

Responses to questions regarding the San Francisco Bay Area Water Trail Map Project RFP received

1. Is there a page limit?

No.

2. Is there a minimum of maximum number of requested project examples?

Provide a minimum of three project examples per Appendix C Reference Form. Where appropriate for these examples, please provide links to or attachments of graphics or materials produced. There is no maximum number of examples.

3. Do the evaluators want a detailed Time and Material budget in addition to the required Appendix B Cost Estimate Form?

No, not at this time.

4. Will all interpretive information and text for the maps be provided? Will the consultant be expected to assist with creating or editing interpretive/descriptive language to be included on the maps?

No original research or writing is anticipated to be required by the consultant. All interpretive information and text for the maps will be provided. However, it is anticipated that the consultant will provide recommendations and edits to this provided information, as needed.

5. Can the project kickoff meeting be conducted virtually via video or conference call? Or should the consultant budget travel costs for the kickoff meeting?

Project kickoff meeting can be conducted virtually via conference call.

6. Will the contractor need to develop an entirely new branding concept for the Water Trail or will they work from the minimal, but existing branding elements (e.g., existing logo, colors, etc.).

The maps will build on the existing Water Trail branding elements.

7. Does staff have all points of interest in spatial format or a format that could be transformed to spatial format? (e.g., spreadsheet with lat/long info).

Staff has most geospatial data anticipated to be required for this project. However, if provided geospatial data is outdated or incomplete, staff may request the Consultant to identify updated or new geospatial data available from public sources.

- 8. Regarding information accessibility for a “broad range of audiences,” does ABAG have a specific age range or minimum reading level in mind for the target audience? Generally for the visual design, are there any requirements for accessibility (high contrast, large type, etc.) or multiple languages?**

Interpretive information and text for the maps will be provided by ABAG. The information provided will be consistent with the accessibility of interpretive materials already produced by the Water Trail and San Francisco Estuary Partnership. There are no additional requirements for accessibility. The maps will be in English for this project. Use of graphics and photographs to convey information will be encouraged.

- 9. The RFP specifies that “a digital design of each map will need to also be produced to accommodate posting on the Water Trail and Estuary partnerships’ websites.” Is this likely to be a static image optimized for screen viewing? Or is there interactivity implied here? How does this align with the parallel RFQ for web services for the Water Trail?**

No interactivity is implied. It is anticipated that the map will be posted as a PDF to the Water Trail and San Francisco Estuary Partnership websites. The updated website will have an interactive map, which may draw on geospatial elements of this project, but this project should be considered completely separate from the website RFQ.

- 10. What level of detail/completeness should we expect from the existing GIS data? Is data discovery, cleanup, or management expected to be a significant part of this project?**

Water Trail GIS data is available upon request. Staff is seeking recommendations from the Consultant on the level of data discovery, cleanup, or management anticipated. While this is an important component of the project, the majority of the effort is anticipated to be required for Task 2.

- 11. What is the preferred file format for the design and production files provided by the consultant to ABAG? The RFP mentions Adobe Illustrator. Are either PDF or InDesign format also acceptable?**

Staff is seeking a highly aesthetic product. Use of any applicable software is acceptable, as long as the Consultant is able to demonstrate the ability to produce high quality products using that software.