

**RFP #21-08: Schedule Production Contractor**  
**Pre-Proposal Conference Notes**  
**Q & A**

**Pre-proposal Conference**

**Wednesday, March 3, 2021, 10 a.m.**

**In Attendance:**        **Althea Evans, PRTC Director of Marketing and Communications**  
                              **Alyssa Ludwiczak, PRTC Public Relations Specialist**  
                              **Charles Kent, PRTC Graphic and Web Designer**  
                              **Cynthia Porter-Johnson, PRTC Project Manager, Transportation**  
                              **Administration**  
                              **Marisa Golden, Smartmaps, Inc.**  
                              **Philip Riddle, Taylor Corporation**  
                              **Sharon Anderson, Taylor Corporation**

**Althea Evans:** Made presentation outlining purpose of the RFP and overview of required work and associated tasks – see attached PowerPoint presentation.

**Questions & Answers at Pre-Proposal Zoom Meeting**

**Q:** Will the slides from today's presentation be available?

**A:** Yes, when we send responses.

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**Q:** Should we send our answers about whether we are Disadvantaged Enterprise eligible to Cynthia Porter-Johnson?

**A:** Yes, send information to Cynthia.

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**Q:** In regards to distributing products in packs of 50 – should we send all of them at one time, or is it fulfillment on demand?

**A:** Send them all at once.

## Questions Submitted Via Email

**Q:** Will you provide print ready artwork for print production? If no, please elaborate in detail what prepress graphic support is required.

**A:** The successful offeror will be required to design and/or update the schedule brochure files. Once PRTC has approved the files for production, the contractor must handle on the necessary prepress production tasks.

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**Q:** What is the paper stock for the 6 panel brochures? Bleeds Y or N

**Q:** What is the paper stock for the 8 panel brochures? Bleeds? Y or N  
What type of fold? Roll, Gatefold etc.?

**A: This answer applies to all the schedule brochures.** All schedule brochures are printed on 70# silk text and they all have a bleed. The schedule brochures are all 9.25 wide with lengths that vary by 3.5 inch panels and all have a final fold of 9.25 x 3.5. The 28" Schedule Brochures fold in the following manner:  
- 9.25 x 28 trim, with final folded size 3.5 x 9.25; fold in 1/2 to 9.25 x 14 + fold in 1/2 to 9.25 x 7 + fold in 1/2 to 9.25 x 3.5.

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**Q:** What is the paper stock for the system map brochure? Bleeds? Y or N

**A:** The system map brochure is printed on 70# silk text and has a bleed. It is 19.5 x 27, with final folded size 3.9 x 9. It folds as follows:

- 1st fold: Accordion\* to 19.5 x 9
- 2nd fold: 2 end panels fold in to 11.7 x 9; letter fold to 3.9 x 9

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**Q:** Will you provide all print ready material for the maps? Does this involve interfacing with esri system?

**A:** No, the contractor will be tasked with creating the design and layout of the schedule brochures and bus stop display items. They are welcomed to use whatever mapping system works best for them as part of the design process.

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**Q:** Can you provide more details around a seat notice or a sample of it?

**Q:** Can you provide more details around web notice/announcement or a sample of it?

**Q:** Can you elaborate more on what type of social media content you want a sample on.

**A:** At the top of page 19 of the RFP -- continuation of Part 3, items "a" through "d" -- lists work samples that should be submitted. Those items were listed in error and are not required to be submitted. See the RFP 21-08 Addendum No. 1 for revised requirements.

## **Other General Information**

**Brochures:** While the finished size of the brochures must maintain the current specs, as there are custom-designed brochure holders on-board all OmniRide buses, we are open to other recommendations for other paper stocks, inks, etc.

**Information Displays:** Displays are produced in two different sizes – 20  $\frac{3}{4}$  X 27  $\frac{1}{4}$  for bus shelters and 9 X 24  $\frac{1}{2}$  for polecubes. They are currently printed on archival paper, in permanent inks, then get laminated on both sides with 10 mil UV lamination.