



**TOWN OF LUNENBURG
RFP #TOL2026004**

**REQUEST FOR PROPOSALS
Interpretive Panels- Content Update and Graphic Design Services**

Proposals will be received no later than:
2:00:00 p.m. LOCAL TIME
Monday February 9, 2026

Addressed to:
Curtis Bell
Procurement Officer
Town of Lunenburg
119 Cumberland Street
Lunenburg, NS B0J 2C0

TABLE OF CONTENTS

1.0 GENERAL TERMS AND CONDITIONS.....

1.1 Purpose.....

1.2 Proposal Submissions.....

1.3 Irrevocable Offer.....

1.4 Proposal Costs.....

1.5 Municipal Contact for RFP.....

1.6 Opening.....

1.7 Selection Process.....

1.8 Modification and Withdrawal of Proposals.....

1.9 Requests for Information.....

1.10 Acceptance and/or Rejection of Proposals and Reservation of Rights.....

1.11 Governing Law and Jurisdiction.....

1.12 Proposal Form and Content.....

1.13 Freedom of Information and Protection of Privacy Act.....

1.14 Insurance Requirements.....

1.15 Conflict of Interest.....

1.16 Nova Scotia Worker’s Compensation.....

1.17 Human Rights Act.....

1.18 Ownership of Data and Information.....

1.19 Representations and Warranties of the Proponent.....

1.20 No Contract “A” and No Claims.....

2.0 SPECIFICATIONS AND REQUIREMENTS.....

2.1 Background and Overview.....

2.2 Scope of Work.....

2.3 Commencement of Work.....

3.0 PROPOSAL FORM.....

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

1.0 GENERAL TERMS AND CONDITIONS

Section 1 of this proposal document sets out a summary of requirements and outlines the general terms and conditions. The Town of Lunenburg shall be referred to as the “Town” throughout this document.

1.1 Purpose

The Town is seeking proposals from qualified proponents to provide professional services for the update of interpretive content and graphic design for an existing system of interpretive panels located throughout the Town.

This RFP relates only to content development and graphic design. Fabrication and installation will be subject to a separate procurement process.

This RFP sets out the instructions for submitting proposals and procedures and criteria by which the successful Proponent may be evaluated, subject to the Town’s overriding discretion to determine what is in its best overall interests.

This RFP is a non-binding process. The successful Proponent may be invited to negotiate to enter into an agreement with the Town for the provision of Services.

The information contained in this RFP is supplied solely as a guideline for Proponents. While every reasonable attempt has been made to ensure its accuracy, the Town does not guarantee or warrant its accuracy.

1.2 Proposal Submissions

Any change notices, appendices and addenda issued for this RFP shall be considered part of this proposal document. The proposal is to be submitted, clearly marked with **“Interpretive Panels- Content Update and Graphic Design Services RFP”** and proposal document number **TOL2026004**, to Curtis Bell, Procurement Officer at 119 Cumberland Street, Lunenburg, NS, B0J 2C0 before the closing time on the closing date. Proponents must submit one (1) PDF copy via email to purchasing@townoflunenburg.ca. Erasure, overwriting or strike-outs must be initialed by the person signing on behalf of the Proponent. Proposals will not be accepted after the Closing Time. The Town shall have the right in its absolute and unfettered discretion to determine whether a proposal has been received prior to the Closing Time. Proposal prices must remain open and available for acceptance by the Town for 90 days after the Closing Time. All proposals shall become the property of the Town of Lunenburg. It is the responsibility of each Proponent to submit all required documents as outlined in this RFP. Failure to quote on all options set out may disqualify your proposal.

1.3 Irrevocable Offer

The Proponent hereby acknowledges that offers contained within your response to this RFP shall remain open for acceptance by the Town of Lunenburg for a period of not less than ninety (90) days from the Closing Time specified in Section 1.6. Proponents may not make modifications to their Proposals after the Closing Time.

1.4 Proposal Costs

The Proponent shall be solely and fully responsible for all costs associated with the development, preparation, transmittal, submission of proposal, and any work performed prior to official appointment by the Town of Lunenburg.

1.5 Municipal Contact for RFP

It shall be the Proponent's responsibility to clarify any points in question with the Town of Lunenburg prior to submitting the proposal. **Deadline for all inquiries is Tuesday February 3, 2026 at 2:00pm.** Inquiries regarding the specifications of the RFP and the RFP process should be directed to:

Name: Curtis Bell
Title: Procurement Officer
Email Address: purchasing@townoflunenburg.ca

If a Proponent discovers any inconsistency, discrepancy, ambiguity, error, or omission in this Request for Proposal, they must notify the Town of Lunenburg immediately in writing.

Any revision to this Request for Proposal will be issued as an addendum to all known potential Proponents.

Please check the Town website townoflunenburg.ca/purchasing.html to determine if any addendums have been issued prior to the submission deadline. RFP and addendums also posted on the Nova Scotia Procurement Portal, at <https://procurement-portal.novascotia.ca/>.

1.6 Opening

Proposals will only be received by:

Name: Curtis Bell
Title: Procurement Officer
Email Address: purchasing@townoflunenburg.ca

One (1) PDF copy of your proposal must be received by email prior to **2:00 p.m.** local time, **Monday February 9, 2026.** Proposals will be signed by an official authorized to bind the document. Proponents will provide the name(s), title(s), address, and telephone

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

number of the individual(s) to be contacted during the evaluation process. Proposals received later than the specified Closing Time may be returned unopened to the Proponent.

There will not be a public opening for this RFP. As this is a proposal document for which a number of criteria will be evaluated, only the names of the Proponents who have submitted a proposal will be identified after the opening, upon request.

1.7 Selection Process

Selection – Subject to Section 1.10 of this RFP, the Town will not necessarily accept the lowest price or any proposal. Any implication that the lowest price or any proposal will be accepted is hereby expressly negated. The successful Proponent(s) will be selected based upon evaluation criteria developed by the Town which in its sole discretion will determine the manner in which each response to this RFP meets the evaluation criteria. The proposal may be awarded to one Proponent only or more as the Town determines.

Evaluation Process

The evaluation process involves three stages:

Stage 1: Assessment of Mandatory Submission Requirements

Proposals received by the Submission Deadline will be assessed to determine which fulfill the mandatory submission requirements of this RFP. Proposals that are not completed in accordance with the requirements of this RFP will, in the Town's sole discretion, be disqualified and not evaluated further.

Stage 2: Evaluation of Proposals and Ranking of Proponents

Each Proposal that fulfills the mandatory submission requirements will be evaluated in accordance with the evaluation criteria. The evaluation committee reserves the right to perform any of the following and to take the information obtained into account in evaluating a Proposal:

- Seek clarification or verify information provided by a Proponent with respect to this RFP;
- Interview either via teleconference or at the Town's offices any or all of the Key Personnel proposed by a Proponent; and
- Request additional detail(s) on any element(s) of any submission(s).

Stage 3: Assessing Past Performance

A Proponent's record of past performance will be a factor in the Town's determination of the Proponent's qualifications to provide the Services. The record of past performance of the top-ranked Proponent will be assessed.

REQUEST FOR PROPOSALS
Interpretive Panels- Content Update and Graphic Design Services

The Town may, at its discretion, contact the references provided by the top-ranked Proponent and may consult those who have had dealings with the Proponent or proposed Sub-contractors. The Town may determine, in its sole and absolute discretion, that a Proponent's record of past performance is unsatisfactory based on factors which may include, but are not limited to:

(a) A Proponent or proposed Sub-contractor is debarred from participating in the public procurement process of any of the following:

- Another municipality in Nova Scotia;
- A department, branch or division of Nova Scotia;
- A Nova Scotia Crown Corporation or agency; or
- An academic institution, health authority or other entity providing education, health or social services funded by Nova Scotia.

(b) A Proponent's performance of a project or agreement for which a reference was checked by the Town was unacceptable, deficient, improper, incomplete or late according to such reference.

(c) A Proponent or proposed Sub-contractor is a party to a legal proceeding that discloses or concerns improper, incomplete or negligent implementation of a project or part of a project or failure to comply with the term or condition of the agreement governing the project, and such legal proceeding has been initiated by any of the following:

- Another municipality in Nova Scotia;
- A department, branch or division of Nova Scotia;
- A Nova Scotia Crown Corporation or agency; or
- An academic institution, health authority or other entity providing education, health or social services funded by Nova Scotia.

(d) A Proponent or proposed Sub-contractor has initiated a legal proceeding against any entity listed above, and the Town is of the opinion that its existence is likely to adversely affect working relationships under the Agreement.

If the Town determines that a Proponent's record of past performance is unsatisfactory, the Town may, in its absolute discretion, disqualify the Proponent and reject the Proposal. If a Proponent is disqualified on the basis of past performance, the Town may proceed to assess the past performance of the next-best-ranked Proponent.

Evaluation Criteria – Subject to Section 1.10 of this RFP, each response to this RFP will be evaluated by the Town to determine the degree to which it responds to the requirements as set out herein. Because this is an RFP other factors in addition to price will be considered when submissions are evaluated.

Please indicate any requirements not met in your proposal with a brief description and reasons therefor.

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

The Town will read, review and evaluate each proposal. The below evaluation criteria table should be used as a reference only. The Town may in its sole and absolute discretion use or alter the below criteria or use some other evaluation criteria in its entirety. Selected Proponents may be asked to make a presentation of their proposal to the Town's selection team.

Evaluation Criteria	Percentage
Knowledge, experience, and technical competence of the Proponent.	15%
Knowledge, experience, and technical competence of the proposed project team members as well as their ability to complete all RFP components.	25%
Demonstrated understanding of project, work plan, and methodology	25%
Price – value for money	25%
Project timeline	10%
TOTAL	100%

The selection team may make a recommendation to Town Council for the award of this RFP or components thereof.

1.8 Modification and Withdrawal of Proposals

Proposal prices must remain open and available for acceptance by the Town for 90 days after the Closing Time. Proponents may not make modifications to their proposals after this. Proponents will not have the right to change conditions, terms or prices of the proposal once the proposal has been submitted in writing to the Town. All proposals shall become the Town's property. It is the responsibility of each Proponent to submit all required documents as outlined in this RFP.

1.9 Requests for Information

All inquiries and requests for clarification ("Requests for Information") must be directed to the RFP Contacts and received in writing during the Request for Information Period, from the RFP release date to February 3, 2026 at 2:00 pm. If the Town, in its sole discretion, determines that a Request for Information will be of interest to all Proponents, it will be communicated via a written addendum prior to the Submission Deadline. The Town assumes no responsibility for verbal instructions and any such responses are only binding when confirmed by written addenda.

If a Request for Information is received after the Request for Information Period, the Town may respond but is not obligated to provide a response. If a Proponent has sent a Request for Information and has not received an acknowledgement, the Proponent should follow up with the RFP Contacts. The Town is not responsible if a Proponent's inquiry does not reach the Town by the close of the Request for Information Period.

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

1.10 Acceptance and/or Rejection of Proposals and Reservation of Rights

The Town reserves the right to:

- (a) make public the names of any or all Proponents;
- (b) waive minor formalities that do not constitute mandatory submission requirements or mandatory technical requirements;
- (c) verify with any Proponent or with a third party any information set out in a Proposal;
- (d) suspend or cancel this RFP at any time for any reason without penalty;
- (e) modify the terms of this RFP at any time in its sole discretion;
- (f) reject any and all Proposals or accept any Proposal or part thereof and may award all or a portion of the work to one or more Proponents;
- (g) accept a Proposal other than the highest scoring Proposal;
- (h) name a successful Proponent on the basis of initial offers received or to further request from Proponents a “best and final offer”;
- (i) reject any or all Proposals and to award the contract in its entirety, or in part, whichever, in its opinion, best serves the interests of the Town;
- (j) waive any informalities, formalities, technicalities or to reject any or all Proposals based on incomplete proposals, the Proponent’s lack of proven experience, performance on similar projects or the suitability of proceeding with the execution of the work;
- (k) reject the proposal of any Proponent if, after an investigation of the information submitted by the Proponent, the Proponent fails to satisfy the Town that the Proponent is properly qualified to carry out the obligations of the contract and to complete the work contemplated therein;
- (l) issue a new RFP for the same or similar Services;
- (m) amend the RFP by posting written addenda no later than 48 hours before the submission deadline, which Proponents are responsible for accessing and reviewing. RFP and addenda are posted at <https://www.townoflunenburg.ca/purchasing.html> and on the Nova Scotia Procurement Portal at <https://procurement-portal.novascotia.ca/>.
- (n) accept a proposal that is not strictly compliant with the instructions in the RFP document.

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

The Town is not under any obligation to award a contract and reserves the right to terminate this RFP at any time for any reason, and to withdraw from discussions with all or any of the Proponents who have responded. The receipt and opening of a proposal does not constitute acceptance of any proposal.

The Town reserves the right to negotiate, after the RFP Closing Time, with any Proponent to finalize service arrangements in the best interests of the Town. Any negotiations will not constitute a legally binding offer to enter into a contract on the part of the Town or the Proponent. Negotiations may include requests by the Town for supplementary information from the Proponent to verify, clarify or supplement the information provided in its Proposal or confirm the conclusions reached in the evaluation and may include requests by the Town for improved pricing or performance terms from the Proponent. The Proponent and the Town shall conduct all negotiations expeditiously. Should either party decide at any time that negotiations are not proceeding satisfactorily, either party may cease negotiations without prejudice.

The Town shall not be bound by trade or custom in dealing with and/or evaluating the responses to the RFP. The Town reserves the right to interpret any and all aspects of this RFP as may be most favorable to the Town.

Proponents will be deemed to have familiarized themselves with existing conditions and any other conditions which may affect performance of the contract. No plea of ignorance of such conditions as a result of failure to make all necessary examinations will be accepted as a basis for any claims for extra compensation.

The submission of a Proposal shall be considered agreement to all the terms and conditions provided herein. Any Proposal containing exceptions to the terms and conditions of the RFP or the resulting contract may be rejected by the Town for non-compliance.

Proponents hereby irrevocably waive any claim against the Town for compensation of any kind whatsoever as a result of its participation in or providing a response to this RFP process, including without limitation any claim for costs of proposal preparation or participation in negotiations, or for loss of anticipated profits, whether based in contract including fundamental breach, tort, equity, breach of any duty, including, but not limited to breach of the duty of fairness, breach of any obligation not to accept non-compliant proposals or any other cause of action whatsoever.

In submitting a proposal, the Proponent has accepted the reservation of rights as set out herein and agrees to be bound by same.

1.11 Governing Law and Jurisdiction

Any contract resulting from this RFP shall be governed by and interpreted in accordance with the laws of the Province of Nova Scotia. Any disputes shall be determined in the courts of Nova Scotia.

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

1.12 Proposal Form and Content

The attached Proposal Form (3.0) must be completed and submitted with all proposals for consideration. Failure to complete and submit the proposal form could lead to the rejection of the proposal.

The Proposal content should be organized in the same sequence as the Proposal contents set out below. Proposals may be given a lower evaluation rating if this sequence is not followed in content submission.

A Proponent should ensure that information provided in its Proposal is stated clearly and concisely. Simplicity and clarity of responses are important. Proponents should avoid including extraneous or irrelevant information.

The entire content of the Proponent's Proposal must be submitted in a "fixed form" in that the content of websites or other external documents referred to in the Proponent's Proposal but not attached will not be considered to form part of its Proposal.

Proponents are advised to carefully review the evaluation criteria set out in this RFP prior to preparing their Proposals in response to this RFP.

The Proposal should include the following:

- An organizational chart of the proposed project team;
- Must demonstrate team member(s) knowledge of accessibility such as the completion of the RHFAC training, or similar, and/or a combination of experience;
- Information about the Proponent's related municipal experience (including specific projects);
- Information about the Proponent's experience in providing services comparable to those requested in this RFP within the last 5-10 years; Including a minimum of two relevant project references. Proponents must provide the corporate contact information including name, title, organization, address, phone/cell and email.
- For the Proponent and each of the Sub-contractors, provide resumes for each of the key personnel listed (including those proposed to have direct responsibility to principal management of the Proponent), which includes commentary on their ability, expertise and suitability for the Services and ability to work collaboratively in providing the Services. Resumes shall include, at a minimum, the following:
 - Name and credentials;
 - Training and experience;
 - Position in firm; and
 - Area of practice in the firm

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

- The use of Sub-contractors is acceptable, provided the Sub-contractors report directly to the Proponent and the Proponent agrees to be held responsible for the actions and performance of the Sub-contractors and their respective officers, employees or agents. Sub-contractors, if to be used, must be identified in a Proponent's Proposal and cannot be changed without the approval of the Town. Where no list of Sub-contractors is submitted, it is deemed that the Proponent will use its own forces to perform the Services.
- Proponents should provide a detailed project work plan which outlines the deliverables to be provided, timelines, and the Proponent's methodology for proceeding with the various stages of the Services. The work plan should include sufficient detail to ensure that the merits of the work plan and the likelihood of success can be evaluated. It should further include information on specific activities, tasks and timeframes and allocated human resources for each activity and stage of the Services;
- Services that do not directly meet the Services requested, but which the Proponent feels will benefit the Town's strategic or operational objectives, should be submitted under a separate section labeled "Additional Services" and priced separately in the Proponent's cost submission;
- Proponents should describe their project management methodology, including:
 - Methods of cost control throughout all stages of providing the Services;
 - Method of schedule control throughout all stages of the Services, including but not limited to, establishing and tracking of milestones, provision of adequate consultant resources to the project within the current and future workloads of the Proponent and Sub-contractor entities; and
 - Information on monitoring and reporting systems, performance measurements and quality control.
- Proponents are encouraged to prepare a Proposal that will provide the best possible results. Proponents should provide a detailed assessment of the potential risks and a mitigation plan for ensuring the Services are delivered in accordance with the requirements of this RFP.
- Provide a total detailed estimated cost including fees, expenses, and disbursements. Provide a schedule of fees for professional services, plus disbursements, including an estimate of the amount of time each member will devote to a particular task, and an estimate cost of each budget item.

1.13 Freedom of Information and Protection of Privacy Act

The Town of Lunenburg is subject to the Municipal Government Act provisions relating to the freedom of information and protection of privacy provisions Freedom of Information

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

and Protection of Privacy Act (FOIPOP) and associated Provincial legislation. Any proposal submitted to the Town may be required to be disclosed publicly if any request is to be made under FOIPOP. All proposals received in response to this RFP will be considered public.

1.14 Insurance Requirements

The successful Proponent shall at its own expense obtain and maintain until the completion of the contract and provide the Town with a Certificate of Insurance providing proof of:

- a. Professional Liability insurance covering the work and services described in this Agreement for an amount not less than \$2.0 Million per occurrence;
- b. Comprehensive General Liability insurance for an amount not less than \$2.0 Million per occurrence;
- c. Automobile Liability insurance for an amount not less than \$2.0 Million covering all vehicles used in any manner in connection with the performance of the work described in this RFP.

1.15 Conflict of Interest

The Proponent warrants that no conflict of interest exists with any Town staff, Council or Committee member regarding their RFP submission or with the Town's evaluation process. Should a conflict of interest exist or arise, the Town at its sole discretion may disqualify the proposal submission and/or contract as applicable.

1.16 Nova Scotia Worker's Compensation

The successful Proponent must be registered and remain in good standing with NS WCB throughout the term of a contract issued pursuant to this RFP.

1.17 Human Rights Act

The successful Proponent shall ensure full observance of the NS Human Rights Act in all dealings related to this project.

1.18 Ownership of Data and Information

All data, other information and all resulting reports and materials prepared by the successful Proponent shall be the exclusive property of the Town who reserves ownership rights to all ideas, plans, concepts, etc.

1.19 Representations and Warranties of the Proponent

By submitting a proposal, the Proponent represents and warrants that:

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

- (a) It has read, understood and considered this RFP and all associated addenda prior to the Submission Deadline.
- (b) Such Proposal is genuine and not false or collusive or made in the interest or on behalf of any person not therein named, and that the Proponent has not, directly or indirectly, induced or solicited any other Proponent to put in a false bid, or any other person, firm or corporation to refrain from bidding, and that the Proponent has not in any manner sought by collusion to secure to the Proponent an advantage over any other Proponent.
- (c) It has sufficiently informed itself in all matters affecting the performance of the work or the furnishing of the labour, supplies, materials, equipment or service called for in the procurement documents.
- (d) It has checked its Proposal for errors and omissions.
- (e) The amounts stated in its Proposal are correct.
- (f) It is familiar with and will abide by all Federal and Provincial laws and regulations and all bylaws and policies of the Town that may affect the performance of the Proponent in fulfilling the contract or the persons engaged or employed in the performance of the Agreement, including but not limited to the NS Environmental Facility Classification Standards, the provincial erosion and sedimentation control measures/guidelines, all environmental legislation and guidelines, and any other such legal requirements that are relevant to the Services.

1.20 No Contract “A” and No Claims

This RFP process is not intended to create and shall not create a formal, legally binding bidding process and shall instead be governed by the law applicable to direct commercial negotiations. For greater certainty and without limitation:

- (a) This RFP shall not give rise to any Contract “A” based tendering law duties or any other legal obligations arising out of any process contract or collateral contract; and
- (b) Neither the Proponent nor the Town shall have the right to make any claims (in contract, tort or otherwise) against the other with respect to the outcome of the RFP process, including any decision by the Town to enter into an Agreement with a Proponent, any decision by the Town not to enter into an Agreement with a Proponent or a decision by a Proponent to withdraw its Proposal.
- (c) The Town makes no guarantee of the value or volume of work to be assigned to the successful Proponent. The Agreement may not be an exclusive contract for the provision of the described Services. The Town may contract with others for

REQUEST FOR PROPOSALS

Interpretive Panels- Content Update and Graphic Design Services

goods and services the same as or similar to the Services or may obtain such goods and services from the Town's own resources.

2.0 SPECIFICATIONS AND REQUIREMENTS

2.1 Background and Overview

The Town currently has nineteen (19) interpretive panels located throughout the community.

The existing bases and mounting systems will remain in place.

The existing themes and narratives are generally not intended to be replaced; however, content requires updating to reflect contemporary perspectives, accessibility standards, and inclusive interpretation practices.

The Town seeks to align updated panels with contemporary best practices in heritage interpretation, including principles articulated in the Parks Canada Framework for History and Commemoration, where applicable.

2.2 Scope of Work

The objective of this project is to:

- Update and refine existing interpretive content (not a full rewrite) for up to nineteen (19) panels. Wholesale replacement of content is not anticipated. The Town reserves the right to reduce the number of panels to align with budget and project priorities.
- Improve accessibility and legibility. Designs must follow modern accessibility best practices and inclusive interpretation standards.
- Integrate Mi'kmaq and other historically underrepresented communities where appropriate
- Maintain bilingual presentation
- Develop and deliver cohesive, contemporary design system suitable for outdoor fabrication and compatible with existing mounting systems.

The successful Proponent may also be required to provide additional services as may be agreed upon in writing by the successful Proponent and the Town in accordance with the Agreement.

3.0 PROPOSAL FORM

NAME OF PROPONENT: _____

Do not include HST in the Amount of Proposal. All of the below pricing is to be in Canadian Dollars.

Amount of Proposal..... \$ _____

Per-Panel Pricing..... \$ _____

HST..... \$ _____

Total..... \$ _____

Please attach the following additional information:

- Organizational Staffing Chart
- Information about Related Municipal Experience
- Information about comparable service in the last 5-10 years
- Two relevant work references and contact phone numbers.
- Resumes of Key Personnel
- Detailed Work Plan (including design and engineering deliverables)
- Project Timeline, including start and end time required to complete the work and/or deliver goods.
- Description of Project Management Methodology
- Risk and Mitigation Plan
- Detailed Pricing Schedule
- Certificates of insurance as detailed in Section 1.14
- Letter of good standing from NS WCB per Section 1.16

Mailing Address _____

Phone Number _____

Email Address _____

Signature _____

Print Name & Title _____

Date _____

Details of Proposal – please attach your submission details as required in this RFP.