs, but are not bound nor constrained to the standards.

2.2.3. 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;

2.2.4. Development of standardized sign style to address different locations:

- Secondary Community Entrance Signs
- Informational Signs
- Directional Signs
- Park Sign
  - Park signs with room for park name, small description, and QR code
- Facility Signs
- Trail Marker Signs/Trail Map Signs
  - trail marker signs with room trail name, small description, and QR code
- 1 unique “Welcome sign” to replace an existing wooden sign.

2.2.5. Graphics, colours, fonts (not necessarily font size) are to be consistent across designs.

2.2.6. The development of easy-to-read signs.

2.2.7. Where applicable, the use of individual panels for each listing (removable in case of changes or damage).

2.2.8. Durable materials for longevity to be used (sign materials and posts).

2.2.9. Identification of:

- Tourism assets
- Commercial areas
- Public facilities
- Recreation Parks and Facilities

2.2.10. Consistency in the aesthetic of all signs is important. Signage should have the ability to add logos or other elements at place identifier signage for greater site recognition.

2.3. The Successful Proponent will be required to provide the following additional Deliverables of the project based on the final plan to assist the Town with first phase of implementation:

2.3.1. Shop drawings

- 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.
- The shop drawings must clearly indicate construction, materials, finish, fastening methods, measurements, installation methods, flashing and sealants, 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.

2.4. Additional work to be identified as a separate priced item in proposal:

- 2.4.1. Inventory of all current directional signage including road regulatory signs into a usable mapping layer such as a .shp file or .gdb file.
- 2.5. Primary Work Location:
  - 2.5.1. The Successful Proponent will work out of their own office; however, all meetings with the Town will be conducted in Peace River, Alberta or via virtual options.
  - 2.5.2. The Town will arrange and provide local meeting space as required.

The scope of services includes but is not limited to the above. Proponents must include in their response any additional components deemed relevant and/or important to the project.

### **3 Milestones/Time Frames/Schedule**

- 1.5. Proponents are to include a detailed implementation plan. The implementation plan will include a project timeline and identify major project tasks, milestones, resources, and duration required to complete the Services. The project schedule should include an estimated overall timeline that will outline how the project can be completed by February 28, 2025.
- 1.6. The plan will also identify:
  - 1.6.1. All tasks, phases, and stages to be completed;
  - 1.6.2. Length of time required for each task;
  - 1.6.3. The deliverable or result (outcome) produced by each task;
  - 1.6.4. Proposed personnel allocated to each task; an estimate of the number of hours that each member of the project team will spend on each deliverable of the project; and
  - 1.6.5. Town personnel required for each task (as applicable).

The proposed schedule is to be based on the Proponent's experience delivering services in similar sized municipalities and includes the Proponent's present project commitments and availability of resources (Proponent's capacity to successfully deliver and provide the services and resources for the project).

## **PART 3. PROPOSAL DETAILED INSTRUCTIONS**

### **1 Mandatory Submission Requirements**

- 1.7. The cover page must clearly identify the following:
  - 1.7.1. The title of this RFP;
  - 1.7.2. The Proponent's name and contact information; and
  - 1.7.3. The date of submission.
- 1.8. Proposals shall be divided into sections identified as follows:
  - 1.8.1. Executive Summary;
  - 1.8.2. Proposal Narrative;
  - 1.8.3. Proponent/Project Team Qualifications;

- 1.8.4. Proponent/Project Team References;
- 1.8.5. Implementation Plan;
- 1.8.6. Fee Proposal; and
- 1.8.7. Other Pertinent Information including but not limited to any value-adds from the Proponent.
- 1.9. All Proposals shall be submitted in the English language.
- 1.10. Where requested, provide samples, data, or references that will be used for clarification and confirmation of services being offered.
- 1.11. Proposals must include all relevant pricing on all items that are the responsibility of the Successful Proponent.
- 1.12. Proposals will be opened following the Closing Time. Proposals submitted after the Closing Time will NOT be considered. Proposals will NOT be opened in public.
- 1.13. Only one Proposal may be submitted by each Proponent.
- 1.14. Proposals must include all required information.
- 1.15. Proponents must fully disclose, in writing to the Town on or before the Closing Date of this RFP, the circumstances of any possible conflict of interest or what could be perceived as a possible conflict of interest if the Proponent were to become a contracting party pursuant to this RFP. The Town shall review any submissions by Proponents under this provision and may reject any Proposals where, in the opinion of the Town, the Proponent could be in a conflict of interest or could be perceived to be in a possible conflict of interest position if the Proponent were to become a contracting party pursuant to this RFP.

## **2 Executive Summary**

- 2.1. This chapter should include each of the following items and be no more than two pages in length:
  - 2.1.1. a brief description of the Services that are proposed;
  - 2.1.2. a brief outline of the unique advantages of the proposed solution;
  - 2.1.3. the name, title, and address of the Proponent's representative responsible for the preparation of the Proponent's Proposal;
  - 2.1.4. the name, signature, title, and address of the Proponent's representative empowered to conduct contract finalization on behalf of the Proponent; and
  - 2.1.5. a list of assumptions that affect the price, level of service/product, or duration of the work.

## **3. Proposal Narrative**

- 3.1 In this chapter of the Proposal, the Proponent must demonstrate an understanding of the key



requirements of the project and outline the approach to be taken to complete all aspects of the Services. All assumptions made in preparing the Proposal should be identified clearly. These assumptions will be vetted by the Evaluation Committee and clarification may be required as necessary. This chapter gives the Proponent the opportunity to describe in detail the unique advantages of the Proponent's proposed Services that illustrate the "added value" that the Proponent has to offer. Be sure to address all requirements and specifications contained in the RFP.

#### **4. Proponent Profile/Project Team Qualifications**

4.1 The Proponent must indicate the Proponent's/project team's qualifications and capabilities to provide the Services, including past projects having similar requirements to the one being proposed. Include resumes, summarizing the qualifications of the Proponent/project team members, including any subcontractors (if applicable). Specify how these staff will be organized and supervised on the project.

#### **5. Proponent/Project Team References**

5.1 The Proponent must provide a minimum of three references from similar scope of project. Proponents are requested NOT to provide references from the Town of Peace River.

5.2 Each reference should include the following information:

- The reference company's name, address, and telephone number;
- The name and title of a person who may be contacted at the reference company; and
- The title, date, description, and relevancy of the work performed.

5.3 The Town reserves the right to contact these references, or any other references known to the Town, without prior notification to the Proponent. The Town also reserves the right to contact any previous or current user of the Proponent's products or services, including the Town's own personnel.

#### **6. Fee Proposal**

6.1 The Proponent shall provide a proposal that includes a detailed breakdown of how the Proponent will allocate the budget and all applicable costs. The Proponent is to provide any terms and conditions regarding payment/fee proposal.

6.2 Pricing shall include all fees, purchases, commissions, out-sourced services, charges, and duties pertaining to the delivery of goods and services quoted in this RFP.

6.3 Pricing shall identify a separate cost for additional work acknowledged in Part 2. section 24.1.

6.4 The fee proposal will contain sufficient detail to describe the type and level of effort to be performed by the Proponent.

6.5 All prices shall be quoted in Canadian dollars with GST identified separately.

#### **7. Other Pertinent Information and Value-Adds**

7.1 The Proponent should provide any other pertinent information it deems necessary.

### **PART 4. EVALUATION CRITERIA**

**1 General**

- 1.1 As a general framework, all Proposals presented by Proponents will be evaluated in the context of the overall value they bring to the Town. The criteria to be considered by the Town will include a combination of expertise, qualifications, fees, and such other criteria as determined by the Town at its sole and unfettered discretion (the "Evaluation Criteria"). The Town shall use the Evaluation Criteria listed below as the basis for its evaluation of submitted Proposals.
- 1.2 The Evaluation Committee will utilize specific evaluation criteria to rate various requirements for evaluation purposes. Subject to the requirements of the *Freedom of Information and Protection of Privacy Act* (FOIP), such ratings shall be confidential, and no totals or scores of such ratings shall be released to any party.
- 1.3 As the Town evaluates Proposals and bases any decision to award a contract on the contents of the Proposals as submitted, each Proposal shall include any and all information required as called for in the RFP. It shall be explicitly understood that there shall be no opportunity to make any material change to the Proposal, including any alteration, addition, or deletion of any element within the Proposal as submitted by the Proponent after the RFP has closed.

Evaluation Criteria	Points
<p><b>Understanding and Overall Completeness and Quality of Proposal:</b></p> <ul style="list-style-type: none"> <li>• Submission criteria are met; no evident weaknesses or deficiencies.</li> <li>• Demonstrated understanding of the project scope, objectives, deliverables, and schedule requirements.</li> <li>• Detailed project plan, implementation, and delivery schedule.</li> </ul>	20 Pts
<p><b>Methodology and Work Plan:</b></p> <ul style="list-style-type: none"> <li>• Proposed approach and methodology the Proponent will take in delivery of services.</li> <li>• Project/work plan and schedule with associated deliverables and how the Proponent will complete the scope of services and accomplish the required objectives.</li> <li>• Description of the standards to be met and evaluated throughout delivery of services.</li> </ul>	25 Pts
<p><b>Knowledge, Experience and Qualifications:</b></p> <ul style="list-style-type: none"> <li>• Relevant knowledge, experience, and qualifications of the Proponent and team members with focus on <i>similar municipal projects</i>. Include resumes or staff profiles for members of the consulting team.</li> <li>• Demonstrated experience working with municipalities on similar engagements.</li> </ul>	30 Pts
<p><b>References:</b></p> <ul style="list-style-type: none"> <li>• Strength, quality of knowledge, experience, and qualifications reflected in provided references.</li> <li>• Provision of at least three (3) relevant and <i>recent projects in similar scope and nature</i>.</li> </ul>	10 Pts
<p><b>Fee Proposal:</b></p> <ul style="list-style-type: none"> <li>• Overall value for money;</li> <li>• Include detailed breakdown for all services related to the scope of work and services provided.</li> </ul>	15 Pts
<b>TOTAL</b>	100 Pts

- 1.4 By submitting a Proposal, the Proponent acknowledges and agrees that:
- 1.4.1 the Town has, and is hereby entitled to exercise, the sole and unfettered discretion to award the points for the evaluation of the Evaluation Criteria; and
  - 1.4.2 it waives any right to contest in any legal proceedings or otherwise the decision of the Town to award points in respect of the Evaluation Criteria.
  - 1.4.3 any questions raised by potential Proponents during this stage shall be submitted in writing and must be received by email no later October 2, 2024. Without disclosing the name of the Proponent, a copy of all questions received, and answers provided by the Town shall be posted by way of addendum by October 4<sup>th</sup>, 2024.

Deadline for submission of Questions/Clarifications Submitted to: <b>tbell@peacriver.ca</b>	October 7, 2024
Responses to Questions/Clarifications by:	October 9, 2024

- 1.4.4 The Proponent has the responsibility to notify the Town, in writing, of any ambiguity, divergence, error, omission, oversight, contradiction, or item subject to more than one interpretation in this RFP, as it is discovered, and to request any instruction, decision, or direction required to prepare the Proposal;

1.5 Award

- 1.5.1 The award of contract by the Town for the Services occurs once the Successful Proponent receives a Notice of Award of Contract letter duly executed by the Town. Such acceptance shall bind the Successful Consultant to duly execute and deliver the Contract Documents to the Town and to furnish the bonds and insurance documents and all other attachments required by the Contract Documents to the Town.

**PART 5. RFP ADMINISTRATION TERMS AND CONDITIONS**

**1 Reservation of Rights**

- 1.1. The fee will be only one of the determinants for acceptance of a Proposal by the Town. The lowest fee proposal will not necessarily be accepted, and the Town reserves the right to reject any or all Proposals at its sole and unfettered discretion.
- 1.2. The Town also reserves the right to accept conditions to be offered by and/or negotiated with the Successful Proponent which are not specifically contained in this RFP. Such options and/or alternatives shall be included in the Proposal review process as part of the evaluation but shall not be used to revise the Fee.

**2 Disclaimer of Liability and Indemnity**

- 2.1. The Town, its Council members, senior administration, officers, servants, employees, agents, and proponents expressly disclaim any and all liability for representations, warranties (express or implied), errors or omissions in the RFP package or in any written or oral information

transmitted or made available at any time to a Proponent or on behalf of the Town.

- 2.2. By submitting a Proposal, a Proponent agrees:
  - 2.2.1. To be responsible for conducting its own due diligence on data and information upon which its Proposal is based;
  - 2.2.2. that it has fully satisfied itself as to its rights and the nature extended to the risks it will be assuming;
  - 2.2.3. that it has gathered all information necessary to perform all of its obligations under its Proposal;
  - 2.2.4. that it is solely responsible for ensuring that it has all information necessary to prepare its Proposal and for independently verifying and informing itself with respect to any terms or conditions that may affect its Proposal;
  - 2.2.5. to hold harmless the Town, its elected officials, officers, employees, insurers, agents, or advisors and all of their respective successors and assigns, from all claims, liability, and costs related to all aspects of the RFP process;
  - 2.2.6. that it shall not be entitled to claim against the Town, its elected officials, officers, employees, insurers, agents, or advisors on grounds that any information, whether obtained from the Town or otherwise (including information made available by its elected officials, officers, employees, agents, or advisors, regardless of the manner or form in which the information is provided) is incorrect or insufficient;
  - 2.2.7. that the Town will not be responsible for any costs, expenses, losses, damages, or liability incurred by the Proponent as a result of or arising out of submitting a Proposal or due to the Town's acceptance or non-acceptance of its Proposal; and
  - 2.2.8. to waive any right to contest in any proceeding, case, action, or application, the right of the Town to negotiate with any Proponent for the Contract whomever the Town deems, in its sole and unfettered discretion, to have submitted the Proposal most beneficial to the Town.
- 2.3. The Successful Proponent shall release, indemnify and hold harmless the Town and its elected and appointed officers, servants, agents, employees, or contractors, from and against any and all losses, claims, demands, payments, suits, actions, damages, judgments, and expenses (including solicitor's fees), of every nature and description brought or recovered against or incurred by the Town and its elected and appointed officers, servants, agents and employees, arising out of or related to the Successful Proponent's breach of the Contract, or by reason of any act or omission or alleged act of omission of the Successful Proponent, its agents, employees, or contractors in the performance of the Contract, or arising from the exercise of any rights or remedies of the Town.

### **3 No Tender and No Contractual Relationship**

- 3.1. This selection process is not a tendering process. It is part of an overall selection process intended to enable the Town to identify a potential Successful Proponent. The submission of a Proposal does not constitute a legally binding agreement between the Town and any Proponent. For greater certainty, by submission of its Proposal, the Proponent acknowledges and agrees that there will be no initiation of contractual obligations or the creation of contractual obligations as between the Town and the Proponent arising from this RFP or the submission of a Proposal.

- 3.2. Further, the Proponent acknowledges and agrees that this procurement model is not a tender but an Invitational Request for Proposal. A Proposal may be rescinded by a Proponent at any time prior to the execution of the Contract.

#### **4 Discretion of Town**

- 4.1. Notwithstanding any other provision of this RFP to the contrary, the provisions in this Part VI, paragraph 4.0 shall prevail, govern, and override all other parts of this RFP. The Town is not bound to accept any Proposal. At any time prior to execution of the Contract, the Town may, in its sole and unfettered discretion, or for its own convenience, terminate the selection process, cancel the project, or proceed with the project on different terms. All of this may be done with no compensation.
- 4.2. The Town reserves the right to accept or reject any and all Proposals, , not necessarily accept the lowest priced Proposal, or not accept any Proposal, all without giving reasons. The Town reserves the right to determine, in its sole and unfettered discretion, whether any Proposal meets the Mandatory Requirements. Selection of the Successful Proponent, if any, is at the sole and unfettered discretion of the Town.
- 4.3. The Town is not bound to negotiate with any Proponent.
- 4.4. The Town is not bound to grant an interview to any Proponent.
- 4.5. The Town reserves the right, at its sole and unfettered discretion, to:
  - 4.5.1. negotiate the specific contractual terms and conditions, including but not limited to the Fee;
  - 4.5.2. waive any formality, informality, or technicality in any Proposal, whether of a minor and inconsequential nature, or whether of a substantial or material nature;
  - 4.5.3. negotiate with any or all Proponents; and
  - 4.5.4. receive, consider, negotiate and/or accept any Proposal, regardless of whether it complies (either in a material or non-material manner) with the Mandatory Requirements or not.

#### **5 Representations and Warranties**

- 5.1. The Town makes no representations or warranties other than those expressly contained herein as to the accuracy and/or completeness of the information provided in this RFP. Information referenced in this RFP, or otherwise made available by the Town or any of its elected officials, officers, employees, agents, or advisors as part of the selection process, is provided for the convenience of the Proponent only.
- 5.2. The Proponent is required to immediately bring forth to the Town any conflict or error that it may find in the RFP.
- 5.3. Proponents are hereby required to satisfy themselves as to the accuracy and/or completeness of the information provided in this RFP.

#### **6 Information Disclosure and Confidentiality**

- 6.1. All documents submitted to the Town will be subject to the protection and disclosure provisions of the *Freedom of Information and Protection of Privacy Act* ("FOIP"). FOIP allows persons a right of access to records in the Town's custody or control. It also prohibits the

Town from disclosing the Proponent's personal or business information where disclosure would be harmful to the Proponent's business interests or would be an unreasonable invasion of personal privacy as defined in sections 16 and 17 of FOIP. Proponents are encouraged to identify what portions of their submissions are confidential and what harm could reasonably be expected from its disclosure. However, the Town cannot assure Proponents that any portion of the Proponent's documents can be kept confidential under FOIP.

## **7 Independent Determination**

- 7.1. A Proposal will not be considered by the Town if it was not arrived at independently without collusion, consultation, communication, or agreement as to any matter, such as prices, with any other Proponent.

## **8 Disqualification**

- 8.1. The failure to comply with any aspect of this RFP (either in a material way or otherwise), including, but not limited to, the instructions to Proponent, shall render the Proponent subject to such actions as may be determined by the Town, including disqualification from the selection process, suspension from the selection process and imposition of conditions which must be complied with before the Proponent will have its privilege of submitting a Proposal reinstated.

## **9 Notices and Enquiries**

- 9.1. Enquiries or other notices or communication required or permitted to be given hereunder shall be deemed to have been well and sufficiently given if delivered, via email to:

Attention: Tanya Bell, Director of Community Services

Re: TPR2024008- Wayfinding Plan

Email: [tbell@peaceriver.ca](mailto:tbell@peaceriver.ca)

- 9.2. To the Proponent, at the address, phone number, and e-mail address of the Proponent given in the Proposal.
- 9.3. Or to such other address, phone number, or e-mail address as a party may from time to time direct in writing.

## **10 Law and Forum of Proposal**

- 10.1. The law to be applied in respect of this RFP shall be the law of the Province of Alberta and all civil actions commenced in relation to this RFP shall be adjudicated by the Courts of the Province of Alberta and by submitting a Proposal, the Proponent is taken to have agreed to attorn to the jurisdiction of the Courts of the said Province.

## **11 Appendices and Addenda**

- 11.1. The Appendices to this RFP (if applicable) and any subsequent Addenda are incorporated into and form part of this RFP. The information and data contained in the Appendices and any subsequent Addenda may form the basis upon which the Contract will be concluded with the Town.

## APPENDIX A: REFERENCES

- Graphic Standards Guideline (2012)- attached
- Town of Peace River Active Transportation Plan (2023 – Draft in progress) [Active Transportation Plan | Town of Peace River](#)
- EDC Strategic Plan (2024) [2024-edc-work-plan-finalpdf \(peacriver.ca\)](#)
- Peace River Map- GIS [Town of Peace River \(arcgis.com\)](#)
- Investment Attraction Strategy [Investment Attraction Strategy | Town of Peace River](#)
- TODs [Sign Up Alberta](#)

