

5. SECTION B - SCOPE OF SERVICES:

5.1. Background

- 5.1.1. Montgomery County Maryland is seeking responses from graphic design firms to design and/or update and print local neighborhood bus route maps, customer timetables, transit information aids, station information aids, and a transit system map for a transit system with up to 85 routes. There are currently 79 active routes which will expand to 85 routes in the future.
- 5.1.2. Ride On, also known as Montgomery County Transit (MCT), provides bus transportation services throughout Montgomery County, Maryland, which is adjacent to the nation's capital, Washington DC. MCT operates fixed route services including feeder services to the stations of Metrorail and MARC (Maryland Area Regional Commuter) rail, situated in the County. All but three of Ride On's weekday routes connect to at least one rail station. Daily boarding is currently averaging 45,000 + per weekday.
- 5.1.3. Montgomery County has installed 500 bus shelters and anticipates the future construction of up to 150 additional shelters. The bus shelters will accommodate a frame to hold a local neighborhood map on its back panel. The dimensions of the frame are approximately 25.25" x 37.5". Also, each shelter includes an information totem display panel that has three double-sided openings for the insertion of transit information aids. The double-sided openings accommodate 11" x 17" informational material. The information totem display panel is protected by glass panels and is a weather-proof design. Montgomery County also desires to design and/or update a system map, local neighborhood bus route maps, station information aids and transit information aids to effectively communicate transit information to its customers.
- 5.1.4. MCT wants to take advantage of this opportunity to design and/or update local neighborhood maps and transit information aids for its bus shelters and informational aids for transit stations including designing/updating the existing customer pocket timetables and system map. Updates would be changes or additions to an existing document. Design would be the creation of a new document.
- 5.1.5. MCT's goal is to make all transit informational material consistent in content and appearance. MCT would like to capture consistent branding between the design of the maps and informational material for the bus shelters and the design of customer pocket timetables and the system map that are distributed on buses, mailed to customers and displayed throughout Montgomery County's transit community.
- 5.1.6. MCT' s goal is to exceed the existing standard for customer timetables in the Washington Metropolitan region.
- 5.1.7. Montgomery County, Maryland is requesting proposals from qualified firms in order to negotiate a contract which best serves the needs of the MCT based upon the Scope of Services presented in this Request for Proposal. The successful Offeror will be required to comply with all Montgomery County regulations, which are included in this document. The successful Offeror must strictly adhere to the guidelines presented in this document.

5.2. Intent

- 5.2.1. MTC is seeking proposals from a qualified firm to consistently provide high quality design and to create and/or maintain a graphic identity, maintaining and enhancing the Ride On graphic identity across projects, so that individual pieces have both identity and cohesiveness. Experience in providing promotional/marketing pieces is required but because the projects are heavily map and timetable driven, evidence of excellence in map and timetable-based design is a must. Familiarity with public transit operations and experience in producing publications for the public transportation industry is essential.
- 5.2.2. MCT is seeking a firm that can provide fast turnaround and produce projects on schedule and within budget. The Contractor must be willing to provide an individual who will serve as the representative for this project and who will work with a project manager at MCT.
- 5.2.3. The Contractor must have the capacity to produce quality work and follow that work through from conceptual development to final design and production. The Contractor must be able to provide the following services: account/design coordination through a single contact person; creative input (theme, marketing approaches, communications strategies); design, coordination and supervision of photo shoots and artwork creation; typesetting from copy; copy editing; proofreading; preparation of design for production; purchase and supervision of printing services and shipping/delivery services

5.3. Scope of Services/Specifications/Work Statement

5.3.1. Local Neighborhood Map

- 5.3.1.1. The Contractor must have the ability to design and/or update up to approximately 650 different local neighborhood bus [base] maps to be installed in 25.25" x 37.50" frames (by existing Contractor) in bus shelters (one per shelter). The bus shelters will accommodate a frame to hold a local neighborhood map on its back panel. The dimensions of the frame are approximately 25.25" x 37.50". Visible area is 23.50" x 35.50". An existing MCT Contractor will install all bus maps on Montgomery County owned bus shelters. The maps will contain a 1-mile x 1-mile layout of the neighborhood surrounding the bus stop.
- 5.3.1.2. MCT anticipates that up to 650 of these maps may need to be designed or redesigned and/or updated in order to cover the entire Montgomery County transit service area. Several bus stops and routes will be captured in each map to give customers a sense of the neighborhood surrounding the bus stop. The map design must be similar to the local area maps that Montgomery County currently uses in its bus shelters (County will also provide samples to the Contractor). The Contractor should use the existing Montgomery County System map, Neighborhood Maps and Transit Information Aides as a guide for designing and/or updating and producing the local neighborhood bus maps. However, MCT is open to recommendations from the Contractor for the creation and production of maps in this project. Recommendations are subject to approval by MCT.
- 5.3.1.3. The maps must contain local neighborhood information, so each map will be customized to show the routes that serve that bus shelter and routes that are in the surrounding area. The maps must also include a **"You Are Here"** symbol to communicate to customers where they are in relation to the surrounding area. The maps must be designed to show bus routes as lines in the middle on the streets indicated on the map. Thus, the streets indicated on the map must be in white and wide enough to show lines for the bus route(s).
- 5.3.1.4. Local Neighborhood Maps on bus shelters will contain at a minimum the following primary information:

- 5.3.1.4.1. Bus routes operated in the local neighborhood area
 - 5.3.1.4.2. Other bus stops in the local neighborhood area
 - 5.3.1.4.3. Current street network
 - 5.3.1.4.4. Transfer points.
 - 5.3.1.4.5. Map location identifier number (relative to system map)
- 5.3.2. Offeror must submit samples of maps that demonstrate their ability to interpret schedule information into graphic format. The samples should include mapping information in a stop-specific format.
- 5.3.3. Contractor must have in-house capability to create, update, edit, refine, modify and produce high resolution computerized digital maps. The Contractor must utilize the latest version of Windows based or cross platform industry-standard software, (e.g. Adobe illustrator or FreeHand) for the design of the MCT bus maps. The Offeror must identify all software that will be used in the response to this proposal for final approval by MCT.
- 5.3.4. At the direction of the MCT project manager, the Contractor will coordinate with appropriate governmental agencies for information pertaining to the current road network, and landmarks to be illustrated on the bus maps. The Contractor must provide staff with comprehensive knowledge of the MCT route system to develop a directory of bus service in an Excel spreadsheet format for each of the appropriate (up to 650) local neighborhood bus maps using the most recent update of bus maps, timetables, route descriptions and other information provided by MCT. All work related to the development of bus service directories will be subject to MCT approval.
- 5.3.5. The Contractor must ensure that all design elements listed below including bus routing, bus stop locations and transfer points for MCT service and other providers are incorporated and must check for any changes in major destinations.
- 5.3.6. The elements listed below are considered critical for updating and/or creating the base map. They must be considered as a minimum or "starting" point. MCT may request other additional major landmarks- or information to be illustrated on the maps. If the Contractor provides an update, i.e. adding "a landmark", that landmark must appear on all future deliverables. Contractor may incorporate or suggest any other design elements that improve the usability of the base map.
- 5.3.6.1. All MCT bus routes
 - 5.3.6.2. All routes identified to the following regional bus carriers (to be provide by MCT) including:
 - 5.3.6.2.1. Washington Metropolitan Area Transit Authority
 - 5.3.6.2.2. Maryland Transit Administration
 - 5.3.6.2.3. Prince George's County The Bus
 - 5.3.6.2.4. University of Maryland Shuttle Service
 - 5.3.6.2.5. Connect A Ride
 - 5.3.6.2.6. Metrorail stations
 - 5.3.6.2.7. MARC Stations
 - 5.3.6.2.8. Greyhound Stations
 - 5.3.6.2.9. Amtrak Stations
 - 5.3.6.2.10. Hospitals
 - 5.3.6.2.11. Colleges and Universities
 - 5.3.6.2.12. Schools
 - 5.3.6.2.13. Montgomery County Fire Stations
 - 5.3.6.2.14. Governmental offices including libraries, Regional Service Centers, etc.

- 5.3.6.2.15. Parks
- 5.3.6.2.16. Bike Trails
- 5.3.6.2.17. BikeShare Stations and kiosks
- 5.3.6.2.18. Bodies of Water
- 5.3.6.2.19. Legend
- 5.3.6.2.20. North Arrow
- 5.3.6.2.21. Map Scale
- 5.3.6.2.22. How to use map and director of bus service information
- 5.3.6.2.23. MCT website address
- 5.3.6.2.24. Customer service telephone numbers.

5.3.7. The following information must be modified for each bus shelter:

- 5.3.7.1. Placing the “You Are Here” arrow to reflect the location of the bus shelter
- 5.3.7.2. Highlighting bus routes that service that bus shelter [The Contractor must utilize larger font sizes for routes origination and destination points to provide for extra emphasis]
- 5.3.7.3. Adding arrows indicating the direction that the bus will be traveling where the direction is crucial to a rider's understanding of where to wait for the bus.
- 5.3.7.4. Major points of interest served by all routes that service that bus shelter in addition to the list on the previous page, e.g., major shopping malls
- 5.3.7.5. Map identification number

5.3.8. The Contractor must provide for customers with low vision. Character size must be at least 10-point type and route numbers must be at least 30-point type. The Contractor must provide for customers with low vision by recommending a design for a neighborhood map that is ADA compliant and can be provided by MCT to visually impaired customers at their request. Refer to the link for the ADA standards, https://www.ada.gov/2010ADASTandards_index.htm.

5.3.9. Customer Timetables (“Pocket Timetables”)

- 5.3.9.1. MCT’s goal is to improve the overall readability, functionality and content of the customer pocket timetables. The Contractor must design and/or update customer pocket timetables that are consistent in content and appearance with current pocket timetables and maps designed for the bus shelters. Each individual customer pocket timetables must have consistent content. The design of the customer pocket timetables must be similar to current pocket timetables in order to accommodate the required font sizes and content and must fold into a manageable 8.5” x 3.5” sized brochure.

5.3.10. The Contractor will recommend the most effective layout for transit information in the customer timetable including the placement of:

- 5.3.10.1. Maps
- 5.3.10.2. Schedules
- 5.3.10.3. Legends
- 5.3.10.4. How to ride guides
- 5.3.10.5. How to use customer timetable
- 5.3.10.6. Disabled rider information
- 5.3.10.7. Fare information
- 5.3.10.8. SmarTrip® information and other transit related ads

5.3.11. A route map will be incorporated in the timetables and should be consistent in design with the local neighborhood maps, and transit information aids used at bus shelters. The route map must include:

- 5.3.11.1. Route number
 - 5.3.11.2. Illustration of the route, including major streets that the route travels on or intersects
 - 5.3.11.3. Bus stops and transfer points as practicable (if bus stops at every corner or otherwise frequently, state this or the map)
 - 5.3.11.4. Major landmarks the route serves
 - 5.3.11.5. Timepoints, marked with a circle and a letter or number label that can be matched to a labeled column in the timetable.
 - 5.3.11.6. Routes that have occasional variations must be indicated with a dashed, dotted or other line patterns and a notation in the timetable.
- 5.3.12. The Contractor must provide for customers with low vision. Character size must be at least 10-point type and route numbers must be at least 30-point type. The Contractor must provide for customers with low vision by recommending a design for a customer timetable that is ADA compliant and can be provided by MCT to visually impaired customers at their request Refer to the link for the ADA standards https://www.ada.gov/2010ADASTandards_index.htm
- 5.3.13. The Contractor will make recommendations for the use of a legend with the bus route map included in the customer timetable: The Contractor must consider what is being illustrated on the bus route map when making a recommendation for the use of a legend. If the map is simplistic, then a legend may not be required.
- 5.3.14. The Contractor will make recommendations for the layout of the schedules. The Contractor's recommendations must include the most effective way to identify and layout:
- 5.3.14.1. "A.M./P.M" or "Morning/Afternoon/Evening" schedule designations
 - 5.3.14.2. Weekday, Weekend and Holiday schedules
 - 5.3.14.3. Direction of travel where the direction is crucial to a rider's understanding of where to wait for the bus.
 - 5.3.14.4. Arrival times at labeled timepoints in route map.
- 5.3.15. The Contractor will make recommendations for the layout of stop alignment in the customer schedule. The Contractor will recommend whether timepoints or bus stops in vertical form (from top to bottom) or in horizontal form (from left to right) works best for the overall design layout and readability from a customer's perspective. The Contractor will recommend and incorporate methods to visually separate rows or columns in the customer schedule.
- 5.3.16. Transit Information Aids ("Totem Panel Information")
- 5.3.16.1. The Contractor must design transit information aids that are consistent in design with the local neighborhood maps and the customer timetables and fit into the three (3) double-sided openings of the information totem display panel of the bus shelters. Each opening accommodates 11"x 17" informational material. Three (3) of the 11"x 17" openings are displayed on the outside of the bus shelter and three (3) are displayed on the inside of the bus shelter, resulting in a total of six (6) openings that can be used to display transit information to customers. Drawings of the information totem display panel are included in Attachment F.
 - 5.3.16.2. The goal of the MCT is to communicate consistent transit information to customers that transitions from the individual customer timetable brochures that customers carry for their personal use to the information aids created for the bus shelters. The Contractor will make recommendations as to what transit information should be included in each display panel opening and make recommendations for the placement of that transit information in order to achieve the most effective communication of transit information to

MCT customers. At minimum, the information totem panel must include individual timetables and maps of routes that service the stop. The routes must indicate direction of travel and must differentiate the route before and after each stop (e.g. shading). Routes that have occasional variations will be indicated with a dashed, dotted or other line pattern and a notation in a legend. [Note: The elements listed below are considered critical for the transit information aids. They should be considered as a minimum or "starting" point. Offeror may incorporate or suggest any other design elements that improve the usability of the transit information aids.]

- 5.3.16.3. Site Specific Timetables and Maps with the bus routes serving the stop highlighted
- 5.3.16.4. Disabled rider information
- 5.3.16.5. How to Ride information
- 5.3.16.6. Fare information
- 5.3.16.7. SmarTrip® information
- 5.3.16.8. Transit Alerts/Schedule Changes
- 5.3.16.9. Montgomery County Announcements
- 5.3.16.10. Calendar of Events,
- 5.3.16.11. Legend
- 5.3.16.12. Route service notations

5.3.17. The Contractor must design transit information aids that can be reproduced in large and small scale without loss of clarity on a variety of materials for use on bus shelters and design materials.

5.3.18. Examples of the current transit information aids that are displayed and provided at bus shelters are included in Attachments D - Ride On Transit Neighborhood Map, E – Ride On Transit Customer Timetable, and F – Ride On Transit Info Aid Totem Panel Sample (ALT Version).

5.3.19. System Map

5.3.19.1. The Contractor must develop and or update a system map to be distributed to customers refer to System Map sample, Attachment G. The system map must be in English and Spanish. The system map will shall be a full color, two-sided map that will fold into a manageable 8.625" x 3.5" size brochure for customer use. The unfolded dimensions of the system map must be 26" x 24.5". One side will be filled with a large map and insets, the other side will be informational and must include the front and back cover panel. The Contractor must include all design elements used to create. the local neighborhood maps into updating and creating the system map. MCT's goal is to present consistent branding in the design and appearance that transitions from reading the local neighborhood map at a bus shelter to reading the system map and vice versa The Contractor must provide any specifications for the technical printing and folding of the map that may be useful in performing these tasks.

5.3.19.2. The system map must identify and label all major elements of the transit system; including routes, major transfer points, and transfer centers. In addition, enough topographical information will be indicated to assist the rider in orienting himself or herself within the transit system and the County. A map legend and instructions on using the map must be included.

5.3.19.3. The Contractor must ensure that all design elements listed below including bus routing, schedule changes, bus stop locations and transfer points for MCT service and other providers are incorporated, and should check for any changes in major destinations [Note: The elements listed below are considered critical for updating and/or creating the

system map. They should be considered as a minimum or "starting" point Offeror may incorporate or suggest any other design elements that improve the usability of the maps.]

- 5.3.19.3.1. All MCT bus routes
- 5.3.19.3.2. All routes identified of the following regional bus carriers (to be provide by MCT):
 - 5.3.19.3.2.1. Washington Metropolitan Area Transit Authority
 - 5.3.19.3.2.2. Maryland Transit Administration
 - 5.3.19.3.2.3. Prince George's County The Bus
 - 5.3.19.3.2.4. University of Maryland Shuttle Service
 - 5.3.19.3.2.5. Connect-A-Ride
 - 5.3.19.3.2.6. Bethesda Circulator
 - 5.3.19.3.2.7. Friendship Heights Circulator
 - 5.3.19.3.2.8. Rock Spring Park Express Service
- 5.3.19.3.3. Metrorail stations
- 5.3.19.3.4. MARC Stations
- 5.3.19.3.5. Greyhound Stations
- 5.3.19.3.6. Amtrak Stations
- 5.3.19.3.7. Hospitals
- 5.3.19.3.8. Colleges and Universities
- 5.3.19.3.9. Schools
- 5.3.19.3.10. Montgomery County Fire Stations
- 5.3.19.3.11. Governmental offices including libraries, Regional Service Centers, etc.
- 5.3.19.3.12. Parks
- 5.3.19.3.13. Bike Trails
- 5.3.19.3.14. BikeShare Stations
- 5.3.19.3.15. Bodies of Water
- 5.3.19.3.16. Legend
- 5.3.19.3.17. North Arrow
- 5.3.19.3.18. Map Scale
- 5.3.19.3.19. How to use map and director of bus service information
- 5.3.19.3.20. MCT website address
- 5.3.19.3.21. Customer service telephone numbers.

- 5.3.19.4. The Contractor must provide for customers with low vision by recommending a design for a system map that is ADA compliant. Refer to the link for the ADA standards https://www.ada.gov/2010ADASTandards_index.htm.

5.3.20. Station Information Aids

- 5.3.20.1. The Contractor must design and/or update up to 95 station information aids (laminated) that are consistent in design with the transit information aids, local neighborhood maps and the customer timetables. The station information aids will fit into display panels at bus bays located at transit stations.
- 5.3.20.2. Display panels must accommodate 6", 8-1/2", or 11"wide and up to 39.33" in length informational materials. The information provided on the displays will identify chronologically ordered bus service times and routes that service each bus bay at a transit station, as well as a maps of each route on the station information aid document. The information aid will contain as many as practical, but no more than 6, of the bus bay's service schedules and maps. Design and content are subject to MCT approval.
- 5.3.20.3. The goal of the MCT is to communicate consistent transit information to customers that transitions from the individual customer timetable brochures that customers carry for

their personal use, including transit and station information aids located in bus shelters to the information displays created for the bus bays at transit stations. The Offeror will make recommendations as to the layout of the information to be included in each aid and make recommendations for the placement of that transit information in order to achieve the most effective communication of information to MCT customers. Routes that have occasional variations will be indicated with a dashed, dotted or other line pattern and a notation in a legend

- 5.3.20.4. The Contractor must design and/or update station information aids that can be reproduced in large and small scale without loss of clarity on a variety of materials for use on bus shelters and design materials. An example of current transit information aides that are displayed at bus stations is included in Attachment F.
- 5.3.20.5. The Contractor must provide for customers with low vision. Character size must be at least 10-point type and route numbers must be at least 30-point type. The Contractor must provide for customers with low vision by recommending a design for a station information display that is ADA compliant. Refer to the link for the ADA standards http://www.ada.gov/2010ADASTandards_index.htm .

5.3.21. Printing

- 5.3.21.1. After the design/content final approval and/or a request for copies of the documents, the Offeror must print, laminate if required, and deliver the documents within the time-periods specified below. The Offeror may submit alternatives for delivery time-periods subject to MCT approval.

5.3.21.1.1. Local Neighborhood Bus Route Maps (laminated)

- 5.3.21.1.1.1. Quantity: Up to 650 of any given map (before route highlighting).
- 5.3.21.1.1.2. Size: 225.25" x 37.50"
- 5.3.21.1.1.3. Stock: See Section C., H. Materials
- 5.3.21.1.1.4. Color: Full color
- 5.3.21.1.1.5. Delivered up to ten (10) calendar days after approval or request

5.3.21.1.2. Customer Timetables

- 5.3.21.1.2.1. Number of Individual Timetables: up to 85
- 5.3.21.1.2.2. Quantity: 500, 1,000, 2,000, 2,500; 5,000; 10,000; 15,000; 20,000; 25,000, depending on the timetable and the needs of MCT
- 5.3.21.1.2.3. Size: 8.5" x 11"; 8.5" x 14", 8.5" x 22", 11" x 17"; 17" x 22" (as required to achieve finished folded 8.5" x 3.5")
- 5.3.21.1.2.4. Stock: At least #60 recycled offset, white, with minimum brightness of 83
- 5.3.21.1.2.5. Color: Full color
- 5.3.21.1.2.6. Delivered up to 10 calendar days after approval or request

5.3.21.1.3. Book of timetables (bound)

- 5.3.21.1.3.1. Quantity: 500, 1000, 2,500, 5,000
- 5.3.21.1.3.2. Size: 9.5" (height) x 8.0" (width)
- 5.3.21.1.3.3. Stock: At least #60 recycled offset, white,, with minimum brightness of 83
- 5.3.21.1.3.4. Color: Full color
- 5.3.21.1.3.5. Delivered up to 15 calendar days after approval or request

5.3.21.1.4. Transit Information Aids (laminated)

- 5.3.21.1.4.1. Quantity: Up to 1,000
- 5.3.21.1.4.2. Size: 11" x 17"

- 5.3.21.1.4.3. Stock: See section C., H. Materials:
- 5.3.21.1.4.4. Color: Full color
- 5.3.21.1.4.5. Delivered up to ten (10) calendar days after approval or request

- 5.3.21.1.5. System Map
 - 5.3.21.1.5.1. Quantity: 2,500; 5,000; 10,000; 15,000; 25,000
 - 5.3.21.1.5.2. Size: 26" x 24.5"
 - 5.3.21.1.5.3. Stock: At least #80 white gloss
 - 5.3.21.1.5.4. Color: Full color
 - 5.3.21.1.5.5. Folding: As recommended by Contractor in consultation with MCT
 - 5.3.21.1.5.6. Delivered up to fifteen (15) calendar days after approval or request

- 5.3.21.1.6. Stations Information Aid (laminated)
 - 5.3.21.1.6.1. Quantity: Up to 50
 - 5.3.21.1.6.2. Size: 6", 8 1/2", 11" x up to 39.33"
 - 5.3.21.1.6.3. Stock: See section C., H. Materials
 - 5.3.21.1.6.4. Color: Full Color
 - 5.3.21.1.6.5. Delivered up to 10 calendar days after approval or request

5.3.22. Delivery

- 5.3.22.1. Printed documents must be delivered to the following addresses within the County and within the time periods listed in Section B. – SCOPE OF SERVICES, 5.3 Scope of Services/Specifications/Work Statement, F. Printing: Will Kenlaw, MCDOT Division of Transit Services, 16700 Crabbs Branch Way, Rockville, MD 20855 Abby Sullivan, MCDOT Division of Transit Services, 101 Monroe Street, 5th Floor, Rockville, MD 20850.

- 5.3.22.2. Customer pocket timetables must be packaged and shipped in a manner that ensures that shipping boxes will arrive intact. The pocket timetables must be sleeved into manageable groups of 50 or 100 pieces within the shipping boxes. The pocket timetable boxes must be clearly labeled showing the effective date, quantities and contents of the boxes and must be delivered and stacked in numerical (route) order at specified locations to the addresses provided. The delivery company must remove and discard all packing, wrapping, shipping materials and pallets used to ship the pocket timetables and System Maps. The shipper must notify MCT 24 hours in advance of intended delivery and time.

5.3.23. Materials

- 5.3.23.1. The maps, transit information aids and station information displays created will be mounted in panels attached to bus shelters and at stations, and therefore must be capable of being produced on a variety of materials by a variety of reproduction methods and suitable for digital printing from electronic media.

- 5.3.23.2. MCT is seeking high quality and durable materials for maps, transit information aids and displays that will be mounted on outdoor bus shelters and at transit stations. Montgomery County is interested in Offeror's recommendations for cost effective materials beyond any proposed in the specifications; however, it should be equal or better in quality. Minimum criteria include: (a) gouge resistant, (b) graffiti resistant, (c) scratch resistant and (d) fade resistant for outdoor application minimum of 30 months. The Offeror will make recommendations for these materials and provide samples and costs of recommended materials. The Offeror will make recommendations for printing

and mounting the maps, transit information aids and displays in the bus shelters and stations that may be useful in performing these tasks.

- 5.3.23.3. The printed system map and customer timetables will be distributed to customers that use the Ride On system, and therefore must be printed on materials capable of enduring the everyday use of transit customers. The Offeror will make recommendations for these materials. The Offeror must provide any specifications for the technical printing and folding of the map and customer timetables that may be useful in performing these tasks.

5.3.24. Intellectual Property Ownership

- 5.3.24.1. All creative design work, maps, customer timetables, transit information aids and other similar types of intellectual property created for this project become the property of Montgomery County, Maryland upon their approval by and submission to the County, unless expressly stated otherwise by the County.

5.3.25. Foreign Language

- 5.3.25.1. The Offeror will make recommendations for the use of design elements to accommodate customers who do not read English. The Offeror will also make recommendations as to how languages other than English will be incorporated into the design of local neighborhood maps, customer timetables, transit information aids, station information displays and the system map created for this project.

5.3.26. Updates In-House

- 5.3.26.1. MCT must be able to update all material created for this project in-house. The Contractor will make recommendations and provide costs associated with all software, hardware and training required to make updates to the materials designed for this project.
- 5.3.26.2. The Contractor must provide two (2) copies of the software used to create I update the pocket timetables, maps, transit information aids, customer timetables and station information aids .

5.3.27. Use of Color

- 5.3.27.1. The Offeror must consider the most effective use of color in the design of local neighborhood maps, customer timetables, information aids, station aids and system maps. The existing system map and customer timetables are multi-color and two-color, respectively. One of MCT's goals is to present the maps, customer timetables and transit information aids with consistent colors that incorporate consistent branding throughout all the materials created for this project.
- 5.3.27.2. The Offeror will also make recommendations for the functional use of color in identifying bus routes and other bus route related information on maps, the layout of schedules and maps in the customer timetables and the design and layout of transit information aids.

5.3.28. Document Production

- 5.3.28.1. The Offeror must ensure that the selected software and design procedure will permit the reproduction of bus maps, station aids and transit information aids in large and small scale without loss of clarity on a variety of materials for use on bus shelters and bays.

- 5.3.28.2. Artwork must be neat, accurate and legible. Line work must be clear and of the proper weight and type. The artwork must be suitable for reduction.

5.3.29. Computer Graphics Files

- 5.3.29.1. The Contractor is to create and maintain a database system to track all maps, customer timetables and transit information aids and station information aids using an ID system approved by MCT. The database for the local neighborhood maps will be based on existing bus shelter identification numbers provided by MCT.
- 5.3.29.2. The Contractor must provide two (2) copies of the software used to create and/or update the pocket timetables, maps, transit information aids, customer timetables, station information aids and two (2) copies of CD's, DVD's or flash drives containing all maps, customer timetables, transit information aids and station information aid editable digital files stored in the database. This information may be provided electronically with the approval from Montgomery County.
- 5.3.29.3. The Contractor must provide a list outlining all maps, customer timetables, transit information aids and station information aid digital files included in the CD's, DVD's or information provided electronically; the listing and definition of all map layers, the fonts and graphic symbols that were used.

5.3.30. Management Plan

- 5.3.30.1. The Contractor will identify a project manager and all key staff and subcontractors assigned to this project. The Contractor will provide a matrix of the person-hours of each individual assigned to the project by major work element they will perform. The Contractor shall provide (4) references for work performed similar to that being requested in this RFP. The references should include contact names, telephone numbers and address.
- 5.3.30.2. The Contractor must develop a project management schedule to complete the work within the time frame defined in Section C., Scope of Services; Q.
- 5.3.30.3. The Contractor must attend at a minimum the following meetings at MCT offices and/or bus shelter sites in addition to telephone progress meetings:
- 5.3.30.3.1. Kick-off
 - 5.3.30.3.2. Map, Template Design/Prototype Design
 - 5.3.30.3.3. Submittal of the first batch of bus shelter maps, transit information aids and customer timetables.
 - 5.3.30.3.4. During optional years as needed.

5.3.31. Digital Bus Stop Technologies

- 5.3.31.1. As an optional part of this RFP response, MCT desires Offerors to propose digital bus stop (DBS) technologies. Instead of paper timetables or transit information aids at bus stops, digital displays with solar and battery powered technologies should be proposed, along with any other new technologies and creative recommendations. Sample contractor responsibilities may include:
- 5.3.31.1.1. Use MCT's real-time feed to develop the data delivery to the DBS unit;

- 5.3.31.1.2. train MCT personnel on any software and tools so MCT can monitor and update the DBS remotely; and
- 5.3.31.1.3. provide MCT with technical support via telephone and e-mail during the 90-day evaluation period.

5.3.31.2. MCT sample responsibilities may include:

- 5.3.31.2.1. install DBSs and associated hardware at test locations;
- 5.3.31.2.2. provide the contractor with the real-time feed/API;
- 5.3.31.2.3. test locations would have a specific bus stop ID or other identifier that allows the contractor to identify the unique location from the real-time feed; and,
- 5.3.31.2.4. MCT to provide 3G SIM chip for digital bus stop technologies.

5.3.31.3. Pricing should include the following items:

- 5.3.31.3.1. hardware costs;
- 5.3.31.3.2. hardware maintenance costs;
- 5.3.31.3.3. software licensing costs,
- 5.3.31.3.4. software maintenance costs; and,
- 5.3.31.3.5. any hosting option.

5.3.32. Schedule

5.3.32.1. Within ten (10) days of date of contract execution, the Contractor must prepare and submit to the MCT for approval a detailed implementation schedule based on the following milestones [Note: The following schedule reflects MCT's estimate of project completion. However, the Contractor may also submit an accelerated schedule, if applicable].

- 5.3.32.1.1. Obtain resource material – ten (10) calendar days from Execution Date
- 5.3.32.1.2. Create and/or update base map for Montgomery County – twenty (20) calendar days from Execution Date;
- 5.3.32.1.3. Design and/or update the first group of local neighborhood maps – twenty (20) calendar days from Execution date;
- 5.3.32.1.4. Design and/or update first group of customer timetables – twenty (20) calendar days from Execution Date;
- 5.3.32.1.5. Design and/or update first group of transit information aids – twenty (20) calendar days from Execution Date;
- 5.3.32.1.6. Design and/or update first group of station information aids – thirty (30) days from Execution Date;
- 5.3.32.1.7. Design and/or update system map – 60 calendar days from Execution Date;
- 5.3.32.1.8. Develop and submit map database, two copies of all completed map digital files and two copies of the graphics computer software used in the design of the maps, transit information aids and customer timetables – 90 calendar days from Execution Date;
- 5.3.32.1.9. Print and deliver first group of neighborhood maps, customer timetables and transit information aides 45 calendar days, first group of station information aids 60 calendar days and system map 90 calendar days from Execution Date.

5.3.33. Review Procedures

5.3.33.1. MCT agrees to complete each review (which consists of no more than 50 maps per submittal) and provide comments electronically or in writing, in a format approved by the

County, to the Contractor in approximately fifteen (15) working days. The Contractor may meet with the MCT to discuss the review comments. When the prints have been completely checked, and all previous comments have been incorporated or otherwise resolved, the original artwork will be prepared for reproduction only upon written approval by the MCT project manager. Proofs are to have a color reference legend.

- 5.3.33.2. The Contractor must provide the County two copies of the necessary software/licenses necessary to view and/or edit the prints.

5.3.34. Intermediate Reviews

- 5.3.34.1. The prints for review are to be provided electronically in a format approved by MCT. If requested by MCT, the Contractor must provide MCT with three (3) composite color paper prints of each local neighborhood map, customer timetable, transit information aid, station information display and system map to review for accuracy during the Design Phase. The artwork will be completed when the review comments on these submittals have been incorporated without further review except to ascertain that the comments have been appropriately incorporated.

5.3.35. Final Reviews

- 5.3.35.1. The prints for review are normally to be provided electronically in a format approved by MCT. If requested by the County, the Contractor must provide three (3) full-sized full-color prints of each local neighborhood map, customer timetable, the transit information aid, station information display and system map for the MCT to review for accuracy prior to the Production Phase. When the prints have been completely checked, and all previous comments have been incorporated or otherwise resolved, the original artwork will be prepared for reproduction only upon written approval by the MCT project manager. Proofs are to have a color reference legend.
- 5.3.35.2. Changes that are made as a result of the review process are to be incorporated into base maps, databases and records by the contractor to produce the documents. The changes must be incorporated into future prints produced by the Contractor.

5.3.36. Reference Standards

- 5.3.36.1. All materials proposed by the Offeror must meet the minimum specifications of the following industry standards:
 - 5.3.36.1.1. INK: National Printing Ink Research Institute. Soybean or other vegetable based ink with less than a ten (10) VOC level.
 - 5.3.36.1.2. TIMETABLE PAPER: Technical Association of the Pulp and Paper Industry. #60 recycled offset, white, with a minimum brightness of 83. MUST HAVE A MINIMUM RECYCLED CONTENT OF TWENTY (20%) PERCENT POST-CONSUMER WASTE MATERIAL.
 - 5.3.36.1.3. PLASTIC: Society of Plastic Industry and the National Association of Plastic Fabricators.
 - 5.3.36.1.4. ADHESIVE: Pressure Sensitive Tape Council.

5.3.37. Proofs

- 5.3.37.1. Approval of printing processes and final materials will be based on proofs submitted as required which will, when approved in writing by the MCT project manager, become the

standards for the production runs. All design and production phase proofs are to contain all colors submitted to and approved by the MCT project manager and be die-cut to correct size where appropriate

5.4. Contractor's Qualifications

- 5.4.1. Montgomery County Transit (MCT) requests the service of an experienced graphic design firm(s) that has a minimum of five (5) years' experience in map and timetable-based design and the ability to purchase and supervise printing services. Familiarity with public transit operations and experience in producing publications for the public transportation industry is a must.
- 5.4.2. The Contractor's computer designer/operator(s) must be on premises and be skilled, and fully trained to operate the above hardware and software in an efficient and accurate manner. The contractor is to submit resumes of each computer designer/operator on premises assigned to a contract resultant to this RFP. In order to incorporate new and updated data on the computer files, the Contractor must have at the workplace at least one-color scanner capable of scanning 11" x 17" documents at not less than 1200 DPI resolution.

5.5. Contractor's Responsibility

- 5.5.1. The project will require the successful Offeror to organize and interpret timetable and schedule data from MCT, and to prepare the maps and bus information into clear, concise and cohesive service format for each bus stop at which a shelter will be provided.
- 5.5.2. The project will require the Contractor to supply a draft for maps, customer timetables, transit information aids, and station information displays for review and approval by MCT before production of the final version. Any error found by MCT therein will be corrected by the Contractor at no additional cost to the County.
- 5.5.3. The Contractor will attend meetings pertaining to the work with MCT officials. The contractor is required to prepare minutes for record of all such meetings and provide a copy to MCT for review and approval.
- 5.5.4. The Contractor must prepare, submit, and maintain a current schedule for all design and production work, planning and control, in a format approved by MCT. The Contractor is to obtain all resource material listed in County Responsibility Section (5.6) below, and any necessary additional information from other sources to design the maps, customer timetables, transit information aids, system maps, and station information displays specified in Section B, 5.3. Scope of Services/Specifications, Work Statement, 5.3.1. Local Neighborhood Map, 5.3.9 Customer Timetables, 5.3.16. Transit Information Aids (Totem Panel Information) and Attachment H. Station Information Aids, and Attachment G. System Map.

5.6. County's Responsibilities

5.6.1. The MCT will furnish the Contractor the following:

- 5.6.1.1. A written description and a line drawing of all bus routes (to include local jurisdictional routes) to be depicted on new maps, transit information aids and customer timetables.
- 5.6.1.2. Existing bus maps in electronic format.
- 5.6.1.3. Timetables – frequency/span of service.
- 5.6.1.4. Existing bus maps.
- 5.6.1.5. Bus service changes by tri-annual picks
- 5.6.1.6. Bus stop addresses

- 5.6.1.7. Location plans and/or databases for all bus shelters proposed to receive new maps and transit information aids.
- 5.6.1.8. Architectural Standard Drawings for MCT's advertising bus shelters
- 5.6.1.9. Digital logos of regional transportation providers and Pantone colors for any color-critical elements.

5.6.2. Under no circumstance is the artwork or other items furnished by the MCT to be altered in any manner without explicit written approval from the County. Artwork remains the property of Montgomery County, Maryland and is to be returned upon completion of printing.

5.7. Reports/Deliverables

5.7.1. The Contractor must provide a project status report in an approved format for tasks completed each month on or before the 15th day of the following month.

6. SECTION C - PERFORMANCE PERIOD

6.1. TERM

The effective date of this Contract begins upon signature by the Director, Office of Procurement and ends after a one-year period. Contractor must also perform all work in accordance with time periods stated in the Scope of Services. Before this term for performance ends, the Director at his/her sole option may (but is not required to) renew the term. The Contractor's satisfactory performance does not guarantee a renewal of the term. The Director may exercise this option to renew this term Two (2) times for one (1) year each.

6.2 PRICE ADJUSTMENTS

- 6.2.1 Prices quoted are firm for a period of two years after execution of the contract. Any request for a price adjustment after this two-year period is subject to the following:
 - 6.2.1.1. Approval or rejection by the Director, Office of Procurement or designee
 - 6.2.1.2. Submission in writing to the Director, Office of Procurement and accompanied by supporting documentation justifying the Contractor's request. A request for any price adjustment may not be approved unless the contractor submits to the County sufficient justification to support that the Contractor's request is based on its net increase in costs in delivering the goods/services under the contract.
 - 6.2.1.3. Submission within sixty (60) days prior to contract expiration date, if the contract is being amended.
 - 6.2.1.4. The County will not approve a price adjustment request that exceeds the amount of the annual percentage change of the Consumer Price Index (CPI) for the twelve-month period immediately prior to the date of the request. The request must be based upon the CPI for all urban consumers issued for the Washington-Arlington-Alexandria, DC-VA-MD-WV Metropolitan area by the United States Department of Labor, Bureau of Labor Statistics for ALL ITEMS.
 - 6.2.1.5. The County will approve only one price adjustment for each contract term, if a price adjustment is approved.
 - 6.2.1.6. The price adjustment, including its effective date, must be incorporated into a written contract amendment.
- 6.2.2. If pricing is based on percentage discounts, the percentage discount is fixed throughout the term of the contract.

7 SECTION D - METHOD OF AWARD/EVALUATION CRITERIA