

Valley Transportation Services

RFP for Consulting Services for Logo and Branding Consideration for Valley Transportation Services

Answers to Questions Received:

March 28, 2011

The following questions have been received from interested proposers. Answers are provided to each question. These answers are being provided to all interested proposers.

- Please clarify your expectations of how extensive the “website design” needs to be. What does template mean?
 - ✓ Graphic layout (example: pdf) or fully functional prototype? If prototype, would you like a timeline and bid on 2-stage development: brochure/information-style only (Phase I) and added functionality of scheduling, other interactive content (Phase II)? Or do you expect it to all be done at once?

Response: Website design should be sufficiently detailed as to allow implementation from a final graphic layout. Recommendations regarding website implementation are desired as part of the final consultant offering.

- ✓ Are photos and content being provided, or are we to use sample photos and written content, or are we to provide original writing, photography and graphics?

Response: Most original website content will be provided by Valley Transportation Services. Recommendations for content both written, photo, and other graphics should be provided by the consultant.

- ✓ Have you purchased a domain name?

Response: Valley Transportation Services has secured the following domain names: valleyctsa.com, valleyctsa.org, valleyctsa.biz, and valleyctsa.net. The plan at the moment is to use valleyctsa.com as the official domain name. However, because the domain name will not be widely used prior to completion of the project, Valley Transportation Services would entertain alternative domain name options.

- ✓ Have you chosen a hosting service? Could we suggest hosting services or are you required to use specific internet providers?

Response: Valley Transportation Services has selected Network Solutions as the hosting service at this time.

- ✓ What is the interactive content you envision on your website? Please give some example activities you anticipate users would like to see and use.

Response: The website will largely be for information purposes initially. Thus interactive capability is not required immediately. However, in the future the agency may desire to have the capability for consumers to register for travel training services or other services managed by the agency.

- ✓ Will there be any e-commerce conducted on the website? (purchasing tickets, etc.)

Response: E-commerce may be desired at some future date. However, no such usage is envisioned at this time.

- Could you please clarify under Services, Paragraph 2 what do you see as the difference between “final design” vs. “working templates”?

Response: The consultant is expected to provide final design of the items specified in the RFP. Working templates are tools, documents, formats, etc. that are intended to be production ready for the various items specified. Production itself is not part of this solicitation.

- The proposal asks for detailed printing production costs. However, there is no limit to the potential number and variety of printed materials and other collateral materials that could be expected.

- ✓ Please clarify what the printing / production budget needs to cover with a detailed list of items you would like budgeted, including quantities for each.

Response: Valley Transportation Services is seeking advice and assistance regarding production costs. Thus, the consultant is asked to provide sample print or production

quotes. Based on the consultant's expertise, sample price quotes for production in various quantities would be helpful.

- ✓ Are you expecting the successful bidder to manage the printing process within the scope of this project? (printer choice, paper / cardstock selection, press check, etc.)

Response: The consultant is not expected to manage the printing process. Should such services be desired, Valley Transportation Services will address this assistance as a separate item.

- ✓ Please clarify expected iteration of decals. How many designs are expected in the deliverables of this project?

Response: Valley Transportation Services is seeking design options for decals which might be used to identify vehicles operated by the agency or by other agencies on behalf of VTS. The task is to propose graphic presentations that could be used on vehicles. This tasks will be further defined with the consultant following selection.

- Under Scope of Services, the RFP describes "working with VTS Staff and selected board members." Do you envision a need to interview other stakeholders?

Response: The RFP envisions only working with staff and Board Members and does not include interviews with additional stakeholders.

- When will notification of award take place?

Response: Action to award a contract for this project is expected at the Valley Transportation Services Board of Directors meeting on April 27. Staff expects to notify the successful consultant that day.

- When will firms be notified if they are invited to interview?

Response: Firms will be notified of interviews during the week of April 11. Every effort will be made to allow maximum time for any necessary preparation including possible travel.

- Is the interview date fixed or would VTS consider interviews on April 19th and/or 20th?

Response: As a result of other schedule commitments, the interview date is set for April 18. No change in the date is anticipated. However, Valley Transportation Services will discuss this with firms in cases where this may be a hardship.

- Do all members of the team need to attend the interview?

Response: Firms being interviewed may involve any member of the team in the process that they wish. Only the project leader must participate.

- Please clarify that this is a 3-month contract, start to finish.

Response: Valley Transportation Services has established a three month period for completion of this project. If a proposer believes that completion of all tasks will require additional time, this should be discussed in the proposal. There is no guarantee that the deliverable calendar will be extended.

- How many onsite visits / days on site do you envision?

Response: A total of three (3) on-site visits are envisioned. These would be to meet with various representatives to develop the concepts, etc., and at least one (1) meeting at the conclusion of the project to make a presentation to the Board of Directors. The consultant may propose additional visits as needed.

- How will this project be invoiced/paid? (monthly? incremental?)

Response: The consultant is to invoice upon the completion of each task.