

TOWNSHIP OF RAMARA

Request for Proposal



Wayfinding & Signage Strategy

ADM-01-2025

Date Issued: November 21, 2025
Deadline for Questions: 12 p.m. (noon) December 4, 2025
Deadline for Proposals: 12 p.m. December 12, 2025
Township of Ramara
2297 Hwy 12, PO Box 130
Brehin, ON L0K 1B0

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Overview

About Ramara Township

The Township of Ramara, settled along the shores of Lake Simcoe, is a vibrant community that values its natural beauty, rich history, and strong sense of community. Ramara offers a unique blend of rural charm and modern amenities. With a growing population, currently at 10,377, Ramara offers year-round beauty and grows immensely during the summer months due to seasonal visitors and residents. Ramara was formed in 1994 after the amalgamation of the Townships of Rama and Mara. Ramara is comprised of nine settlement areas: Atherley-Uptergrove, Brechin, Cooper's Falls, Gamebridge, Lagoon City, Longford Mills, Sebright, Udney and Washago.

Project Time Frame

The Township of Ramara is looking for a consultant to prepare and deliver the Draft Signage and Wayfinding Strategy no later than March 31, 2026. Final Signage and Wayfinding Strategy no later than April 17, 2026.

Project Scope

The Township of Ramara is seeking proposals from qualified consulting firms with experience in municipal signage design and wayfinding strategies to develop a comprehensive signage plan. The strategy will include conceptual designs, mapping, location recommendations, cost estimates, and implementation guidance for wayfinding signage, facility signs, park and trailhead signs, waterfront access points etc., and consistent branding throughout the township.

Ramara is a geographically large township with nine settlement areas, significant waterfront tourism, trail systems, and recreational amenities. The Township recognizes the need for improved wayfinding and signage to:

- Enhance visitor experiences
- Support local tourism and economic development
- Provide accessible, consistent, and branded navigation tools for residents and visitors
- Identify settlement areas, parks, trails, waterfronts, boat launches, recreational facilities, industrial lands and community spaces

SECTION 1: Instructions to Respondents

1.1 Context

- a. The Request for Proposal (RFP) is an invitation to suitably qualified consulting firms to submit a Proposal for the creation of Ramara's Wayfinding and Signage Strategy.
- b. The Corporation reserves the right to reject any or all quotations and the lowest or highest bid, as the case may be, will not necessarily be accepted.

1.2 Timeline

- a. Timeline for the RFP:

Steps in RFP process	Date	Time (if applicable)
Deadline for Questions	December 4, 2025	12 p.m.
Deadline for Addenda	December 8, 2025	12 p.m.
Deadline for Proposals	December 12, 2025	12 p.m.
Anticipated Start Date	Early January 2026	

1.3 Contact Us

- a. Questions and submissions are to be made to the Township of Ramara Clerks at clerks@ramara.ca and copied to infrastructure@ramara.ca. All questions and inquiries related to this bid must be sent to these emails. Any information received outside of this will not be considered.
- b. This work will be completed by the Project Manager listed below.
Melissa Gowanlock
Manager of Communications & Community Experience
mgowanlock@ramara.ca
(705) 484-5374, ext. 322

1.4 Developing and submitting proposal

- a. Read and digest the RFP in full. Please develop a strong understanding of the requirements outlined in Section 2.
- b. If you find you have questions or anything is unclear, please ask us to explain before the Deadline for Questions and email our point of contact.
- c. Your proposal must be submitted by the deadline in a straightforward format with no more than **twenty (20)** pages excluding appendices. Format your Proposal using the evaluation elements explained in Section 4.
- d. The Bid Form will be provided in Section 7 of this document.
- e. Check that all information requested, including necessary signatures as part of Section 7, have been provided.

1.5 Pricing

- a. Respondents must clearly state the Total Upset Cost Limit exclusive of HST on Schedule I – Items and Prices.
- b. In addition to the Total Upset Cost Limit, Respondents will provide as part of the Financial Submission section a detailed breakdown of the fees according to the

major tasks of the work plan and include staff hourly rates, any other fees, and all disbursements required for completing the work plan assignments. Disbursements include telephone, facsimile, printing, courier, travel, meals, etc. which should be included in the Total Upset Cost Limit.

- c. The Township of Ramara will pay directly for any fees charged by approval authorities.
- d. Respondents are to consider all risks, contingencies and other circumstances relating to the delivery of the Requirements and include adequate provision in the Proposal to manage such risks and contingencies.
- e. Prices should be tendered in CAD. Unless otherwise agreed, the Township of Ramara will arrange contractual payments in CAD.
- f. If a Respondent offers a price that is substantially lower than the other Proposals (an abnormally low price), the Township of Ramara may seek to verify with the Respondent that the Respondent is capable of fully delivering the intent of the project.

1.6 Submission Information

- a. All submissions must be received by the date and time listed in this document. Any late submissions will not be considered. Submissions can be made by physical drop off (courier or other) or email.
- b. Please send or deliver the Proposal to the following address:
Mailing address: 2297 Hwy 12, P.O. Box 130, Brechin, Ontario L0K 1B0
- c. Proposals that are to be emailed shall be sent to clerks@ramara.ca and copied infrastructure@ramara.ca. Inclusion of the proposal number from the cover letter of this document in the subject line is required.

1.7 RFP Process Conditions

- a. The RFP is intended to solicit non-binding proposals for consideration by the Township of Ramara.
- b. By submitting a Proposal, the Respondent agrees that their offer will remain open for acceptance by the Township of Ramara for forty-five (45) days from the Deadline for Proposal.
- c. The RFP is subject to the RFP Process Conditions outlined in Section 6.

1.8 Changes to the RFP or RFP process

- a. If, after publishing the RFP, any changes required about the RFP, RFP process, or the requirement to provide additional information; an addenda will be issued via the bidding system and the Township website, with the last date for Addenda to be December 8, 2025.
- b. Addenda, if required, shall hereby form part of the RFP documents.
- c. Respondents shall acknowledge receipt of any addenda by including as part of their submission, as indicated in Section 7: Bid Form.

1.9 Subconsultants

- a. Respondents shall complete the “List of Subconsultants” provided in the Bid Form, showing the value of work to be sublet to each.

SECTION 2: Requirements

2.1 Introduction

- a. Guided by the Township of Ramara's 2023–2026 Strategic Plan, which emphasizes sustainable infrastructure, community connection, and strategic growth, the Township is embarking on a forward-thinking initiative to transform the signage and wayfinding systems. Recognizing the critical role that signage plays in accessibility, tourism, and community identity, the Township is inviting proposals from highly qualified consulting firms to develop a comprehensive signage and wayfinding strategy. This initiative will provide a cohesive, branded, and user-friendly system that enhances navigation for residents, visitors, and tourists, while reinforcing the Township's commitment to service excellence and sustainable community development.
- b. The Township of Ramara is seeking a qualified consulting team that can deliver innovative, inclusive, and practical solutions that go beyond conventional signage approaches. This strategy should reflect the Township's rural character and unique features while supporting economic development and tourism opportunities. The selected team will be expected to create a system that integrates seamlessly with Ramara's corporate branding, emphasizes accessibility and AODA compliance, [Regional Tourism Section 7 – Ontario \(RT07\)](#), and MTO requirements, and provides clear guidance across the Township's nine settlement areas, parks, trails, waterfronts, and community spaces. The Township welcomes recommendations that incorporate digital technology, sustainable materials, and modern design principles to elevate the Township's identity and strengthen its connection with residents and visitors alike.
- c. The Signage and Wayfinding Strategy will provide implementable short-term (1–2 years), medium-term (3–5 years), and long-term (5–10 years) solutions supported by financial modeling and phasing guidance. Deliverables will include conceptual design standards, mapping, recommended locations, and detailed implementation guidelines for facility signage, park and trailhead identification, waterfront access points, highway-adjacent wayfinding, and digital signage opportunities. By aligning with the Township's Strategic Plan, this initiative will deliver a cohesive and forward-looking roadmap that enhances community connection, supports economic development, and contributes to Ramara's vision of being a connected community with responsible and sustainable growth.

2.2 Background

- a. The Township of Ramara is positioned in close proximity to the City of Orillia, settled on the scenic Lakes Simcoe and Couchiching. This enviable location provides residents and visitors with a picturesque setting and access to diverse natural landscapes, fostering a harmonious blend of rural charm and recreational opportunities. The setting of Ramara leaves room for ample recreational activities all year round. The rural settlements include: Atherley-Uptergrove, Bayshore Village, Brechin, Cooper's Falls, Gamebridge, Lagoon City, Longford Mills,

Ramona, Sebright, Udney, and Washago. The following is a quick look at the Township infrastructure/ recreation facilities:

- Four parks with playgrounds
 - i. Atherley Community Park and Lovely Day Playground
 - ii. Bluebird Park
 - iii. Brechin Park
 - iv. Lagoon City Playground
 - Seven green space parks
 - Five ball diamonds
 - Eight public access boat launches
 - 53 km of trails - with the Ramara Trail being a part of the Trans Canada Trail
 - One community centre with a library on one side, a meeting room and a gym large enough to house one Pickleball court
 - Two small, board-run community halls
 - i. Udney Community Centre
 - ii. Longford Mills Community Centre
- b. The Township of Ramara's demographics as reported in the 2021 Census are as follows:
- Permanent residential population – 10,377
 - Private dwelling numbers – 4,410
 - Single-detached houses – 4,025
 - Population 65 years and over – 2,880
 - Population 0 to 14 years – 1,185
 - Median income of a household in 2020 – \$85,000

2.3 Scope of Work

a. Project Goals

The Township of Ramara's goals for the Signage and Wayfinding Strategy are to:

- Establish a comprehensive signage and wayfinding system for parks, trails, beaches, waterfronts, facilities, and settlement areas.
- Ensure consistent branding and messaging that aligns with Ramara's corporate brand.
- Improve navigation for residents, visitors, and tourists while promoting key community assets.
- Address accessibility, AODA compliance, maintenance considerations, and cost efficiency.
- Identify sign types, recommended materials, locations, installation guidelines, and phasing.
- Develop a Digital Signage Strategy, including opportunities for QR codes, kiosks, and placement of digital signage along major highway corridors.

b. Review and Analysis

The consultant is required to conduct a comprehensive review of all relevant background materials, including existing signage inventories, applicable municipal policies, planning documents, and related master plans such as the Township's Official Plan. This review will also encompass current signage assets across Ramara (e.g., parking signage, park safety signage, facility identification) to assess consistency, compliance with minimum legislative standards, and overall cohesiveness. The consultant will engage with staff, Council, the public and key stakeholders to identify priorities, challenges, and opportunities.

c. Strategic Direction

The Signage and Wayfinding Strategy will serve as a roadmap to guide the development, enhancement, and long-term implementation of signage throughout the Township. The consultant will be responsible for developing a comprehensive family of sign types, including community gateway signs, park and trailhead identification, waterfront access points, recreational and cultural facilities, industrial park, directional wayfinding signage, banners, and informational kiosks. In addition, the strategy should identify opportunities for digital enhancements (e.g., QR codes linking to maps, digital signage placement) that align with community needs and emerging technologies.

d. Project Tasks

To achieve the objectives of the Township, the consultant's work is expected to include, but not be limited to, the following tasks:

- Conduct a review of existing signage assets across all settlement areas, parks, waterfronts, and facilities.
- Consult with staff, Council, the public and key stakeholders, including the Chippewas of Rama First Nation, to gather input on priorities and design considerations.
- Develop cohesive conceptual designs that integrate the Township of Ramara's brand identity, including specifications for materials, colour palettes, fonts, icons, and symbols.
- Produce editable design templates for future use and flexibility.
- Recommend appropriate locations for each sign type, referencing the Township's Official Plan and related guiding documents.
- Prepare GIS-compatible location maps to support implementation.
- Provide phased implementation strategies with estimated costing for design, fabrication, installation, and long-term maintenance.
- Identify potential funding sources or grant programs that may support implementation.

e. Deliverables

The consultant is expected to deliver the following:

- A Signage and Wayfinding Strategy and Implementation Plan, including an executive summary.
- Conceptual design renderings presented in both digital and printable formats.
- Location maps in GIS-compatible formats.

- Editable design templates and shop drawings suitable for use by fabricators.
- Cost estimates for implementation and maintenance, with phasing recommendations.
- Maintenance and lifecycle guidelines to ensure long-term sustainability.

2.4 Proposal Requirements

It is important to understand the Township's budgetary allowance for this project to ensure that the proposals are in line with the expectations and possibilities for the Township. For this project, the available project budget is **\$35,000**, including all Township fees, HST, and disbursements. Please prepare the proposal appropriately.

Proposals will provide at least three (3) references from comparable projects, including contact information and examples of past wayfinding and signage projects with visual examples. Proponents are expected to address the following project components in their proposal:

a. Background Review

- Demonstrate an understanding of Ramara's unique geography, community profile, tourism context, and branding.
- Identify key gaps and opportunities to improve cohesion, accessibility, and effectiveness of signage.

b. Consultation Plan

- Provide a detailed consultation plan outlining how input will be obtained from Township staff, Council, stakeholders, and residents.
- Outline methods for community engagement (e.g., workshops, interviews, surveys, or creative alternatives) that ensure diverse voices are heard.
- Demonstrate an approach that aligns with the Township's commitment to community connection and service excellence.

c. Strategy Development

- Propose an approach to developing a family of signage types, including:
 - Community gateway signage
 - Park and trailhead signage
 - Waterfront access and boat launch signage
 - Directional wayfinding signage
 - Recreational and cultural facility signage
 - Informational kiosks and digital signage opportunities
- Recommend approaches for location identification, cohesive design standards, and phased implementation.
- Address accessibility and AODA compliance, maintenance considerations, and cost efficiency.

d. Branding and Design Direction

- Demonstrate how the proposed strategy will align with Ramara's corporate brand and strategic vision.
- Outline an approach to developing conceptual design standards (e.g., materials, colours, fonts, symbols, templates).

2.5 Reporting and Schedule

The schedule below is tentative based on the projects needs.

Phase	Description	Deliverable	Deadline
1	Analysis & Review	Preliminary findings shared with staff	Mid-February
2	Draft Strategy	Draft Signage and Wayfinding Strategy	March 31, 2026
3	Final Strategy	Final Signage and Wayfinding Strategy document submitted to Township staff	April 17, 2026
4	Council Presentation	Final presentation of the Signage and Wayfinding Strategy to Council	End of April/Beginning of May 2026

Deliverables must be provided in accessible formats, including:

- 2 printed draft copies
- 2 printed final copies
- One electronic copy of both draft and final documents in a format acceptable to the Township.
- All documents must be received in an accessible format and should not be password protected.

2.6 Management of Process

The Township of Ramara will provide the successful bidder with copies of background and planning reports, arrange meeting venues, and provide contact information for the community stakeholders, coordinate invitations to meetings and other related advertising of the project in local and social media.

The Consultant will be expected to maintain regular contact with the Project Lead and to attend meetings as required in order to complete the project. The Consultant must propose a reporting and meeting schedule as part of their submission, to the satisfaction of the Township. At a minimum, this schedule should include:

- An initiation meeting to review the proposed procedure, budget, and timelines.
- Interviews and/or meetings with relevant Township staff and project teams.
- Regular progress updates to the Project Lead (e.g., bi-weekly by phone, email, or teleconference).
- Presentations of the Final Signage and Wayfinding Strategy to Council.

The Township reserves the right to request additional meetings or updates as necessary to ensure effective communication and project delivery. The consultant should be prepared to make additional adjustments to the final strategy based on Council feedback.

SECTION 3: Conditions

3.1 Definitions and Order of Precedence

The Order of Precedence shall be:

- Form of Agreement
- Addenda to the Request for Proposal (RFP)
- Request for Proposal (RFP)
- Amendments to the Proposal submission document(s) from the Consultant
- Proposal submission document(s) from the Consultant

3.2 Staff and Methods

- a. The Consultant shall perform the services under this agreement with the degree of care, skill and diligence normally provided in the performance of such services as contemplated by the agreement at the time such services are rendered.
- b. The Consultant shall employ only competent staff who will be under the supervision of a senior member of the project team. The Consultant shall obtain the prior agreement of the Township of Ramara before making any changes to the staff list after commencement of the project.
- c. The Township of Ramara reserves the right to determine non-performance or poor quality of work the opinion of the Township of Ramara in this regard shall be final in all instances.

3.3 Drawings and Documents

Drawing and documents or copies thereof required for the Project shall be exchanged between the parties on a reciprocal basis. Documents prepared by the Consultant for the Client may be used by the Client, for the project herein described, including “record” drawings. Subject to Article 1.5, the Client has ownership of the drawings and the client indemnifies the Consultant for unauthorized use of the documents and deliverables.

3.4 Intellectual Property

The Township shall be granted a permanent, -exclusive, royalty-free license to utilize any concept, product, or process that is patentable, capable of trademark, or otherwise generated by or resulting from the services provided by the Consultant in connection with the Project. For further clarity, the Township will own all deliverables including signage designs to be utilized at the Township’s discretion.

3.5 Changes and Alterations and Additional Services

Subject to the Consultant's consent, the Client may, in writing, at any time following the execution of the Agreement or the commencement of the Services, modify, extend, increase, or otherwise alter the Services outlined in the Agreement. If such modifications require additional staff or Services, the Consultant shall be compensated based on the agreed rates and pricing structure outlined in the Proposal or as otherwise mutually agreed upon in writing. Additionally, the Consultant shall be entitled to reimbursement for reasonable expenses and disbursements related to the additional Services, as mutually agreed upon in writing between the parties.

3.6 Insurance

- a. Throughout the Contract period, the Consultant is required to maintain and uphold:
 - A comprehensive public liability and property damage insurance policy, deemed acceptable by the Township, providing coverage for any single accident up to a minimum limit of Two Million Dollars (\$2,000,000.00), exclusive of interest and costs. This coverage extends to bodily injury, death of one or more persons, and loss or damage to property. The policy must designate the Township of Ramara as an additional insured, safeguarding the Township against all claims for damage, injury, including death, to any person or persons, and for damage to any property of the Township or any other public or private property resulting from or arising out of any act or omission on the part of the Consultant or any of their servants or agents during the execution of the Contract.
 - A professional liability insurance or other errors and omissions insurance policy, covering claims and expenses for liability arising from negligence in the provision of services, with coverage of no less than Two Million Dollars (\$2,000,000.00).
 - A standard motor vehicle liability insurance policy, covering motor vehicles owned, leased, or operated by or on behalf of the Consultant in connection with the Services provided or to be provided under this Agreement, with coverage of not less than Two Million Dollars (\$2,000,000).
- b. Upon acceptance of the Proposal, the Consultant must provide the Township with a certified copy of the policy or certificate thereof, including the Township of Ramara as an "Additional Name Insured."
- c. The policy must include a Cross Liability clause or endorsement, and an endorsement stating that the policy or policies will not be altered, cancelled, or allowed to lapse without 30 days' prior written notice to the Township of Ramara.

3.7 Indemnity

The Consultant agrees to indemnify and hold the Township harmless from all claims and liabilities arising from personal injury, death, or property damage resulting from any act or omission on the part of the Consultant, including those of their servants or agents, during the execution of the Contract. This indemnification encompasses the cost of defending against such claims and is without limitation.

3.8 Workplace Safety and Insurance Board (WSIB)

- a. The Consultant must provide the Township of Ramara with documentation from the Workplace Safety and Insurance Board, confirming compliance with all dues and assessments payable under the Workplace Safety and Insurance Act pertaining to their employees or operations.
- b. Workplace Safety and Insurance Board coverage is mandatory, irrespective of whether the Consultant is the sole owner or operator.

3.9 Occupational Health and Safety Act

The Consultant will be required to sign a copy of the Township of Ramara Contractor's Liability form.

3.10 Accessibility

The Consultant shall comply with the Customer Service Standard under the Integrated Accessibility Standards Regulation (Ontario Regulation 191/11) made under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA). Applicable policies and proof of employee training shall be provided upon request.

3.11 Payment Terms

- a. Invoices should be issued on a milestone basis as determined by the reporting schedule in Section 2.5. Each invoice submitted by the Consultant to the Township of Ramara under this Agreement must include the following details:
 - The Consultant's name and address;
 - Invoice date and the period during which the Services were provided;
 - Identification of the Agreement under which the Services were rendered;
 - Description of the supplied services;
 - Amount payable for the services, with a statement specifying that payment is due upon receipt;
 - The name, title, telephone number, and mailing address of the designated recipient for payment; and
 - Any additional information deemed necessary.
- b. The Client shall compensate the Consultant based on the fees and charges for services as outlined in the proposal or as otherwise mutually agreed.
- c. All fees, regardless of their basis, shall exclude HST, and HST will be added to each invoice.
- d. All fees and charges are payable in Canadian funds unless stated otherwise.
- e. Invoices are due and payable by the Client upon receipt and, in any event, no later than 30 days after receiving the invoice, without any hold-backs.

SECTION 4: Evaluation

4.1 Evaluation Model

- a. The Technical segment of the proposal should be presented in a clear format, with the following elements distinctly outlined to streamline the evaluation:
 - Creative and innovative approach to the project: 10%
 - Team experience, qualifications, and successful completion of similar projects: 20%
 - Demonstrated understanding of the project, scope of work, goals/objectives: 20%
- b. The scoring system will utilize "points" assigned to each criterion component based on the degree to which the proposed solution meets specified requirements, as follows:
 - 5 points: Fully Meets
 - 4 points: Meets, with minor gaps (no compromise required)
 - 3 points: Meets, with moderate gaps (some compromise required)
 - 2 points: Partially meets (significant gaps, compromise required)
 - 1 point: Does not meet
- c. The pricing is to be submitted on Schedule I – Items and Prices. The total lump sum of the proposal is to include all costs associated with the project for the deliverables, as described. The Pricing is worth 50%. The points will be awarded based on the lowest compliant price received for the Required Works only. Each bidder will receive a percentage of the total possible points allocated using the following formula:

$$\text{lowest price} \div \text{respondent's price} \times \text{weighting} = \text{respondent's pricing points}$$

Additionally, the provisional items are to include the hourly rate for the entire team as one price, and as well the price for an additional Council meeting, if required. These costs are not considered as part of the scoring. Proponents may include value-added enhancements that complement the Signage Strategy and provide additional community, cultural, or technological benefit. Examples of value-add options include:

- Interpretive signage mobile app
 - QR-activated interpretive content
 - Augmented reality (AR) storytelling elements
 - Audio interpretation or audio tours
 - Interactive web map for interpretive points
 - Heritage and cultural storytelling enhancements
- d. The successful Respondent will be chosen based on the highest score.

4.2 Proposal Content

- a. Creative and innovative approach to the project: 10%
 - i. Demonstrate creativity, originality, and forward-thinking. The evaluation will consider the uniqueness of the proposed approach, the practicality of the

innovations, and the degree to which these ideas enhance project outcomes.

- b. Team experience, qualifications, and successful completion of similar projects: 20%
- i. Company Background - Provide a detailed outline of your company background, main discipline(s), secondary discipline(s) if applicable, and at a minimum include the number of employees and years in business
 - ii. Ability and Experience – Narrative:
 - Provide a detailed outline of relevant experience and how the experience relates to the work detailed in the Deliverables within this RFP. The experience narrative should tie directly into the Relevant Project Examples that are provided in the submission;
 - Articulate key lessons learned on prior projects and how your company would apply those to this project and why;
 - Provide what your firms competitive edge is over others; and
 - In review of the RFP, outline any critical factors that will enable this project to be successful if your company is selected and why.
 - iii. Relevant Project Examples - Provide details of a minimum of three (3) project examples of relevant ability and experience. Two (2) of the project examples must be from separate clients other than the Township that are completed and demonstrate a similar scope as specified in the Deliverables from within the previous three (3) year period from the issuance of this RFP document. Where the respondent has provided previous service to the Township, the respondent **must** include that project example for their third reference.
 - iv. References - References should be the same as provided in the relevant project examples in item iii. above. The Respondent will request each of their references to answer a prescribed set of questions relating to the project as detailed on the reference check form uploaded to the bidding system. Evaluation will be based on averaging the scores provided back from the references.
- c. Demonstrated understanding of the project, scope of work, goals/objectives: 20%
Provide in detail, your company's understanding of the project, project objectives, identified or anticipated challenges, risks, and areas of opportunities.

SECTION 5: Form of Contract

5.1 Proposed Contract

- a. The provided Contract outlines the arrangement that the Township aims to establish for the procurement and delivery of the Requirements through the engagement of the Consultant. Both the Request for Proposal (RFP) and the Consultant's Proposal, accepted by the Township, will be integral components of the Agreement.
- b. The Form of Contract will be issued with the Successful Respondent and there is no need to include with the bid submission.

**FORM OF AGREEMENT
AGREEMENT FOR THE PREPARATION OF A SIGNAGE STRATEGY
THE TOWNSHIP OF RAMARA**

THIS AGREEMENT (the “Agreement”), is effective as of XXX XX, 2025

BETWEEN:

THE CORPORATION OF THE TOWNSHIP OF RAMARA (the “Township”)

AND:

_____(the “Proponent”)

WHEREAS:

- A. The Township issued **RFP ADM-01-2025** for the preparation of a new Signage Strategy for the Township of Ramara.
- B. The Proponent was the successful respondent and has agreed to provide the Deliverables in accordance with the submitted Proposal Documents.

NOW THEREFORE, in consideration of their respective agreements set out below, the parties covenant and agree as follows

That, the Proponent for and in consideration of the payment specified in his Proposal Documents for the Deliverables, hereby agrees to furnish all necessary plant, labour and materials, except as otherwise specified, and to complete the said Deliverables in strict accordance with the Proposal Documents, all which are to be read herewith and form part of this present Agreement as fully and completely to all intents and purposes as though all the stipulations thereof have been embodied therein.

The Proponent further agrees that he will deliver the whole of the deliverables complete in accordance with the Agreement.

IN CONSIDERATION WHEREOF, the Township agrees to pay the Proponent for the Deliverables as stipulated in the Proposals Documents. Payment terms to be as stipulated in the RFP.

THIS AGREEMENT SHALL, ensure to the benefit of and be binding upon the heirs, executors, administrators, and assigns of the Supplier and on the heirs and successors of the Township.

IN WITNESS WHEREOF the parties hereto have executed the Agreement effective as of the date first written above.

THE CORPORATION OF THE TOWNSHIP OF RAMARA
[INSERT LEGAL NAME OF PROPONENT]

PER _____

NAME:

TITLE:

PER _____

NAME:

TITLE:

PER _____

NAME:

TITLE:

PER _____

NAME:

TITLE:

I/We have authority to bind the corporation

I/We have authority to bind the corporation

- a. The successful Respondent will be required to prepare and enter into a Consulting Services Agreement. The Consulting Services Agreement will be prepared by the successful Respondents and approved by the Township of Ramara.

SECTION 6: RFP Process Conditions

6.1 Issues and Complaints

- a. A Respondent has the right, in good faith, to bring forth any concerns or complaints about the RFP or the RFP process at any stage.
- b. The Township is committed to promptly and impartially considering and responding to any issues or complaints raised by the Respondent. Both the Township and the Respondent mutually agree to act in good faith and make reasonable efforts to resolve any concerns or complaints related to the RFP.

6.2 Point of Contact

- a. For all inquiries related to the RFP, please direct them via email to clerks@ramara.ca. Respondents are strictly prohibited from directly or indirectly approaching any representative of the Township or any other individual to seek information regarding any aspect of the RFP.
- b. Only authorized communications via issued addenda communicated to Bidders will constitute official statements by the Township. Statements made by any other person are not binding on the Township.
- c. The Township reserves the right to change the Project Manager at any time, and notification of such changes will be provided through addenda.
- d. If a Respondent currently holds an existing contract with the Township, normal business communications will continue. However, Respondents must refrain from using these routine contacts to lobby the Township, solicit information, or discuss aspects of the RFP.

6.3 Conflict of Interest

- a. Respondents must immediately inform the Township should a Conflict of Interest arise during the RFP process. A material Conflict of Interest may result in the Respondent being disqualified from participating further in the RFP process.

6.4 Ethics

- a. Respondents are strictly prohibited from attempting to influence or offering any form of personal inducement, reward, or benefit to any representative of the Township in connection with the RFP.
- b. Engaging in collusive, deceptive, or improper conduct during the preparation of their Proposal or in any discussions or negotiations with the Township is strictly forbidden for Respondents.
- c. Participation in such unethical behavior will lead to the disqualification of the Respondent from further involvement in the RFP process.
- d. The Township reserves the discretion to report any suspected collusive or anti-competitive conduct by Respondents to the appropriate authority, providing them with all pertinent information.

6.5 Confidential Information

- a. Both the Township and Respondent commit to taking reasonable measures to safeguard Confidential Information.

- b. The Township and Respondent may disclose Confidential Information to individuals directly engaged in the RFP process on their behalf, including officers, employees, consultants, contractors, professional advisors, evaluation panel members, partners, principals, or directors, solely for the purpose of participating in the RFP.

6.6 Municipal Freedom of Information and Protection of Privacy Act

- a. Respondents are cautioned that the Township operates under Ontario's Municipal Freedom of Information and Protection of Privacy Act ("MFIPPA"), and information provided to the Township in response to the RFP may be subject to disclosure under MFIPPA. Respondents should clearly identify any information in their Proposal or accompanying documentation submitted in confidence, for which confidentiality is sought, and are encouraged to seek guidance from their legal advisors on the appropriate means of identification.
- b. The Township will make reasonable efforts to protect confidential information, while taking into account its disclosure obligations under MFIPPA or any other legal disclosure requirements imposed by law or by the directive of a court or tribunal.
- c. Respondents are informed that their Proposal may, as necessary, be disclosed on a confidential basis to advisors engaged by the Township to provide counsel or assistance in the RFP process, including the evaluation of the Proposal.

6.7 Elimination

- a. Irregularities in bids will be addressed in accordance with the provisions outlined in the Purchasing By-Law, which can be accessed at www.ramara.ca. Please refer to Schedule C - Bid Irregularities.
- b. The Township reserves the right to disqualify a Respondent from participating in the RFP if the Township possesses evidence of any of the following, and deems it significant to the RFP:
 - The Respondent has provided false information.
 - There is professional misconduct or an act or omission by the Respondent that adversely reflects on their integrity.
 - A performance issue exists in a historical or ongoing contract delivered by the Respondent.
 - The Respondent is undergoing bankruptcy, receivership, or liquidation.

6.8 Reserved Rights and Privilege Clause

- a. The Township retains the authority to approve or decline any or all Proposals, either in whole or in part.
- b. The Township retains the discretion to abstain from accepting or awarding a Contract to any Respondent, including its sub-contractor(s), engaged in litigation with the Township.
- c. The Township maintains the right to terminate the RFP process at any phase and/or initiate a new RFP for identical or similar deliverables.
- d. The Township holds the prerogative to introduce any substantial changes to the RFP, such as alterations to the timeline, Requirements, or Evaluation Approach,

provided Respondents are afforded a reasonable period to respond to the modification.

- e. The Township reserves the right to overlook formalities and consider Proposals that substantially adhere to the RFP requirements, given that, in the Township's judgment, the non-compliance does not materially impact the Proposal.
- f. These reserved rights are supplementary to any explicitly stated rights and any other rights that may be inferred based on the circumstances.

6.9 Interpretation and Governing Law

- a. The RFP Process Conditions are designed for broad and independent interpretation, with no specific provision aimed at restricting the scope of any other provision.
- b. The RFP Process Conditions are not exhaustive and should not be interpreted as an attempt to curtail the pre-existing rights of the Township.
- c. The RFP process is subject to governance and interpretation in accordance with the laws of the province of Ontario and the federal laws of Canada applicable therein.

6.10 Disclaimer

- a. The Township shall not assume any liability, whether in contract, tort, equity, or any other manner, for any direct or indirect damage, loss, or cost incurred by any Respondent or any other individual concerning the RFP process. This includes, but is not limited to, matters related to the award of a contract, failure to award a contract, or failure to honor a Proposal submitted in response to this RFP.
- b. Nothing stated or implied in the RFP, RFP process, or any other communication from the Township to any Respondent should be construed as legal, financial, or other advice.

SECTION 7: Bid Form

BID FORM

THE CORPORATION OF THE TOWNSHIP OF RAMARA

2025 WAYFINDING AND SIGNAGE STRATEGY

DOCUMENTS TO BE ENCLOSED WITH THIS FORM INCLUDING BUT NOT LIMITED TO:

- **Tender Bid Package (Pages 1 – 28)**
- **Addenda Issued (if applicable)**
- **Bidder Information Form**
- **Schedule I – Items and Prices**
- **Proposal (no more than 20 pages)**
- **Sub-Contractors Information Form**
- **Schedule II – Ability and Experience Form**
- **Declaration of Accessibility Compliance Form**
- **WSIB Clearance Certificate**
- **Additional Information Bidder believes relevant to the Tender or scope of work**

BIDDER INFORMATION FORM

BIDDERS MUST COMPLETE THIS FORM AND INCLUDE WITH THEIR SUBMISSION
PLEASE ENSURE ALL INFORMATION IS LEGIBLE.

Company Name	
Bidder's Main Contact Individual	
Address (Including postal code)	
Office Phone #	
Toll Free#	
Cellular#	
Fax#	
E-Mail Address	
Website	
HST Account #	

I CERTIFY THAT ALL PRICES IN SCHEDULE I CONSTITUTE THE OFFICAL BID SUBMISSION AND PRICING.

NAME:

(PRINT)

AUTHORIZED SIGNATURE:

DATE:

SCHEDULE I – ITEMS AND PRICES

Any modifications of this form will result in the bid being disqualified. This Bid Form must be completed in full.

Required Works

Item	Description	Unit	Bid Price
1	Signage Strategy	Lump Sum	\$ _____
		<i>Subtotal</i>	\$ _____
		<i>HST</i>	\$ _____
		<i>Total</i>	\$ _____

Provisional Items

2	Hourly Rate	Per Hour	\$ _____
3	Additional Council Presentation	Lump Sum	\$ _____

Value Add Items (optional)

			\$ _____
			\$ _____
			\$ _____
			\$ _____

Initials: _____ Date: _____

The Corporation of the Township of Ramara reserves the right to accept or reject all or part of any Bid and reserves the right to accept other than the lowest Bid and to cancel this Call for Bid at any time.

SUB-CONTRACTORS INFORMATION FORM

(To be completed for all sub-contractors representing a portion of this Bid Submission)

Sub-Trade	Proposed Sub-Contractor	Address / Phone #	Approximate Value of Sublet Work

SCHEDULE II – ABILITY AND EXPERIENCE FORM

The Bidder shall provide below three (3) separate References, **not including the Township of Ramara**, having purchased a similar size and design of goods and/or services as specified herein for a previous three (3) year period from the issuance of this document.

REFERENCE #1	
Customer	
Contact Name & Phone Number	
Date of Purchase	
Description of Goods or Services Provided	
REFERENCE #2	
Customer	
Contact Name & Phone Number	
Date of Purchase	
Description of Goods or Services Provided	
REFERENCE #3	
Customer	
Contact Name & Phone Number	
Date of Purchase	
Description of Goods or Services Provided	

REFERENCE RELEASE FORM

I _____ (authorised signatory for the submitting firm) authorize the Township to contact the person and/or organization listed on the ABILITY & EXPERIENCE FORM, for the purpose of obtaining information relating to the bidder.

The Township reserves the right to call references if in its sole discretion finds a need to do so. The Township reserves the right to check other references other than listed herein.

DECLARATION OF ACCESSIBILITY COMPLIANCE FORM

Company Name: _____
Print Name: _____
Title: _____
Date: _____

I acknowledge that I am required to comply with the Customer Service Standard under the Integrated Accessibility Standards Regulation (Ontario Regulation 191/11) made under the Accessibility for Ontarians with Disabilities Act, 2005. I confirm that my employees, agents, volunteers and representatives who are required to receive training under the Act have completed the required. I will provide to The Corporation of the Township of Ramara any further documentation that confirms this training upon its request.

I will indemnify the Corporation of the Township of Ramara from and against any costs, expenses, fines, penalties, damages or losses that may arise or may be incurred as a result of my failure to comply with these requirements.

I declare that I have read, understood and will meet all enacted accessibility standards as amended from time to time.

I further declare that if applicable I will undertake to ensure any sub-contractors hired by

(insert company name)

for the completion of work contracted by the Township will also comply with the above requirements.

Authorized Signature
I have authority to bind the Corporation

Date