



Cliffs of Fundy  
**Geopark**

## **Wayfinding Signage Plan Request for Proposal**

Date of Issue: January 23, 2023

Proposal Deadline: February 3, 2023, at 4 pm

# 1 BACKGROUND & PROJECT SUMMARY

The Cliffs of Fundy UNESCO Global Geopark (the Geopark; [fundygeopark.ca/](http://fundygeopark.ca/)) is located along the north shore of the Minas Basin of the Bay of Fundy in Nova Scotia, stretching from Lower Truro in the east to Apple River in the west, a distance of 165 km. The Geopark includes over 30 accessible geosites/geo-attractions, most of which can be accessed from NS highways 2 and 209 as they meander along this awesome coastline.

The Cliffs of Fundy tell the story of the coming together of the supercontinent Pangea 300 million years ago and its ripping apart 100 million years later. Equally significant to the geoscientific storyline of the Cliffs of Fundy is the rich history and deep significance of the Geopark for the Mi'kmaq, who have inhabited these shores for more than 11,000 years. This is home of legendary Kluskap and is the heart of Mi'kmaw culture and identity.

The Geopark has a well-established brand which has been in use since 2018. This brand is used for various promotion and on signage including geosite wayfinding signs (see Appendix B), community/partner signs and community kiosks.

The goal of the Wayfinding Signage Plan (the plan) is to create and implement a signage system that will allow for consistency in wayfinding signage within the Geopark, for the benefit of tourists/visitors and local residents. The wayfinding signs will also increase awareness of the Geopark in general, allow greater geosite/geo-attraction recognition, and strengthen the recognizable visual identity of the Geopark.

Guiding principles of the plan should include the following:

- Confirmation: Visitors must be provided with feedback that they are making, or have made, the correct decision.
- Sign “clutter”: Over signing and sign congestion can negatively impact the visitor’s experience and enjoyment of the Geopark.
- Location: Signage should be appropriately located in advance of an intersection so that visitors can read it and make a decision.
- Clear messaging: Signs should have clear and simple language, and consistent and short messaging.

## 2 INSTRUCTIONS TO PROPONENTS

### 2.1 Invitation

The Geopark is seeking the services of a company to develop a wayfinding signage plan for a family of signs that improve visitor wayfinding within the Geopark.

### 2.2 Submission

Proponents are to provide digital copies of their proposal, clearly identified as “Wayfinding Signage Plan” in the subject line, and sent by email to [manager@fundygeopark.ca](mailto:manager@fundygeopark.ca). Please also include the Confirmation and Agreement Form (Appendix A) with your proposal.

**Deadline for proposals is 4:00 pm, on February 3, 2023.**

The Geopark reserves the right to reject any or all proposals or to accept any proposal, or portion thereof, deemed in its best interest. The lowest price will not necessarily be the deciding factor.

The Geopark reserves the right to negotiate with the successful proponent.

This Request for Proposal, the Confirmation and Agreement Form, and the accepted proposal documents will form part of the contract made with the successful proponent.

### 2.3 Enquiries

All enquiries related to this Request for Proposal are to be submitted by email, no later than 3 business days before the closing date, to [manager@fundygeopark.ca](mailto:manager@fundygeopark.ca)

## 3 SCOPE OF WORK

The Geopark requires a comprehensive vehicular wayfinding signage plan which covers the entire geographic area of the Geopark (see <https://fundygeopark.ca/interactive-map/> ) and the various geosites/geo-attractions (see Appendix D and enclosed file *Geosite Coordinates Jan2023*) and conditions. The consistency of signage (design and locations) should benefit tourists, visitors, residents and those who are just passing through the area. The implemented signage plan will contribute to efficient navigation and a positive experience within the Geopark. The signage will raise awareness of the Geopark in general, of geosites/geo-attractions in particular, and strengthen the recognizable visual identity of the Geopark.

The successful proponent must be familiar with and able to apply best practice and existing guidelines and specifications for road wayfinding signage.

### 3.1 The project includes the following:

- a. Signage system must include general road wayfinding signage throughout the Geopark (navigating roads and routes within the Geopark), as well as geosite/geo-attraction specific wayfinding signage (navigating roads to specific geosites/geo-attractions).
- b. Travel on roads to geosite/geo-attraction locations throughout the Geopark will be required.
- c. The plan will include a sign schedule of existing and proposed signs. This will be an inventory (electronic sign schedule file in MS Excel) for all wayfinding signage for geosites/geo-attractions and will include the following:
  - o identification of individual signs with an identification code
  - o digital location map (GPS coordinates)
  - o documentation of existing conditions
  - o digital photograph of existing signs and proposed locations for new signs
  - o description/design image (for proposed signs).

The geopark will add to the sign schedule during the implementation phase (e.g., post type & length, installation height, etc.) and review and update it on a regular basis going forward, as required.

- d. Current wayfinding signage location and condition must be assessed and recommendations made for any location changes and upgrades/replacement.
- e. The plan will avoid over-signing, sign congestion, and directional confusion. Where necessary, it may be necessary to reduce or combine signage where it seems excessive or conflicting to wayfinding. Where there are clusters of geosites/geo-attractions in proximity (e.g., within the same community or park), consider simplifying or grouping signs.
- f. There are opportunities to co-sign/co-brand the Geopark on wayfinding signs currently in use (or proposed replacement signs) for geosites/geo-attractions (see Appendix D). The signage plan should provide recommendation for signs/locations where signs could be co-branded, or where posts could be shared, to reduce sign clutter.
- g. Sign placement (existing and proposed) must take into consideration NS Public Works (and/or MUTCD and/or TAC) requirements and guidelines for vehicular signs (e.g., visibility distance, advance placement distance and separation distance). The Geopark wayfinding sign working group has contacted NS Public Works about this project and gathered these resources.
- h. Produce/consolidate guidelines and specifications for a wayfinding signage system which can be used in the short and longer term.
- i. Prepare specific information for each new sign that the Geopark can include in signage permit applications to NS Public Works (*Work*

*Within Highway Right-of-Way Permit*). This should include community name, highway/roadway name, side of highway (N, S, E, W), approximate distance (km) and direction (NSEW) from a defined point on the highway. The information should be presented in two categories: 1) east of Portapique River and 2) west of Portapique River.

- j. The plan must include the 31 priority geosites/geo-attractions (Appendix D). Some sites will require wayfinding from multiple directions, while others might be grouped on one sign/post until closer to the destination.

### 3.2 **Communication and Reporting**

In addition to the work outlined in Section 3.1 above, the Proponent will:

- Communicate regularly with the Geopark by providing email updates and progress reports.
- Prepare project materials for the Geopark signage working group for review, including a draft sign schedule and plan on or before March 10, 2023.
- Prepare final wayfinding signage plan and submit to the Geopark on or before March 24, 2023.

### 3.3 **Exclusions**

The project excludes sign graphic design and specifications, fabrication, and installation detail.

- 3.4 For information, examples of existing wayfinding sign designs are included in Appendix B and in the enclosed document *Geo Signage Outline June 2022*. Geosite/geo-attraction GPS coordinates are provided in the enclosed file *Geosite Coordinates Jan2023*.)

## 4 **PROJECT BUDGET**

- 4.1 The maximum budget for this project is **\$10,000.00**, including all expenses and disbursements. The Proponent is to provide an all-inclusive fixed lump sum fee for all associated costs (including mileage) to complete the work as outlined in Section 3 Scope of Work and throughout the entirety of this RFP. The Proponent shall also provide an itemized cost breakdown required to achieve each milestone within their recommended approach.

Should RFP respondents feel this budget requires an adjustment, an explanation of any proposed changes should be outlined and justified in the proposal.

Priority geosites/geo-attractions for wayfinding signage are indicated in Appendix D.

## 5 PROPOSED TIMELINE

<b>Item</b>	<b>Date</b>
Date of RFP Issue	January 23, 2023
Deadline for Questions	February 1, 2023
Proposal Submission Deadline	February 3, 2023 @ 4:00pm
Review Period	February 6-8, 2023
Award	February 9, 2023 or earlier
Project Commences	February 13, 2023
Draft Sign Schedule and Plan	March 10, 2023 or earlier
Projected Completed	March 24, 2023 or earlier

Although every attempt will be made to meet all dates, the Geopark reserves the right to modify any or all dates at its sole discretion.

If you cannot meet the project start and/or completion dates, please specify alternate date(s).

## 6 SUBMISSION INSTRUCTIONS

- 6.1 Proposals will be received by email and shall be reviewed as soon as practical and evaluated. All proposals and accompanying documentation submitted shall be the property of the Geopark and will not be returned.
- 6.2 The proposal submission shall not exceed 20 pages and shall include the following:
  - Proposed/alternate approach to the elements described in the Request for Proposal, if appropriate, and the work plan.
  - Schedule of work, showing proposed timeframes and milestones.
  - Total project costs provided in a time/allocation matrix which indicates staff time allocation for key elements, per diem rates, and disbursement costs.
  - The names of staff and any sub-consultants to be utilized in the development of the signage plan, their background and related experiences, and their role in this project.
  - References and examples of similar projects undertaken by the firm(s).

## **7 PAYMENT**

- 7.1 Payment will be made in full once the project is completed to the satisfaction of the Geopark.

## **8 SELECTION PROCESS**

- 8.1 The evaluation team will review the Proposals and rank them based on the evaluation criteria outlined in this Request for Proposal. The Geopark reserves the right to consider other criteria that may become evident during the evaluation process to obtain best value.
- 8.2 The Geopark's criteria in selecting a Proponent will include, but is not limited to, the following:
- The firm's background and capabilities, including history and areas of specialization, or particular expertise.
  - The background and relevant experience of the lead person(s) on the project and of the individuals who will complete the actual work and who will work directly with the Geopark on this project.
  - The firm's expertise in completing similar signage plans.
  - The firm's ability to provide a plan that meets the Geopark's defined needs.
  - Cost of the plan.
  - Ability to complete the work within the proposed timeline.

**APPENDIX A: CONFIRMATION AND AGREEMENT  
WAYFINDING SIGNAGE PLAN**

We hereby submit our response for the supply and services described in this RFP and agree to the terms, conditions and specifications stated herein. We confirm that rates and other information contained in our Proposal are accurate. The signature is an authorized person of the organization and declares the statements made in their submission are true and accurate.

*For the purpose of this RFP submission, electronic signatures will be accepted.*

Name of Bidding Company

\_\_\_\_\_

Name and Title of Representative of Bidding Company (Print Name)

\_\_\_\_\_

Signature of company representative

\_\_\_\_\_

Date \_\_\_\_\_

Project Contact (Name and title of individual for communication related to this RFP; please print)

\_\_\_\_\_

Address of the Company

\_\_\_\_\_

Province \_\_\_\_\_ Postal Code \_\_\_\_\_

TEL# \_\_\_\_\_ CELL # \_\_\_\_\_

E-mail Address \_\_\_\_\_



## APPENDIX B: CURRENT LOGO AND WAYFINDING SIGNS



# Cliffs of Fundy Geopark

Geopark entry sign (1.a-g) - draft



Geopark wayfinding: 100-series highway sign – billboard (2.a.i.1)



Geopark facility sign: Welcome Centre (Economy)



Wayfinding (2b and 3) example for Economy Welcome Centre



## APPENDIX C: GEOPARK SIGNAGE CATEGORIES

Highlighted items are included in the Wayfinding Signage Plan Scope of Work

1. **Geopark Entry Signs** (signifying arrival at key entry points to the Geopark, along secondary highways) **IN PROGRESS**
  - a. Central Onslow
  - b. Folly Mountain
  - c. East Mapleton
  - d. West Brook
  - e. Pettigrew Settlement
  - f. East Apple River
  - g. Lower Truro
2. **Geopark Wayfinding**
  - a. 100-series highway signs
    - i. Billboard
      1. Debert **COMPLETE**
      2. Springhill **COMPLETE**
    - ii. Major Attraction
      1. Geopark Welcome Centre (update Cobequid Interpretive Centre)
      2. Eatonville Centre
  - b. Secondary route signage to and within Geopark
3. **Geosite / Geo-Attraction Wayfinding and Locator Signs**
4. **Geopark Facility Signs**
  - a. Debert Office
  - b. Parrsboro Office
  - c. Welcome Centre (Economy)
  - d. Eatonville Centre
5. **Orientation Signage / Kiosks** **IN PROGRESS**
  - a. Fundy Discovery Site (eastern entry point of Geopark)
  - b. Amherst Border Visitor Centre (western entry point of Geopark)
  - c. Halifax Stanfield International Airport Visitor Centre
  - d. Geopark Welcome Centre (Economy)
  - e. Parrsboro - First Beach and Band Stand (strategic capture points)
  - f. Advocate Rite Stop (strategic capture point)
  - g. Mastown Market (strategic capture point)
  - h. Mastodon Ridge (strategic capture point)
6. **Interpretive Panels** **IN PROGRESS**
7. **Community Signs**

## APPENDIX D: GEOSITE / GEO-ATTRACTION LOCATIONS

The following sites require wayfinding signage. They are numbered in order generally traveling from east to west. These sites are market-ready destinations with confirmed public access, some basic amenities, and a signed Memorandum of Understanding or Partnership Agreement with the Geopark. Most of these sites currently have on-site signage identifying them as part of the Geopark.

	Priority Sites
	Priority Sites with common access

	Geosite / Geo-attraction	Some existing wayfinding signs (Geopark or other)	Potential for co-branding on new wayfinding signage (with partner agency)
1	Fundy Discovery Site	✓	✓
2	Mi'kmawey Debert Trail		✓
3	Londonderry Provincial Park		
4	Thomas' Cove Trails	✓	
5	Geopark Welcome Centre (formerly Cobequid Interpretive Centre)	in progress	
6	Economy Falls (Kenomee trailhead)	✓	
7	Five Islands Provincial Park a. Red Head b. Old Wife c. Triassic-Jurassic Fault	✓	✓
8	Five Islands Lighthouse Park	✓	✓
9	Fundy Geological Museum	✓	✓
10	Parrsboro Harbour		
11	Clarke Head (from Glooscap Campground)	✓	
12	Wasson Bluff and Two Islands	✓	
13	Partridge Island (Trailhead & from Ottawa House Museum) a. Partridge Island b. East Bay c. Crane Point	✓	✓
14	Black Rock and Minas Passage (from Fundy Ocean Research Centre for Energy [FORCE])	✓	✓
15	Leake Lake		
16	Lakelands Scenic Drive (Trunk 2)		
17	Ward Falls (Hiking Trail trailhead)	✓	
18	Wards Brook (at Age of Sail Museum)		
19	Fraserville Scenic Drive (Trunk 209)	✓	
20	Spencer's Island (viewscape from beach)	✓	
21	Cape d'Or	✓	✓

22	Cape Chignecto Provincial Park (West Advocate access) a. Red Rocks b. Cobequid Fault c. McGahey Brook	✓	✓
23	Cape Chignecto Provincial Park (Eatonville access) a. Spicer Cove b. Anderson Cove and Squally Point c. Three Sisters d. Sea Stack e. Eatonville Harbour	✓	✓
24	Isle Haute		