

# REQUEST FOR PROPOSALS

## RUTLAND REGIONAL PLANNING COMMISSION

### PRINT DESIGN SERVICES

#### Response to Bidder Questions Posted: July 31, 2023

**Question 1:** The RFP says you're looking to keep the new Plan between 120-150 pages. The 2018 plan online is a 280 page document. Can you confirm that you are on track to hit your target page count?

**Response 1:** Our goal with this Plan update is to significantly reduce the size of the document. The proposed 150 page limit is our current target.

**Question 2:** Is the [2018] regional plan online the best document to look at, in terms of a relevant example of your current design and layout? Are there any regional plans from other areas/states that you would like to emulate or take inspiration from in terms of their design?

**Response 2:** Our intent with the current update is to undergo a full re-design that will look very different from the 2018 design and layout. We do not have any examples that we would like to emulate. Rather, as part of the project scoping, we will work with the design consultant to create an overall design and layout that fits with our current organizational re-branding, which is underway.

**Question 3:** Under the *Project Scoping and Design Goals* section, it references a written summary. Is this something RRPC will provide or should I include this in my potential responsibilities?

**Response 3:** We are looking for the consultant to prepare a written summary of the kickoff meeting.

**Question 4:** Under the *IV. Schedule* section: Will any or all content be provided prior to the Design Layout Template and Typography October 2023 deadline or would these designs be in more of a wireframe/template with filler content format? Same goes for the Key Infographics deadline.

**Response 4:** The drafting phase of the project will kickoff in October 2023, so we envision the deliverables due in October 2023 to be more of a wireframe/template with filler content format to share with staff. There may be some actual content for the introductory chapter of the plan ready in advance of the October 2023 deadline.

**Question 5:** Under the *IV. Schedule* section: There's mention of First and Second Chapter Drafts. Will you need separate drafts of any of the other 11+/- chapters?

**Response 5:** We envision two rounds of chapter drafts with the first draft of all chapters due by June 2024 and second draft of all chapters due by March 2025.

**Question 6:** Will the general content be similar to the current plan on your website, with the addition of more visuals?

**Response 6:** Yes, the content will be similar to the current plan; however, our intent with the update is to undergo a full re-design that will look very different from the 2018 design and layout.

**Question 7:** Do you have a set plan or vision for the final print format? (ie corner staple, saddle stitch, perfect bound)?

**Response 7:** Our preferred binding style is perfect bound. To clarify, the scope does not include any printing, just delivery of print ready files.

**Question 8:** Do you just need contact info for the reference or do you need separate letters of recommendation?

**Response 8:** Contact information with a brief project description will be sufficient.

**Question 9:** Does RRPC have a brand guidelines to be followed?

**Response 9:** Current organizational re-branding is underway. We should be able to provide further guidance on brand guidelines at the project kickoff meeting.

**Question 10:** Will designer do all layout and text revisions, or will someone internal do some of the final edits?

**Response 10:** We envision the designer completing all layout and text revisions – see Response 12 for additional information.

**Question 11:** In the Scope of Work, does “provide options for key infographics” refer to creating a look and feel that would be part of the two design options?

**Response 11:** The “look and feel” is what we consider the design layout template and typography. We have not specified how many design layout options the consultant is to produce (see question/response 12 below). This will be part of the kickoff meeting discussion. Please feel free to indicate in your proposal a maximum number of design layout options included in your price.

In addition to text, we are looking for the design consultant to produce key infographics (i.e., data visualizations like charts, graphs, images with minimal text that give an easy-to-understand overview of a topic) to display plan content as something other than text. So, the Scope of Work includes providing us with infographic options for key plan content.

**Question 12:** In the Scope of Work , does “provide RRPC staff with up to two Plan drafts for review” mean two design options or two correction rounds?

**Response 12:** It refers to correction rounds. Once we have agreed on the design layout template and typography, RRPC staff will submit content for each chapter on a schedule agreed on at the kickoff meeting. The design consultant will take this content provided in MS Word and incorporate it into a working draft of the Plan. The initial draft chapters will be shared with RRPC staff for review and further revision. Edits on the initial draft chapters will be provided to the design consultant for incorporation into the working draft. Revised chapter drafts will be shared with RRPC for review. Any additional chapter revisions will be addressed to prepare a complete draft Plan for the first public hearing. Any revisions resulting from the first public hearing will be addressed by the design consultant and a final full draft will be provided for the second public hearing.