

# **REQUEST FOR PROPOSALS**

## **GATEWAY SIGNAGE FOR WOODLANDS COUNTY**

Request for Proposals RFP: **March 20, 2026**

Issued: **March 20, 2026**

Submission Deadline: **April 10, 2026 at 16:30 (MST)**

# **PART 1 – INVITATION AND SUBMISSION INSTRUCTIONS**

This Request for Proposal (the “RFP”) is an invitation by Woodlands County to qualified consultants to submit proposals for Gateway Signage.

## **1.2 RFP Contact**

For the purposes of this procurement process, the “RFP Contact” will be Natasha Nelson email: [natasha.nelson@woodlands.ab.ca](mailto:natasha.nelson@woodlands.ab.ca)

Proponents and their representatives are not permitted to contact any employees, officers, agents, elected or appointed officials, or other representatives of the County, other than the RFP Contact, concerning matters regarding this RFP. Failure to adhere to this rule may result in the disqualification of the proponent and the rejection of the proponent’s proposal.

## **1.3 Contract for Deliverables**

### **1.3.1 Type of Contract**

The selected proponent will be requested to enter in direct contract with Woodlands County for the provision of the deliverables.

### **1.3.2 Term of Contract**

The term of the agreement will be established under the awarded contract to encompass the duration of the contemplated work.

## **1.4 RFP Timetable**

### **1.4.1 Key Dates**

<b>Activity</b>	<b>Date</b>
Issue Date of RFP	March 20, 2026
Deadline for Questions (email only)	March 27, 2026 16:30 (MST)
Submission Deadline	April 10, 2026 16:30 (MST)
Review Period	April 13-May 1, 2026
Award RFP	May 4, 2026

The RFP timetable is tentative only and may be changed by the County at any time. For greater clarity, business days means all days that the County is open for business.

## **1.5 Submission of Proposals**

### **1.5.1 Proposals to be Submitted at Prescribed Location**

Proposals must be submitted via email to Natasha Nelson email:  
natasha.nelson@woodlands.ab.ca

Submissions by other methods will not be accepted.

### **1.5.2 Proposals to be Submitted on Time**

Proposals must be emailed before the Submission Deadline set out in the RFP Timetable.

### **1.5.3 Proposals to be Submitted in Prescribed Format**

The submission is to be no more than 20 pages, single-sided and Arial 12 font, excluding staff resumes and proposed schedule.

### **1.5.4 Amendment of Proposals**

Proponents may amend their proposals prior to the Submission Deadline by submitting a revised proposal via email.

### **1.5.5 Withdrawal of Proposals**

At any time throughout the RFP process until the execution of a written agreement for provision of the Deliverables, a proponent may withdraw a submitted proposal. To withdraw a proposal prior to the Submission Deadline, a proponent should request via email to un-submit the proposal. Following the Submission Deadline, a notice of withdrawal must be sent to the RFP Contact and must be signed by an authorized representative of the proponent.

## **PART 2 – PROJECT SCOPE & DELIVERABLES**

### **2.1 Overview**

Woodlands County intends to replace aging gateway signage at key highway entry points to improve visibility, strengthen community identity, and ensure long-term durability. The project will include the design, fabrication, removal, disposal, and installation of six (6) gateway signs at designated locations throughout the County between \$80,000-120,000.

The new signage must reflect Woodlands County's rural character and natural environment, while meeting current safety, structural, and visibility standards for highway signage.

### **2.2 Concept Development and Design**

The contractor shall develop three (3) design concepts for new gateway signage.

Design services must include:

- Visual concept development
- Structural design considerations
- Material recommendations
- Renderings and visual mock-ups for review
- Adaptable designs suitable for multiple sign sizes

Design concepts will be presented to County Administration and subsequently submitted to Council for approval. The contractor shall allow for up to five (5) rounds of revisions to incorporate feedback.

### **2.3 Material Selection**

The contractor shall recommend materials suitable for long-term outdoor exposure in northern Alberta, considering:

- Durability and weather resistance
- Wind and snow load requirements
- UV exposure
- Low maintenance needs
- Structural integrity and longevity

**Electrical lighting will not be permitted; signage must rely on passive visibility**

**methods such as reflective materials.**

## **2.4 Fabrication**

Following design approval, the contractor will fabricate:

- Two (2) large gateway signs
- Four (4) smaller gateway signs

All signs must be fabricated according to approved designs and engineering specifications.

## **2.5 Removal and Disposal**

The contractor shall remove existing gateway signage structures at each project location and ensure proper disposal of materials in accordance with environmental and municipal regulations.

## **2.6 Installation**

**The contractor will install the new signage including:**

- Site preparation
- Foundations and structural supports
- Delivery and installation of fabricated signs
- Ensuring compliance with highway design guidelines for visibility and safety requirements

Traffic control and safety measures must be implemented where required.

## **2.7 Coordination with Authorities Permits and approvals**

The contractor shall coordinate with applicable external agencies and acquire permits and approvals including:

- Provincial highway authorities
- Utility providers
- Adjacent landowners where required
- Sign fabricators and subcontractors

All required permits and approvals must be obtained prior to installation.

### 3. Sign Locations

Gateway signage will be installed at the following locations:

Location 1 Large sign (SIGN-003293)

Highway 43 westbound, southeast of Highway 658

Coordinates: 54.054727, -115.335137



Location 2 Large Sign No Photo available

Highway 43 eastbound, near Eagle Tower Road

Coordinates: 54.296192, -116.253645

Location 3 Smaller Sign (SIGN-003241)

Highway 33 northbound, just after the Fort Assiniboine bridge

Coordinates: 54.326027, -114.789014



Location 4 Smaller Sign No Photo available

Highway 33 southbound

Coordinates: 54.503104, -115.063818

Location 5 Smaller Sign No Photo available

Highway 32 southbound

Coordinates: 54.500069, -115.474773

Location 6 Smaller Sign (SIGN-003306)

Highway 32 northbound

Coordinates: 53.974085, -115.908876



#### **4. Design Considerations**

Gateway signage must incorporate the following principles:

- Alignment with Woodlands County brand and visual identity
- Representation of the County's rural and natural character
- High visibility and legibility at highway travel speeds
- Structural design suitable for wind, snow load, and extreme weather
- UV-resistant and weather-resistant materials
- Low-maintenance construction
- No electrical lighting
- A standardized design adaptable across multiple locations

#### **5. Exclusions**

The following items are outside the scope of this project:

- Signage within hamlets or subdivisions unless specifically identified
- Digital or electronic signage
- Lighting or powered components
- Ongoing maintenance beyond the warranty period
- Revisions to the broader Woodlands County brand identity beyond signage application

## **6. Deliverables**

The successful contractor will be responsible for providing the following deliverables throughout the project lifecycle.

### **6.1 Project Initiation**

At the start of the project, the contractor shall provide:

- A project work plan and schedule outlining key milestones, design timelines, fabrication, and installation phases
- Identification of project team members and key contacts
- Confirmation of site review schedule and coordination requirements

### **6.2 Site Inventory and Assessment Report**

Following site inspections, the contractor shall provide a brief report that includes:

- Documentation of existing gateway signage conditions
- Summary of site conditions and installation considerations
- Identification of any constraints, safety considerations, or permitting requirements
- Recommendations that may influence design or installation

### **6.3 Concept Design Package**

The contractor shall submit a concept design package that includes:

- Three (3) distinct gateway sign design concepts
- Visual renderings or illustrations of each design
- Proposed materials and finishes
- Preliminary structural concepts
- Indication of how the designs can be adapted for both large and small sign formats

The contractor shall allow for up to five (5) rounds of revisions to incorporate feedback from County Administration and Council.

#### **6.4 Final Design and Fabrication Drawings**

Following selection and approval of the preferred design, the contractor shall provide:

- Final design renderings
- Detailed fabrication and construction drawings
- Structural details and mounting specifications
- Final material specifications
- Sign dimensions and layout for each location

This package must be approved by the County prior to fabrication.

#### **6.5 Fabrication of Gateway Signs**

The contractor shall fabricate the approved signage including:

- Two (2) large gateway signs
- Four (4) smaller gateway signs

All signage must meet approved design specifications and applicable structural and safety requirements.

#### **6.6 Removal and Disposal of Existing Signage**

The contractor shall:

- Remove all existing gateway signage structures at the specified locations
- Dispose of removed materials in accordance with applicable environmental and municipal regulations
- Ensure sites are left safe and prepared for installation of new signage

#### **6.7 Installation of New Gateway Signs**

The contractor shall complete the delivery and installation of all signage including:

- Transportation of signage to project locations
- Installation of foundations and structural supports
- Placement and securing of sign structures
- Coordination of traffic safety measures where required

All installations must comply with applicable highway safety and visibility requirements.

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## **6.8 Project Close-Out Documentation**

Upon completion of installation, the contractor shall provide:

- Photographic documentation of installed signage at each location
- Warranty information for materials and fabrication
- Maintenance recommendations for the signage structures
- Confirmation that all work has been completed in accordance with approved designs and specifications

## **APPENDIX A – SUBMISSION FORM**

### **1. Proponent Information**

Please fill out the following form, naming one person to be the proponent's contact for the RFP process and for any clarifications or communication that might be necessary.	
Full Legal Name of Proponent:	
Any Other Relevant Name under which Proponent Carries on Business:	
Street Address:	
City, Province/State:	
Postal Code:	
Phone Number:	
Website (if any):	
Proponent Contact Name and Title:	
Proponent Contact Phone:	
Proponent Contact Email:	

## **2. Acknowledgment of Non-Binding Procurement Process**

The proponent acknowledges that the RFP process will be governed by the terms and conditions of the RFP, and that, among other things, such terms and conditions confirm that this procurement process does not constitute a formal, legally binding bidding process (and for greater certainty, does not give rise to a Contract-A bidding process contract), and that no legal relationship or obligation regarding the procurement of any goods or service will be created between the County and the proponent unless and until the County and the proponent execute a written agreement for the deliverables.

## **3. Ability to Provide Deliverables**

The proponent has carefully examined the RFP documents and has a clear and comprehensive knowledge of the Deliverables required. The proponent represents and warrants its ability to provide the Deliverables in accordance with the requirements of the RFP for the rates set out in its proposal.

## **4. Non-Binding Pricing**

The proponent has submitted its pricing in accordance with the instructions in the RFP and in Pricing. The proponent confirms that the pricing information provided is accurate. The proponent acknowledges that any inaccurate, misleading, or incomplete information, including withdrawn or altered pricing, could adversely impact the acceptance of its proposal or its eligibility for future work.

## **5. Addenda**

The proponent is deemed to have read and considered all addenda issued by the County prior to the Deadline for Issuing Addenda.

## **6. No Prohibited Conduct**

The proponent declares that it has not engaged in any conduct prohibited by this RFP.

## **7. Conflict of Interest**

The proponent must declare all potential Conflicts of Interest, as defined in this section of the RFP. This includes disclosing the names and all pertinent details of all individuals (employees, advisers, or individuals acting in any other capacity) who (a) participated in the preparation of the proposal; **AND** (b) were employees of the County within twelve (12) months prior to the Submission Deadline.

If the box below is left blank, the proponent will be deemed to declare that (a) there was no Conflict of Interest in preparing its proposal; and (b) there is no foreseeable Conflict of Interest in performing the contractual obligations contemplated in the RFP.

Otherwise, if the statement below applies, check the box.

- The proponent declares that there is an actual or potential Conflict of Interest relating to the preparation of its proposal, and/or the proponent foresees an actual or potential Conflict of Interest in performing the contractual obligations contemplated in the RFP.

If the proponent declares an actual or potential Conflict of Interest by marking the box above, the proponent must set out below details of the actual or potential Conflict of Interest:

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## 8. Disclosure of Information

The proponent hereby agrees that any information provided in this proposal, even if it is identified as being supplied in confidence, may be disclosed where required by law or by order of a court or tribunal. The proponent hereby consents to the disclosure, on a confidential basis, of this proposal by the County to the advisers retained by the County to advise or assist with the RFP process, including with respect to the evaluation of this proposal.

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Signature of Proponent Representative

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Name of Proponent Representative

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Title of Proponent Representative

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Date

I have the authority to bind the proponent.

## **APPENDIX B – PRICING**

### **1. Instructions on How to Provide Pricing**

- (a) Proponents should provide the information requested under section 3 below (“Required Pricing Information”) by reproducing and completing the table below in their proposals, or, if there is no table below, by completing the attached form and including it in their proposals.
- (b) Rates must be provided in Canadian funds, inclusive of all applicable duties and taxes except for GST, which should be itemized separately.
- (c) Rates quoted by the proponent must be all-inclusive and must include all labor and material costs, all travel and carriage costs, all insurance costs, all costs of delivery, all costs of installation and set-up, including any pre-delivery inspection charges, and all other overhead, including any fees or other charges required by law.

### **2. Evaluation of Pricing**

Pricing is worth forty (40) points of the total score.

### **3. Required Pricing Information**

<b>Item</b>	<b>Proposed Price (CAD)</b>
Removal of Existing Sign	\$
Design & Artwork	\$
Fabrication of New Sign	\$
Installation	\$
Travel / Mileage	\$
Permits / Miscellaneous (if any)	\$
<b>Total Project Cost</b>	<b>\$</b>

### **4. Payment Schedule**

Provide a Payment schedule. Payment terms are 30 days from receipt of invoice.

# **APPENDIX C – RFP DELIVERABLE PARTICULARS**

## **1. Introduction**

### **DELIVERABLE:**

The Successful Proponent will be expected to deliver on the components as identified in the Scope of Work. Final deliverables will include:

- a. Remove, design and install two large signs and four smaller gateway signs.

## **2. Copyright Assignment:**

Woodlands County will require an assignment of all rights, title, and interest, including all intellectual property rights, drawings and information, providing sole and exclusive rights to its use, as well as a waiver of all non-assignable rights including moral rights.

## **3. MATERIAL DISCLOSURES**

No Material disclosures exist for this RFP

## **4. MANDATORY SUBMISSION REQUIREMENTS**

### **a. Submission Form (Appendix A)**

Each proposal must include a Submission Form (Appendix A) completed and signed by an authorized representative of the proponent.

### **b. Pricing (Appendix B)**

Each proposal must include pricing information that complies with the instructions contained in Pricing (Appendix B).

## 5. PRE-CONDITIONS OF AWARD

### a. Confirmation of Workplace Safety Insurance Coverage

The selected proponent must provide confirmation of Workplace Safety coverage prior to the award of the contract. Failure to provide confirmation will result in the disqualification of the proponent from the RFP process.

### b. Confirmation of Commercial Liability Insurance

The selected proponent must provide confirmation of commercial liability insurance in an amount of no less than two million dollars (\$5,000,000) per occurrence prior to the award of the contract. Failure to provide confirmation will result in the disqualification of the proponent from the RFP process.

## 6. RATED CRITERIA

The following sets out the categories, weightings, and descriptions of the rated criteria of the RFP. Proponents who do not meet a minimum threshold score for a category will not proceed to the next stage of the evaluation process.

Rated Criteria Category	Weighting (Points)	Minimum Threshold
i. Company Profile	10 points	N/A
ii. Project Experience	20 points	N/A
iii. Approach, Methodology & Project Schedule	25 points	N/A
iv. Project Management Team	10 points	N/A
v. Pricing (See Appendix C for details)	35 points	N/A
<b>Total Points</b>	<b>100 points</b>	N/A

### i. Company Profile (10 points)

Proponents are to provide information on their company such as, but not limited to, the following:

- a) Provide a general company profile including the ownership and affiliations of the firm and number of years the firm has been in business.
- b) Address, and contact information for the proposing entity.
- c) Size of company, number of employees both locally and other.

**ii. Project Experience (20 points)**

Brief documentation on significant similar projects, with client references (minimum of 3). The County reserves the right to contact references, which may affect a Proponent's evaluation score.

References associated with the County are not acceptable references.

**iii. Approach, Methodology & Project Schedule (25 points)**

Describe the firm's approach and methodology based on the deliverables outlined Part 2

– Project Scope & Deliverables and Part 2 (the "Deliverables").

In this part of the proposal please also submit a project schedule. Clearly identify key milestone dates.

**iv. Project Management Team (10 points)**

Provide a description of the team expected to undertake the project. How will the team be organized?

Please provide your proposed project management team with their capabilities and experience, including a discussion of any special skills.

**v. Pricing (35 points)**

Proponents should refer to Appendix B - Pricing for details.

**Acknowledgement**

I/We, the undersigned, acknowledge and agree that this representation and warranty will be relied upon by Woodlands County and as such I/We solemnly provide this representation and warranty as if it was given under oath.

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Company Name

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Signature(s)	Print Name	Print Title
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Signature(s)	Print Name	Print Title
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Date

**I/We Have the Authority to Bind the Company**

APPENDIX D – Overview Map and Current sign condition



