

Press Ready RTP Document Design - Request for Proposal

From: Kory Iman

Date: September 2, 2019

Re: Press Ready RTP Document Design

MAG (Mountainland Association of Governments) is seeking to graphically enhance its current Regional Transportation Plan (RTP) Document and create a press-ready file to be printed professionally. The current RTP document can be found here:

<https://mountainland.org/img/transportation/TransPlan50/TransPlan50.pdf>

SUMMARY INFORMATION	
Project: MAG - Press Ready RTP Document Design	
Location	Orem, Utah
Project Manager Contact	
MAG Project Manager (PM)	Kory Iman
PM Phone No.	801-229-3823
PM Email Address	kiman@mountainland.org
Instructions	
Date Sending Request to Consultants	September 2, 2019
Submission Deadline for Request for Proposal.	September 12, 2019, by 3:00 P.M. MST
Submittal Instructions	Submit an electronic or written proposal of the RFP to the MAG Project Manager, no later than 3 p.m. on September 12, 2019 (acknowledgment of receipt will be sent). RFPs will not be accepted after the 3 p.m. deadline.



1. Guide to this RFP

MAG seeks the development of a professionally designed RTP Document similar to our past TransPlan40, located here (<https://mountainland.org/img/transportation/TransPlan40/TransPlan40.pdf>) Questions regarding our RFP can be directed towards Kory Iman at kiman@mountainland.org.

2. Organization Background

MAG's responsibilities include administration of the Metropolitan Planning Organization (MPO) for Utah County, Area Agency on Aging for the three-county region, Community & Economic Development for all three-county region, and Rural Planning Organization in Wasatch County (RPO).

3. Project Overview

MAG produces an RTP document every four years. This plan is utilized to communicate future transportation needs and vision for Utah County over the next 30 years. MAG has found great success in taking the executive summary portion of its RTP document and converting it into a graphically pleasing, professionally printed document. MAG is looking to replicate this success by utilizing the TransPlan40 document template to update its current RTP document. MAG will provide the previous TransPlan40 InDesign file, all the text, photos, graphics, maps, etc to compile the new document.

4. Project Goals

MAG is seeking an experienced vendor with the ability to visually enhance and strengthen the ability of our RTP document to communicate the established needs and vision to the public and to decision-makers and prepare it to be professionally printed.

5. Scope of Work

MAG's TransPlan40 document will be utilized as a guide in developing the new RTP document.

- a. An example document (TransPlan40) is available online at <https://mountainland.org/img/transportation/TransPlan40/TransPlan40.pdf>
- b. An example of the Fold-out Cover (described below) is available online at https://mountainland.org/img/transportation/TransPlan40/TP40_CoverFlat.pdf

The final document (sized at 8.5" x 11") will contain the following:

1. Cover - containing the following information:
 - a. Title: TransPlan50
 - b. Subtitles: Regional Transportation Plan and 2019 - 2050 Plan for the Provo/Orem Metropolitan Area
 - c. MAG Logo (following MAG's Style Guide at www.mountainland.org/logo)
2. Fold-out Cover containing 3 panels: (see TransPlan40 document for example)
 - a. Panel content will be discussed after the contract is awarded.
3. Goals
4. MAG Regional Planning Committee
 - a. List of Regional Planning Committee Members
5. Metropolitan Planning Organization
 - a. List of MPO Management Staff
 - b. List of MPO Planning Staff
6. Table of Contents
7. Main Body of the Document (43 +/- pages)
 - a. Chapter 1: Overview
 - b. Chapter 2: Update the Regional Highway System to a Metropolitan Grid-based Network
 - c. Chapter 3: Explore Additional Freeways, Add Capacity
 - d. Chapter 4: Create a Robust Regional Transit Network
 - e. Chapter 5: Build a Regional Connected Active Transportation System
 - f. Chapter 6: Preserve What We Have
 - g. Chapter 7: Needed Highway, Transit, and Active Transportation Projects

8. Back Pocket to hold a pullout poster map.
 - a. Pullout poster map will be sized - folded 7" x 10" and unfolded 20" x 28".
 - b. MAG will develop the pullout poster map.

Special Note: MAG's style guide will be utilized in the development of this document.
(www.mountainland.org/logo)

6. Technical Requirements

The successful vendor will be able to::

1. Layout our RTP document in a graphically pleasing manner.
2. Provide final document layout in a press-ready format (InDesign & PDF) for high-end printing.
3. Convert or rebuild charts, graphs, and other document elements for high-end printing.
4. Utilize the most current high-end graphic software (Adobe Illustrator, Photoshop, & InDesign) to develop the document.
5. Effectively communicate and present graphical concepts designs and ideas.

7. Budget

Include a complete budget for the development of the press-ready RTP document.

8. Project Timeline

September 2nd to the 12th - RFP submissions will be accepted.

September 16th to 19th - Committee will meet to select a vendor.

September 23rd - Vendor will be informed of selection.

October 1st to 31st - Document Development.

November 4th - Delivery of Press-Ready Document.



9. Criteria for Selection

Each vendor will need to submit a proposal limited to 10 pages covering the selection criteria listed below by September 12th, 2019 no later than 3 pm.

Selection Criteria - 100 points possible

1. One-page cover letter
2. Vendor experience producing professionally printed materials (20 pts).
3. List of software packages & versions that will be utilized to complete this project (20pts).
4. Provide samples of professionally printed materials (40 pts).
5. Budget to develop the press-ready RTP document (20pts).